

**Course TITLE:** Cross Cultural Communication in Services

**Instructor:** Siripen Dabphet

**Title/Position :** Dr./Assistant Professor

**Institution :** Naresuan University



**Course Overview:**

Defination; Significance of cross cultural commuication; Kowledge and Understanding in the culture of neighbor countries; Characteristics, process and effectiveness of cross cultural communication

**Grading:**

Assignments = 20%

Presentation = 10%

Exam = 70%