

<b>Course</b>	<b>INTB 5710</b> - Cross Cultural Management Fall 2, 2009
<b>Instructor</b>	Name: Douglas Petrikat Phone: 714-508-7490 Email: douglaspetrikat@sbcglobal.net
<b>Catalog Description</b>	The cultural, attitudinal, and behavioral differences that affect international business are examined. Course content focuses on the cultural differences between nations and how these differences affect social organizations. The management of multinational corporations from the perspective of environment, structure, process, and interfirm and intrafirm relations is considered.
<b>Prerequisites</b>	Some familiarity with world issues – geography, foreign cultures, and transnational business.
<b>Learning Outcomes</b>	<p style="text-align: center;"><b>At the completion of this course, students should be able to:</b></p> <ol style="list-style-type: none"> <li>a. Examine the cultural influences and impacts on global business, management, and performance.</li> <li>b. Focus on leadership in globalization, communication, negotiation, change, and cultural synergy.</li> <li>c. Improve their management skills through cross-cultural effectiveness.</li> <li>d. Take advantage of emerging global market opportunities.</li> <li>e. Comprehend why international business differs from domestic business, and describe the three environments (domestic, foreign, and international) in which an international company operates.</li> <li>f. Understand worldwide human resources and expatriate management.</li> </ol>
<b>Textbooks</b>	<p><b>Text:</b> Cultural Intelligence: People Skills for Global Business (4<sup>th</sup> ed) <b>Author:</b> Davis C. Thomas and Kerr Inkson <b>Publisher:</b> Berrett-Koehler Publishers <b>ISBN:</b> 1576752569</p> <p><b>Text:</b> Readings and Cases in International Management: A Cross Cultural Perspective (3<sup>rd</sup> ed) <b>Author:</b> Davis C. Thomas <b>Publisher:</b> Sage Publications <b>ISBN:</b> 0-7619-2637-2</p>

<p><b>Grading</b></p>	<p><b>Course requirements:</b></p> <table data-bbox="581 342 1027 562"> <tr> <td>Book Review</td> <td>10%</td> </tr> <tr> <td>Negotiations Paper</td> <td>15%</td> </tr> <tr> <td>Midterm Exam</td> <td>20%</td> </tr> <tr> <td>Presentation</td> <td>25%</td> </tr> <tr> <td>Final Exam</td> <td>20%</td> </tr> <tr> <td>Participation</td> <td>10%</td> </tr> </table> <p>Grading:</p> <table data-bbox="488 674 862 926"> <tr> <td>A</td> <td>93-100</td> </tr> <tr> <td>A-</td> <td>90-92</td> </tr> <tr> <td>B+</td> <td>87-89</td> </tr> <tr> <td>B</td> <td>84-86</td> </tr> <tr> <td>B-</td> <td>80-83</td> </tr> <tr> <td>C</td> <td>70-79</td> </tr> <tr> <td>F</td> <td>69 and below</td> </tr> </table>	Book Review	10%	Negotiations Paper	15%	Midterm Exam	20%	Presentation	25%	Final Exam	20%	Participation	10%	A	93-100	A-	90-92	B+	87-89	B	84-86	B-	80-83	C	70-79	F	69 and below
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<p><b>Activities</b></p>	<p><b>Written assignment</b>– The Los Angeles Times has requested that you review <u>Cultural Intelligence</u>. Your review should be double spaced, three to five pages long, and include a one page summary. In addition, discuss your views on the author’s major points, and the implications for global managers.</p> <p><b>Research paper</b> – Your boss has given you a report to do. You have to write on negotiating with _____. Any nationality will be fine, but as part of your research you must interview at least one individual from that country and, if possible, another individual who deals with people from that country. Your report should be doubled spaced and approximately five pages long.</p> <p><b>Presentation</b>– You must select a country and prepare a presentation on its culture. This project should include background information, and the influence of culture on social, economic and political structures. Also be sure to include the implications for business and management. As part of your research, you must independently interview at least one individual from the chosen country. The presentation should be approximately 30 minutes long.</p>																										
<p><b>Policy Statements: University Policies</b></p>	<p>University policies are provided in the current course catalog and course schedules. They are also available on the university website. This class is governed by the university’s published policies. The following policies are of particular interest:</p>																										

