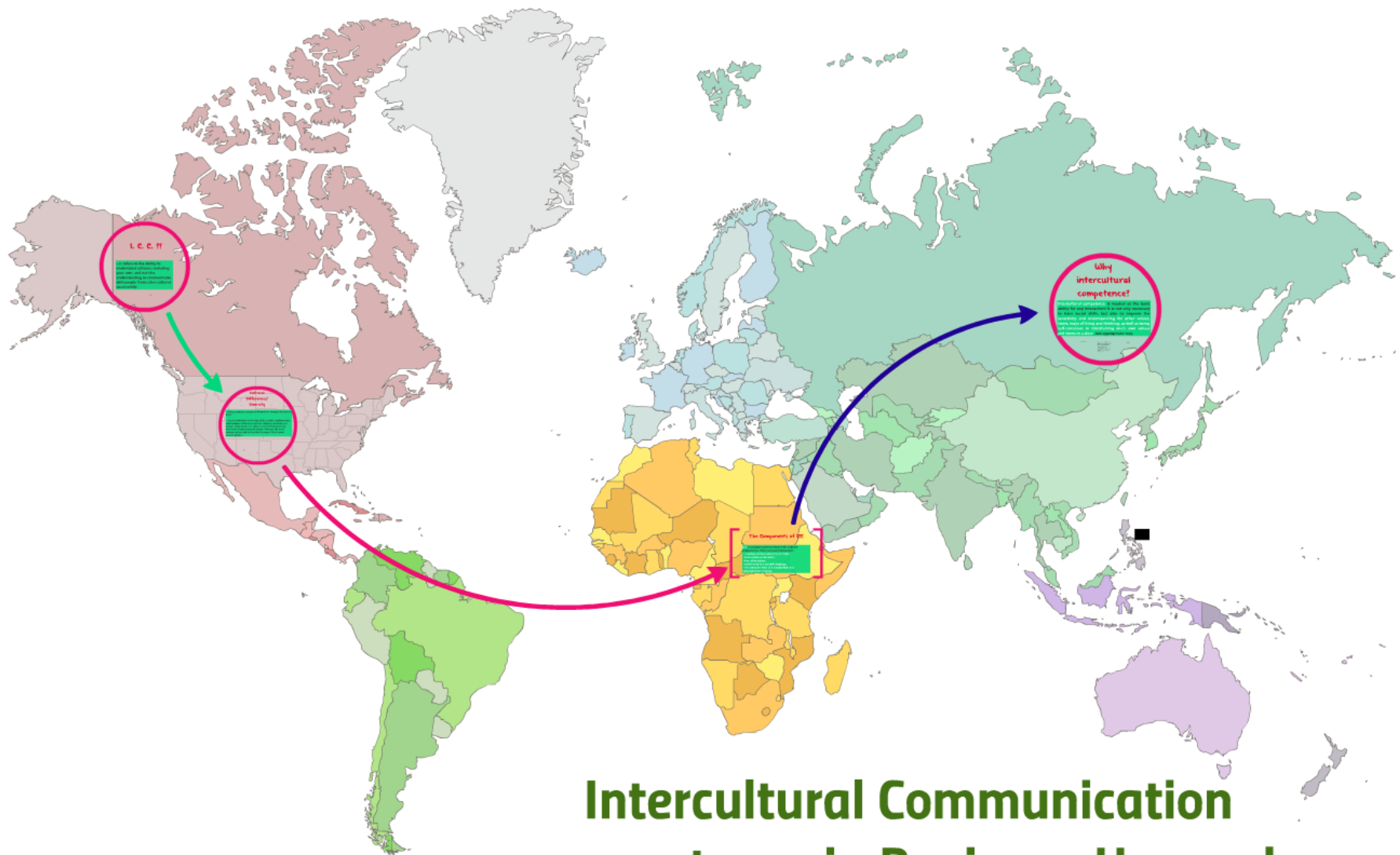


## Intercultural Communication competency in Business Harvard Case Solution & Analysis

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A large pink circle is centered on a light brown background. The background features several white, jagged, star-like shapes. One large jagged shape is on the right side, and another is on the bottom left. There are also some small, faint, illegible text fragments at the bottom center.

**I. C. C. ??**

**-- it refers to the ability to understand cultures, including your own, and use this understanding to communicate with people from other cultures successfully.**

## **APPROPRIATELY**

**-valued rules, norms and expectations of the relationship are not violated significantly.**

## **EFFECTIVELY**

**-valued goals or rewards (relative to costs and alternatives) are accomplished.**

# Basic requirements for Intercultural communicative competence

- \***Knowledge** - to other cultures and other people's behaviors.
- \***Empathy**- understanding the feelings and needs of other people
- \***Self-confidence**- knowledge of one's own desire, strengths, weaknesses, and emotional stability.
- \***Cultural Identity**- knowledge of one's own culture.



# Cultural Differences/ Diversity

-- a large groups of people and how their lifestyles and beliefs differ.

-- are the variations in the way of life, beliefs, traditions and laws between different countries, religions, societies and people. Many people see culture as an all encompassing overview of large groups of people. However, the word culture can be used to describe the way of life of much smaller groups.

# Ex. for Cultural Differences

- CLOTHING
- FOOD 
- LANGUAGE
- RULES/LAWS
- BEHAVIOR



