



Virtual Summer School 2016 – free places in the course Creative Cross Cultural Communication (7th June – 17th June 2016)

[DOBA Business School](#) is organizing the 8th virtual summer school in June 2016. Last year there were over 342 students from 25 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*" (7th June – 17th June 2016) 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: 25th May 2016

Course Duration: 1 week with tutorial support

Course Start: 7th June 2016

Preparatory period: 7th to 9th June

Tuition: free of charge for foreign students

Maximum number of participants: 60

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More details: [Virtual Summer School 2016](#) page