北京理工大学学术学分课程

BIT Academic Credit Courses Program

HUM202 - INTERNATIONAL BUSINESS CULTURE

Syllabus

Jun. 28 - Jul. 16, 2021

Term Duration: Jun. 28 – Jul. 16, 2021
Credit Points: 4
Level: Undergraduate
Instructor Name: TBA
Home Institution: Beijing Institute of Technology
Lecture Hour: 15:40-18:40

Course Description

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.

Course Aims:

Upon successful completion of this course, students should be able to:

1. understand the contemporary international business trends, issues and debates;
2. analyse forces affecting international business organisations;
3. connect economic theories to actual business and management issues;

4. develop the critical thinking skills, prepare executive presentations (slideshows), make oral presentations and carry-out debates;

5. communicate effectively in written forms with the concepts and techniques learned from the course.

Language of Instruction

English

Required Textbook

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

Course Hours

This course requires 48 hours of contact including 42 hours of lectures and one 6-hour field trip. Lectures are from Monday to Friday.

Prerequisite Course

There are no formal prerequisites for this course, although fundamental business courses are recommended to have been taken beforehand.

Course Schedule

Week	Day	Chapter	Topic	Assignment/ Notes
Week 1	Day 1	Chapter 1	Introduction to Culture	Group Discussion: what is Culture?
	Day 2	Chapter 2	Communicating Across Cultures	Individual Research
	Day 3	Chapter 3	Workshop: In-class Discussion	Team Work
	Day 4	Chapter 4	General Introduction: Business Communication	Business Communication
	Day 5	Chapter 5	Analysis of Verbal Communication	Group Research
Week 2	Day 6	Chapter 6	Non-verbal Communication	Group Research
	Day 7	Chapter 7	Case Study: Why Culture Matters	Team Work
	Day 8	Tutorial	Basic Introduction to Business Etiquette I	Group Discussion: Business Etiquette
	Day 9	Chapter 8	Basic Introduction to Business Etiquette II	Essay Planning
	Day 10		Field trip at fortune 500 company	Case Study
Week 3	Day 11	Chapter 9	Cross-cultural Meetings	Essay Planning
	Day 12	Chapter 10	Cross-cultural Negotiations	Essay Proposal
	Day 13	Chapter 11	Workshop: In-class Project	Team Work
	Day 14		Guided Revision	Review
	Day 15	Final Exam		

Note: Due to the epidemic situation, field trip listed in above schedule is subject to change.

Grading Policy

Items	Percentage
Class Participation	10%
Class Essay	20%
Presentation	20%
Final Exam	50%
Total	100%

Academic Honesty

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.