<p><b>Academic Honesty</b></p>	<p>The university is committed to high standards of academic honesty. Students will be held responsible for violations of these standards. Please refer to the university’s academic honesty policies for a definition of academic dishonesty and potential disciplinary actions associated with it.</p>
<p><b>Drops and Withdrawals</b></p>	<p>Please be aware that, should you choose to drop or withdraw from this course, the date on which you notify the university of your decision will determine the amount of tuition refund you receive. Please refer to the university policies on drops and withdrawals (published elsewhere) to find out what the deadlines are for dropping a course with a full refund and for withdrawing from a course with a partial refund.</p>
<p><b>Special Services</b></p>	<p>If you need accommodations for a disability, please let the instructor know at the beginning of the course so that they can be provided.</p>
<p><b>Disturbances</b></p>	<p>Since every student is entitled to full participation in class without interruption, disruption of class by inconsiderate behavior is not acceptable. Students are expected to treat the instructor and other students with dignity and respect, especially in cases where a diversity of opinion arises. Students who engage in disruptive behavior are subject to disciplinary action, including removal from the course.</p>
<p><b>Course Policies</b></p>	<p>Students are expected to actively participate in discussion of readings and work experiences.</p>
<p><b>Weekly Schedule</b></p>	<p><b>WEEK 1:</b>  Class Introduction and Administration.  Read <u>Cultural Intelligence: People Skills for Global Business</u> by Thomas and Inkson. This book is to be completed for the first class.  <b>Written assignment due</b> – The Los Angeles Times has requested that you review <u>Cultural Intelligence</u>. Your review should be double spaced, three to five pages long, and include a one page summary. In addition, discuss your views on the author’s major points, and the implications for global managers.  Read <u>Readings and Cases in International Management: Beyond Sophisticated Stereotyping</u> (Osland and Bird) page 58. Footware International (Blake) page 123.</p> <p><b>WEEK 2:</b>  Discussion topic – North American Culture.  Read <u>Readings and Cases: Key Concepts Underlying Structures of Culture</u></p>

(Hall and Hall) page 151. Cultural Constraints in Management Theories (Hofstede) page 17. The Japanese Manager's Traumatic Entry into the U.S. (Linowes) page 44. Chiba International, Inc. (Hatvany and Vladimir) page 115.

**WEEK 3:**

Discussion topic – Asian Culture.

Read Readings and Cases: Global Managers (Kedia and Mukherji) page 3. Negotiating with the Chinese (Ghuri and Fang) page 163. Negotiating Across the Pacific (Lin and Guan) page 230. Same Bed Different Dreams Walsh, Wang, Xin) page 303.

**WEEK 4:**

Discussion topic – European Culture.

Read Readings and Cases: Understanding the Bear (Puffer) page 177. Contrasts in Culture (Michailova) page 189. Rus Wane Equipment (Shekshnia and Puffer) page 254.

**Research paper due** – Your boss has given you a report to do. You have to write on negotiating with \_\_\_\_\_. Any nationality will be fine, but as part of your research you must interview at least one individual from that country and, if possible, another individual who deals with people from that country. Your report should be doubled spaced and approximately five pages long.

**WEEK 5:**

**Midterm Exam**

Discussion topic – Ethics.

Read Readings and Cases: Values in Tension (Donaldson) page 133. When Ethics Collide (Buller, Kohls, Anderson) page 141.

**WEEK 6:**

Discussion topic – African and Middle Eastern Culture.

Read Readings and Cases: Unocal and the Yadana Gas Pipeline Project (Lawrence and Tolley) page 75. Nike's Dispute with the University of Oregon (Morris and Lawrence) page 204. How much Sleaze Is Too Much? (Osland) page 219.

**WEEK 7:**

Discussion topic – Latin American Culture.

Read Readings and Cases: The Contemporary International Assignment (McEvoy and Parker) page 322. Expatriate Assignment Versus Overseas Experience (Inkson, Arthur, Pringle, Barry) page 332. Catskill Roads (Ritchie and Hawkins) page 364. Andreas Weber's Reward (Stahl and Mendenhall) page 371.

	<p><b>WEEK 8:</b> Course review. Read <u>Readings and Cases</u>: Minding your Metaphors (Gibson and Zellmer-Bruhn) page 282. End-Games in International Alliances (Serapio and Cascio) page 294.</p> <p><b>WEEK 9:</b> <b>Final Exam</b> <b>Presentation due</b> – You must select a country and prepare a presentation on its culture. This project should include background information, and the influence of culture on social, economic and political structures. Also be sure to include the implications for business and management. As part of your research, you must independently interview at least one individual from the chosen country. The presentation should be approximately 30 minutes long.</p>
<b>Additional Information</b>	Students with questions or concerns may call, e-mail, or speak to the instructor before or after class.