



北京理工大学学术学分课程

Beijing Institute of Technology Academic  
Credit Courses Program

## HUM9202- INTERNATIONAL BUSINESS CULTURE *Syllabus*

**Jan.3, 2019 – Jan.26, 2019**

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Term Duration: Jan. 3, 2019 –Jan. 26, 2019  
Credit Points: 4  
Level: Postgraduate  
Instructor Name: TBA  
Home Institution: Beijing Institute of Technology  
Lecture Hour: 15:40-18:30  
Office Hour: TBA

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### ***Course Description***

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This course aims to offer students with understandings of international business culture to conduct transnational business activities. The 14 topics in this course describe knowledge and skills that should be acquired in the subject of international business culture. It also points out the importance of culture difference in international business activities with specific cases which analyze possible culture difference and culture shocks involved in international business activities. With knowledge of international business culture, a series of cross-cultural conflicts and misunderstandings could be avoided in transnational business activities.

### ***Required Textbook***

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*A Short Course in International Business Culture*  
Author: Charles Mitchell Publisher: World Trade Press, 2000  
ISBN Number: 1885073542, 9781885073549

### ***Course Hours***

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The course has 14 class sessions and 1 field trip in total. Each lecture session is 180 minutes in length. The classes are from Monday to Friday.

### ***Prerequisite Course***

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None

## Course Schedule

Week	Day	Date	Chapter	Topic	Assignment/ Notes
Week 1	Thu.	Jan.3, 2019	Chapter 1	Introduction to Culture	Group Discuss: what is Culture?
Week 2	Mon.	Jan.7, 2019	Chapter 2	Communicating Across Cultures	Individual Research
	Tue.	Jan.8, 2019	Chapter 3	Workshop: In-class Discussion	Team Work
	Wed.	Jan.9, 2019	Chapter 4	General Introduction: Business Communication	Business Communication
	Thu.	Jan.10, 2019	Chapter 5	Analysis of Verbal Communication	Group Research
Week 3	Mon.	Jan.14, 2019	Chapter 6	Non-verbal Communication	Group Research
	Tue.	Jan.15, 2019	Chapter 7	Case Study: Why Culture Matters	Team Work
	Wed.	Jan.16, 2019	Tutorial (by TA)	Basic Introduction to Business Etiquette I	Group Discuss: Business Etiquette
	Thu.	Jan.17, 2019	Chapter 8	Basic Introduction to Business Etiquette II	Essay Planning
	Fri.	Jan.18, 2019	Field Trip	Site Visit at Fortune 500 Corporation	Case study
Week 4	Mon.	Jan.21, 2019	Chapter 9	Cross-cultural Meetings	Essay Planning
	Tue.	Jan.22, 2019	Chapter 10	Cross-cultural Negotiations	Essay Proposal
	Wed.	Jan.23, 2019	Chapter 11	Workshop: In-class Project	Team Work
	Thu.	Jan.24, 2019		Guided Revision	Review
	Sat.	Jan.26, 2019	Final Exam		

## ***Grading Policy***

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<b>Items</b>	<b>Percentage</b>
Attendance	10%
Case study	40%
Final Exam	50%
Total	100%

## ***Academic Honesty***

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Academic honesty is not only a fundamental part of learning and teaching, but also a core value that this course embraces. Behaviors of academic dishonesty, as outlined hereinafter, are unacceptable and will be penalized:

- a) Plagiarism where students present work for assessment, publication or otherwise that is not their own, without appropriate attribution or reference to the original source. Plagiarism can include:
  - i) paraphrasing or copying published and unpublished work without a reference;
  - ii) adopting the ideas or concepts of others, including the structure of an existing analysis without due acknowledgement by way of reference to the original work or source.
- b) Collusion, where students present work as independent work when it has in fact been produced in whole or in part with others unless prior permission for joint or collaborative work has been given by the Course Coordinator. Collusion can include:
  - i) a student inappropriately assisting with or accepting assistance with the production of an assessment task;
  - ii) submitting work which is the same or substantially similar as another student's work for the same assessment task.
- c) Cheating, where a student acts in such a way as to seek to gain unfair advantage or assist another student to do so. Cheating can include:
  - i) submitting falsified, copied or improperly obtained data relating to results of practicum, field trips or other work as if they were genuine; submitting an assessment task with the intention of deceiving or misleading the instructor about the student's contribution to the work;
  - ii) submitting an assessment task written or answered for the student by another person or which the student has copied from another person;
  - iii) submitting the same or a substantially similar piece of work for assessment in two different courses (except in accordance with approved study and assessment schemes);
  - iv) a student falsely indicating that they have been present at an activity where attendance is required;

- v) completing an assessment task outside the conditions specified for that task.
- d) Cheating in Examinations means engaging in dishonest practice or breaching the rules regarding examinations, which can include:
  - i) communicating in any way during an examination with any person who is not an examination supervisor inside or outside the examination venue;
  - ii) giving or accepting assistance from any person who is not an examination supervisor whilst in the examination venue;
  - iii) reading, copying from or otherwise using another student's work in an examination or knowingly allowing a student to do so;
  - iv) possessing, referring to or having access to any material or device containing information directly or indirectly related to the subject matter under examination, other than that explicitly approved by the Course Coordinator;
  - v) acquiring, or attempting to acquire, possess or distribute examination materials or information without approval;
  - vi) permitting another person to attend an examination on a student's behalf or attending an examination on behalf of another student;
- e) Other dishonest acts including but not limited to:
  - i) altering or falsifying any document or record for the purposes of gaining academic advantage;
  - ii) offering or giving money or any item or service to a University staff member or any other person to gain academic advantage for the student or another person;
  - iii) inventing references.