

SYLLABUS

DATE OF LAST REVIEW:	02/2013
CIP CODE:	52.1401
SEMESTER:	Departmental Syllabus
COURSE TITLE:	International Business Cultures
COURSE NUMBER:	BUSN 0214
CREDIT HOURS:	3
INSTRUCTOR:	Departmental Syllabus
OFFICE LOCATION:	Departmental Syllabus
OFFICE HOURS:	Departmental Syllabus
TELEPHONE:	Departmental Syllabus
EMAIL:	Departmental Syllabus <i>KCKCC issued email accounts are the official means for electronically communicating with our students.</i>
PREREQUISITE(S):	Basic computer skills and Internet access/skills.

REQUIRED TEXT AND MATERIALS:

Please check with the KCKCC bookstore, <http://www.kckccbookstore.com/>, for the required texts for your particular class.

This is an online course. Students need access three to five times per week to the Internet, so please have a back-up plan for access to a computer in case yours goes down.

COURSE DESCRIPTION:

This course is designed to acknowledge the importance of the cultural dimension in the field of international business. By exploring the contribution that cultural anthropology makes to the business field, students will realize a more effective and humane method of conducting international business. Theoretical approaches surveyed in the course include:

Cultural-General Approach: Making the Connections between Anthropological Theory (Generalizations) and International Business; Understanding Communication Patterns—Verbal and Nonverbal; Cultural Self-Awareness: Their Values and Ours; Culture-Specific Approach: Finding Relevant Cultural Information.

METHOD OF INSTRUCTION:

A variety of instructional methods may be used depending on content area. These include but are not limited to: lecture, multimedia, cooperative/collaborative learning, labs and demonstrations, projects and presentations, speeches, debates, and panels, conferencing, learning experiences outside the classroom, and performance. Methodology will be selected to best meet student needs.

COURSE OUTLINE:

- I. Cultural Anthropology and International Business
 - A. What is the anthropological perspective?
 - B. Why is it important for working abroad?
- II. What is Culture?
 - A. Culture Defined
 - B. Cultural Universals
 - C. Cultural Change
 - D. Ethnocentrism
 - E. Cultures as Integrated Wholes
- III. Communicating across Cultures
 - A. The Need for Linguistic Proficiency in International Business
 - B. Language and Culture
 - C. Explicit vs. Implicit Communication
 - D. Language and Social Context
 - E. Complicating Factors—Slang, Proverbs, Euphemisms, Humor, and Conversational Taboos
- IV. Nonverbal Dimension (Chapter 4)
 - A. Nature of Nonverbal Communication
 - B. Body Posture
 - C. Hand Gestures
 - D. Facial Expressions
 - E. Gaze
 - F. Proxemics
 - G. Bodily Contact (Touching)
- V. Contrasting Cultural Values
 - A. Individual-Collective Dimension
 - B. Equality-Hierarchy Dimension
 - C. Tough-Tender Dimension
 - D. Uncertainty-Avoidance Dimension
 - E. Time Dimension
- VI. Negotiating across Cultures
 - A. Nature of Cross-Cultural Negotiation
 - B. Where to Negotiate
 - C. Effective Strategies for International Business
 - D. Use of Interpreters
 - E. Global Negotiation
- VII. Coping with Culture Shock

- A. Nature of Culture Shock
- B. Minimizing Culture Shock
- VIII. Developing Global Managers
 - A. Selection
 - B. Cross-Cultural Training
 - C. Repatriation
 - D. Global Managers for the Twenty-First Century

FINAL PAPER: For this paper you will compare business practices between two countries by interviewing a person who has worked in the United States as well as abroad. You can either interview a person from another culture who has worked both in his or her native country and in the United States or interview a person from the United States who has worked abroad. In order for you to have an understanding of the other country where your participant has worked, research regarding the cultural behaviors of that country is required. A proposal needs to be turned in for approval before you begin. For more information concerning the paper, please see Course Management Statement/Information Page in the Lessons' folder.

EXPECTED LEARNER OUTCOMES:

- A. The student will be able to expose the student to the interdisciplinary field of business cultures.
- B. The student will be able to introduce the student to the primary concepts of anthropology and business which constitute the foundation of the field.
- C. The student will be able to produce sensitivity to the immensely significant role of communication across business cultures.
- D. The student will be able to develop in the student an appreciation for the skills necessary to locate and communicate with clients/contacts throughout the globe.
- E. The student will be able to describe to students the social, political, economic, and technological elements of negotiation across cultures.
- F. The student will be able to develop student appreciation for the ethnic complexity of cultures of the world.
- G. The student will be able to instill in students a critical understanding of culture and international business.

