



北京理工大学国际特色课程

Beijing Institute of Technology Global Courses

## **HUM9660 - INTERNATIONAL BUSINESS CULTURE AND COMMUNICATION**

### *Syllabus*

**July. 1 - July. 19, 2024**

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Term Duration: July. 1 - July. 19, 2024

Credit Points: 4

Level: Postgraduate

Instructor Name: TBA

Home Institution: Beijing Institute of Technology

Lecture Hour: 15:40-18:40

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### ***Course Description***

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Nowadays, in the context of regional economic integration expanding geographically, the economic exchanges and cooperation between different countries have developed rapidly. This course gives students an in-depth insight into the intercultural skills of increasing importance in global business. It introduces concepts and principles of intercultural business communication, including the impact of culture on business meetings and negotiation, various forms of international communication, business etiquette, leadership and decision-making process in a different culture. Students will grasp the essence of issues associated with cross-cultural management and misunderstandings, communication skills, organizational design, social responsibilities, and ethical behaviors in business. Case studies provide a theoretical and practical basis for conducting effective global business activities and help students obtain what they need to be successful in international settings.

### ***Course Aims:***

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

1. demonstrate an understanding of theories and concepts of cross-cultural communication;
2. understand the role of cultural background in global business operations;
3. analyze global strategy for assessing the international environment;
4. develop verbal, non-verbal, oral, and written techniques for effective communication in transnational business activities;
5. gain an appreciation for cultural systems and master skills for effective cross-cultural leadership and teamwork;
6. build an awareness of how to incorporate ethical principles, personal, and organizational values and socially responsible practices in global communication and cross-cultural management.

### ***Language of Instruction***

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English

### ***Required Textbook***

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#### ***A Short Course in International Business Culture***

**Author:** Charles Mitchell

**Publisher:** World Trade Press, 2000

**ISBN:** 9781885073549

#### ***Management Across Cultures: Australasian Edition***

**Author:** Steers, R. M., Nardon, L., Sanchez-Runde, C. J., Samaratunge, R., Ananthram, S., Fan, D., and Lu, Y.

**Publisher:** Cambridge: Cambridge University Press.

**ISBN:** 9781316604359

#### ***International Management: Managing Across Borders and Cultures, 9<sup>th</sup> Edition***

**Author:** Helen Deresky

**Publisher:** Pearson

**ISBN:** 9780134376042

### ***Course Hours***

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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***

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Student are expected to have a thorough knowledge of all materials covered in a fundamental business course.

## Course Schedule

Week	Day	Chapter	Topic	Assignment/ Notes
Week 1	Day 1	Introduction to Culture	Assessing the Political, Economic, Legal, Technological Environment Related in Business Activities	Group Discussion: The Characteristic of the Business Culture
	Day 2	The Impact of Culture	Understand the Role of Culture; The Cause of Stereotypes; The Effects of Culture Shock	Reading Assignment
	Day 3	Culture Value Dimensions	Cultural Clusters; Critical Operational Value Differences	Group Discussion: Implications of Cultural Dimensions on Business Practices
	Day 4	Communicating Across Cultures	The Communication Process; The Culture-Communication Link	Group Discussion: How Feng Shui Affects Business
	Day 5	Managing Cross-Cultural Communication	Develop Cultural Sensitivity; Careful Encoding; Selective Transmission; Follow-up Actions	Case Study: Miscommunication with a Brazilian Auto Parts Manufacturer
Week 2	Day 6	Verbal and Non-verbal Communication	Analysis of Verbal Communication; Maximize the Effectiveness of the Words You Choose in Communication; Basic Body Linguistics; Gestures Around the World	Group Discussion: International FAX; International Email
	Day 7	Formulating and Implementing of Global Strategy	Explain Multidomestic and Transnational Strategies for Global Management in Different Culture.	Case Study: The Global Strategic Management of H&M Under Different Cultural Background
	Day 8	Business Etiquette	Practice Cultural Sensitivity; Understand Business Relationships; Get used to Different Communication style	Group Discussion: Global Dress Code
	Day 9	Cross-cultural Meetings	Making Arrangement; Guidelines for Successful Meetings	Quiz (Open Notes)
	Day 10	Industrial Visit		
Week 3	Day 11	Cross-cultural Negotiations	The Negotiation Process; The Negotiation Styles; Managing Negotiation	Group Discussion: Avoid the Tendency to Pay Too Much Attention to Cultural Stereotypes
	Day 12	Decision Making	Decision Making; The Influence of Culture on Decision Making	Case Study: Search Engines Aid Making and Decision

Day 13	Managing Ethical Conflicts	Management Challenge; Conflicts Over Beliefs and Values; Conflicts Between Beliefs and Institutional Requirements; The Ethical Global Leader	Reading Assignment
Day 14	Global Leadership	The Global Leader's Role; Cross-cultural Research on Leadership	Presentation: Understand Cultural Differences Remain Vitally Important to the Success of Creative Leaders.
Day 15	Final Exam		

**Note:** Students will be notified if the schedule of the field trip changes according to the situation.

### ***Grading Policy***

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Items	Percentage
Participation	10%
Case Study	10%
Presentation	20%
Final Essay	50%
Total	100%

**Participation:** Students are expected to attend all course sessions punctually. Absences will impact the attendance grade. We will have some topic discussion and group discussion in class and the performance will be considered as partial attendance points or bonus.

**Case Study & Presentation:** The presentation will last for 5-10 minutes, and the topic revolves around using a specific company as an example to explain the cultural conflicts encountered in the overseas operations of multinational corporations and their corresponding coping strategies. The overseas context can specifically refer to a particular country.

**Final Essay:** Write an essay (at least 1500 words). The main theme revolves around cross-cultural business operations and communication, using a specific multinational company as an example to elucidate the cultural conflicts encountered in the international operations of multinational corporations.

## *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.