



**CROSS CULTURAL WORKPLACE PRACTICES
COMM 432**

Fall 2016

INSTRUCTOR: Jane Wei Liang

E-MAIL: liangwei88@gmail.com (Please ensure you put COMM432 in the subject line)

OFFICE LOCATION: n/a

OFFICE HOURS: n/a

TELEPHONE NUMBER: (778) 983-2200

CLASS TIME: Wed. 8:30-11:00AM

CLASS LOCATION:

WEBSITE:

Information regarding School of Business at UNBC can be found at: <http://www.unbc.ca/commerce>

COURSE DESCRIPTION

This course is designed to enable you to understand the nature of cultural differences in management and organizational practices. Given the large and growing nature of the global business environment, this course will enhance your ability and skills to participate effectively in operations that incorporate diverse cultures.

COURSE OBJECTIVES

- To develop an appreciation of cultural differences and their effects on people and organizations.
- To develop strategies and skills for approaching and working effectively with people and organizations in other cultures.
- Select an appropriate global expansion strategy for a given set of conditions.
- To develop the management knowledge and skills necessary to achieve success in a changing and complex world.
- Given an entry country, analyze the constraints and cultural concerns faced by an international manager, focusing on the impact of the local culture on leadership, management, and negotiation.

REQUIRED TEXTS & RESOURCES

- **Required Text:** Richard D./Bucher (2013), *Diversity Consciousness: Opening Our Minds to People, Cultures, and Opportunities*, 4th Edition, Pearson.
- **Other Reference:** Ahlstrom/Bruton (2010), *International Management: Strategy and Culture in the Emerging World*, South Western, Mason OH.

COURSE FORMAT

This course will consist of a combination of lectures, practical examples, cases, class discussions, and course project. You are expected to read relevant chapters and to prepare material, take notes and identify significant issues in advance for discussions in class. General lecture slides and reading materials designed to supplement class lectures will be posted on the Blackboard prior to the scheduled discussion of the topic.

COURSE ASSIGNMENTS, EXAMS AND GRADE WEIGHTING

Components	Grade Weight	Date/Due
Participation	10%	--
Individual Autobiographical Essay	15%	Due on last class
Midterm Exam	25%	Nov. 2 nd
Team Presentation – Learning a Culture	20%	Doodle Schedule
Team Final Project Report & Presentation	30%	Doodle Schedule
Total	100%	

Participation (10%):

The participation mark is made up of two parts which includes attendance (four random attendance checks) and active participation in class discussions.

Individual Autobiographical Essay (15%):

Please see the Student's Booklet regarding the detailed instructions.

Midterm Exam (25%):

Midterm exam will take the form of a combination of true/false questions, multiple choice questions, and short answer questions. The exam will cover both assigned readings and lecture materials based upon content from chapters covered up until the exam date.

Learning a Culture Presentation (20%) and Team Final Project (30%):

- **Team Presentation: Learning a culture (20%)** - each team can choose one culture from list provided and register with the instructor before the first midterm day, and prepare a 15-20 minutes presentation to the class. The presentation can be a general introduction of a culture or focus on some interesting traditions, activities, and habits. Team will be graded by oral presentation only.
- **Team Final Project (30%)**: Each team is to examine a topic of their choice relating to cross-culture practices or international management from the project list provided by the instructor. Note that while the topic must be related to the course it need not be something that is covered in class or in the text. A project memo to identify the team members and their topic choice will be due on the midterm day (Nov. 2nd). The memo is not graded but serves to get approval from the instructor. The project grade will be based on both the written report (20%) and a 15-20 minutes presentation (10%). A typed, maximum ten-page paper (12 pt. easy-to-read font, double spaced) written report will be due on final presentation day.
- **Online resources:**
 - Kwintessential Ltd. UK: <http://www.kwintessential.co.uk/culture-vulture.html>
 - Commisceo Global Consultancy Ltd.: <http://www.commisceo-global.com/country-guides>
- You are to form teams of *up to seven (7)* students. You can have the same team to finish both the team presentation and final project.
- Please refer to attached “Team Presentation/Project Grading Rubric” for grading.