COURSE COMPETENCIES:

Upon successful completion of the course:

The student will be able to expose the student to the interdisciplinary field of business cultures.

- 1. The student will be able to describe an anthropological approach to the study of international business enhanced by selected materials from other disciplines within the social sciences.
- 2. The student will be aware of the need for greater awareness of the cultural environment.

The student will be able to introduce the student to the primary concepts of anthropology and business which constitute the foundation of the field.

- 3. The student will be able to define culture.
- 4. The student will be able to describe the five cultural universals.

5. The student will be able to determine the influence of cultural universals.

The student will be able to produce sensitivity to the immensely significant role of communication across business cultures.

6. The student will be able to explain the nature of nonverbal communication.
7. The student will be able to realize the need for and significance of linguistic proficiency.
8. The student will be able to explain the relationship between language and culture.
9. The student will be able to recognize the difference between explicit and implicit communication.

The student will be able to develop in the student an appreciation for the skills necessary to locate and communicate with clients/contacts throughout the globe.

10. The student will be aware that cultural patterns are learned.
11. The student will be able to locate relevant cultural information through the use of data banks.
12. The student will be aware of the additional complicating factors of language such as 'slang'.
13. The student will be able to explain nonverbal communication and cultural context.
14. The student will be able to locate and relate the cultural core values to the business practice of a business culture other than her/his own.

The student will be able to describe to students the social, political, economic, and technological elements of negotiation across cultures.

15. The student will be aware of the value preferences of people from different cultural groups.
16. The student will be aware of means to avoid potential miscommunications.
17. The student will be able to explain the nature of cross-cultural negotiation.
18. The student will be aware of the array of the effective strategies that can be applied to international negotiations.
19. The student will be able to determine when interpreters are necessary during negotiations.
20. The student will be able to construct a model for understanding the complex linkage among the cultural, social, economic, and political variables that influence organizational behavior.

The student will be able to develop student appreciation for the ethnic complexity of cultures of the world.

21. The student will be able to distinguish between cultural relativism and ethnocentrism.
22. The student will be able to determine means to minimize culture shock.
23. The student will be able to explain character traits needed for global managers.
24. The student will be able to realize the importance of cross-cultural training of global managers.
25. The student will be able to determine the necessary skills for managing multicultural diversity in international settings.

The student will be able to instill in students a critical understanding of culture and international business.

26. The student will be aware of cultural influences on business and social life.
27. The student will be able to recognize that language form may change depending on the social situation.
28. The student will be able to recognize and define 'culture shock'.
29. The student will be aware of the impact of cultural change on business practice.
30. The student will become aware of the impact of repatriation on international business participants.

ASSESSMENT OF LEARNER OUTCOMES:

Student progress is evaluated by means that include, but are not limited to, exams, written assignments, and class participation. The grading scale and the process for calculating the course grades are to be determined by the individual instructors. This information will be included in each instructor's syllabus.

SPECIAL NOTES:

This syllabus is subject to change at the discretion of the instructor. Material included is intended to provide an outline of the course and rules that the instructor will adhere to in evaluating the student's progress. However, this syllabus is not intended to be a legal contract. Questions regarding the syllabus are welcome at any time.

Kansas City Kansas Community College is committed to an appreciation of diversity with respect for the differences among the diverse groups comprising our students, faculty, and staff that is free of bigotry and discrimination. Kansas City Kansas Community College is committed to providing a multicultural education and environment that reflects and respects diversity and that seeks to increase understanding and tolerance.

Kansas City Kansas Community College offers equal educational opportunity to all students as well as serving as an equal opportunity employer for all personnel. Various laws, including Title IX of the Educational Amendments of 1972, require the college's policy on non-discrimination be administered without regard to race, color, age, sex, religion, national origin, physical handicap, or veteran status and that such policy be made known.

Kansas City Kansas Community College complies with the Americans with Disabilities Act. If you need accommodations due to a documented disability, please contact the Director of the Academic Resource Center at 288-7670.

All enrolled students at Kansas City Kansas Community College are subject to follow all rules, conditions, policies and procedures as described in both the Student Code of Conduct as well as the Student Handbook. All Students are expected to review both of these documents and to understand their responsibilities with regard to academic conduct and policies. The Student Code of Conduct and the Student Handbook can be found on the KCKCC website.