



## Virtual Summer School 2017 – free places in the course Creative Cross Cultural Communication (15<sup>th</sup> June – 25<sup>th</sup> June 2017)

[DOBA Business School](#) is organizing the 9th virtual summer school in June 2017. Last year there were over 372 students from 29 different countries participating.

Cross cultural communication is becoming more and more important in today's business since the success sometimes depends on how good you understand other cultures and social groups. Cross-cultural understanding plays an important part in cross-cultural negotiation, multicultural conflict resolution, customer service, business and organizational communication.

This is the reason for organizing a free *International week* entitled "*Creative Cross Cultural Communication*" (15<sup>th</sup> June – 25<sup>th</sup> June 2017) offering interesting lectures and webinars.

### Course aims

- learn about the main characteristics of the archetypes of business cultures in the modern world;
- master intercultural aspects in establishing new business contacts;
- understand multiculturalism and the specifics of doing business in an intercultural context;
- be able to cooperate in a multicultural work team in his/her own company or on the level of international business.

### Course structure

The free course is structured around online activities, individual and collaborative. Course activities are supported by a course tutor throughout the course. Students and tutor will meet in the virtual learning environment Blackboard, where all resources, guidelines and forums are to be found. For technical issues online support will be provided. There are synchronous sessions (webinars) planned.

### Registration and course details



**Registration:** [Application form](#)

**Registration deadline:** 30<sup>th</sup> May 2017

**Course Duration:** 1 week with tutorial support

**Course Start:** 15<sup>th</sup> June 2017

**Preparatory period:** 15<sup>th</sup> to 18<sup>th</sup> June

**Tuition:** free of charge for foreign students

**Maximum number of participants:** 100

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**More details:** [Virtual Summer School 2017](#) page