GRADING SYSTEM

Please see the calendar regarding the details.

<u>Excellent</u>	A+ = 90-100	A = 85-89.9	A- = 80-84.9
<u>Good</u>	B+ = 77-79.9	B = 73-76.9	B- = 70-72.9
<u>Satisfactory</u>	C+ = 67-69.9	C = 63-66.9	
<u>Marginal</u>	C- = 60-62.9	D+ = 57-59.9	D = 53-56.9 D- = 50-52.9
<u>Failure</u>	F = 0-49.9		

CONDUCT IN EXAMS, MISSING EXAMS

Please see the calendar regarding the details.

PLAGIARISM AND ACADEMIC MISCONDUCT

Please see the calendar regarding the details.

RESPECT

Please demonstrate respect to your fellow students who express their thoughts and explore new ideas in the course.

ETHICAL STANDARDS

The following behaviors are considered unethical:

- Telling the instructor that you "need" a certain grade
- Asking for extra assignments for the purpose of raising a grade
- Asking that the grade be raised because it is very close to the next higher grade
- Asking that the grade be raised because you did very well on one part of the course
- Asking for a higher grade because you don't like the grading scheme
- Asking to be allowed to turn in an assignment late - even a few minutes late - because of computer or printer problems or any other reason
- Asking to be treated better than other students by making an exception to the rules
- Asking for any other unfair advantage in grading.

ACADEMIC ADVISING

For academic advising please contact the Recruitment and Advising Centre Room 7-714, by email: advising@unbc.ca or via phone at 250-960-6494.

ACCESS RESOURCE CENTRE

If there are students in this course who, because of a disability, may have a need for special academic accommodations, please feel free to meet with me to review your specific needs or contact the Access Resources Centre located in the Teaching and Learning Centre, Main Floor West Block Room 10-1048 Tel 250-960-5682 or via email arc@unbc.ca. For more information, please visit their website www.unbc.ca/arc.

ACCESS SUCCESS CENTRE

For tutoring online or in person; download handouts on writing, math, and referencing; receive study assistance; and much more, please see the Learning Skills Centre.

The Learning Skills Centre is committed to supporting and enhancing student learning and to providing the skills students will need to become life-long learners. Through collaborative partnerships, we offer services and resources that empower students to take responsibility for their own learning. Our students' success is our ultimate measure of accomplishment.

For more information, please contact the Academic Success Centre located in the Teaching and Learning Building, Room 10-2584 or via Tel 250-960-6367 Fax 250-960-5425 or via email asc@unbc.ca. Their website is www.unbc.ca/asc

ACCREDITATION (As Referenced, Sep. 2016)

Receiving Institution	Transfer Credit
TRU	TRU BBUS 4XX0 (3)

For more complete information, refer to the BC Council on Admissions & Transfer at www.bctransferguide.ca.

COMM 432 - TENTATIVE TIMETABLE

Date	Topic	Remarks
PART I – DIVERSITY CONSCIOUSNESS		
7 Sep	Course Intro	
14 Sep	Diversity & International Management	Ch 1
21 Sep	Diversity Consciousness and Success	Ch 2
28 Sep	Cross-culture Communication	Ch 5
5 Oct	<ul style="list-style-type: none"> • Developing Diversity Conscious • Diversity Case Study 	Ch 4
<i>12/19 Oct</i>	<ul style="list-style-type: none"> • <i>Team Presentation-Learning a Culture</i> • <i>Chinese Culture</i> 	
PART II – INTERNATIONAL MANAGEMENT		
26 Oct	Strategy	Ch 4, 5
<i>2 Nov</i>	<i>Midterm (Ch 1,2,4,5,4,5)</i>	<i>Team project memo due</i>
9 Nov	International Market Entry	Ch 6
16 Nov	Influence and Negotiation	Ch 10
<i>23/30 Nov</i>	<i>Team Project Presentation</i>	<ul style="list-style-type: none"> • <i>Individual assignment due</i> • <i>Project report due</i>

No Final Exam