

LAST REVIEW: 2009-10

NEXT REVIEW: 2014-15

STATUS: A

2014-2015

A

COURSE TITLE: Managing Cultural Diversity

COMMON COURSE NUMBER: MAN 4102

CREDIT HOURS: 3

CONTACT HOUR BREAKDOWN

(per 16 week term)

CLOCK HOURS:

Lecture: 48 Lab:

(Voc. Course ONLY)

Clinic: Other:

PREREQUISITE(S): None

COREQUISITE(S): None

PRE/COREQUISITE(S): None

COURSE DESCRIPTION: This course presents concepts, principles, techniques, and examples of subjects associated with managing cultural diversity in the global arena. Emphasis will be placed on developing an understanding of the synergy between leadership, cultural diversity, and global business models. Students will gain an understanding of the application of these concepts to regional markets including Asia, Latin America, Europe, Africa, and the Middle East.

UNIT TITLES

1. Introduction to Globalization and Global Business Models
2. The Political, Legal and Technological Environment
3. Ethics and Social Responsibility
4. The Role of Culture
5. Motivation and Leadership across Cultures
6. Cross-Cultural Communication and Negotiation
7. International Strategic Management
8. International Human Resource Management

EVALUATION:

Students will be evaluated utilizing a variety of assessments. These will include objective tests and quizzes, rubric-based authentic assessments, written and verbal assignments on relevant issues, case studies, and group centered and collaborative learning activities.

MAN 4102**UNITS****Unit 1: Introduction to Globalization and Global Business Models****General Outcome:**

- 1.0 The student shall understand and evaluate the drivers and consequences of globalization and demonstrate an understanding of the impact and characteristics of globalization on the global macroeconomic environment.**

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the students shall be able to:

- 1.1 Critically comprehend the concepts of globalization and internationalization.**
- 1.2 Analyze and discuss the economic systems of the world and regional connections.**
- 1.3 Identify major emerging-markets.**
- 1.4 Discuss the major developments in global and regional integration including the General Agreement on Tariffs and Trade, the World Trade Organization, the North American Free Trade Agreement, The Free Trade Agreement of the Americas, and the European Union.**

MAN 4102

Unit 2: The Political, Legal and Technical Environment

General Outcome:

- 2.0 The student shall compare and contrast different political systems and legal and regulatory environments; gain an understanding of the technological forces and estimate the impacts of these on international management.**

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the students shall be able to:

- 2.1 Comprehend and illustrate the differences in ideologies with respect to individualism, collectivism, and socialism.**
- 2.2 Analyze the concepts of democracy and totalitarianism.**
- 2.3 Understand the concept of political risk and analyze both macro and micro levels.**
- 2.3 Discuss the basic principles of and provide examples of the international legal environment.**
- 2.4 Identify and evaluate the trends in technology, communication, and innovation.**

MAN 4102

Unit 3: Ethics and Social Responsibility

General Outcome:

- 3.0 The student shall examine ethics and identify major ethical issues and problems confronting multi-national companies and managers; develop insights into the pressures and actions taken by countries and companies to become increasingly socially and environmentally responsive to global issues.**

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the students shall be able to:

- 3.1 Synthesize the concepts of ethics and corporate social responsibility.**
- 3.2 Prepare a list of human rights issues that impact global employment and business practices.**
- 3.3 Evaluate the relationship between nongovernmental organizations and multinational corporations.**
- 3.4 Amalgamate the relationship between corporate social responsibility and sustainability.**
- 3.5 Understand the concept of corporate governance and compare and contrast the standards of different countries.**

MAN 4102

Unit 4: The Role of Culture

General Outcome:

- 4.0 The student shall examine the meaning of culture and assess differing theories on dimensions of culture; identify cross-cultural differences and similarities across different countries and national groups and determine the implications on strategic decision making.**

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the students shall be able to:

- 4.1 Identify the meaning and characteristics of culture.**
- 4.2 Give examples of how culture can impact management approaches.**
- 4.3 Compare and contrast Hofstede's and Trompenaar's theories on cultural dimensions.**
- 4.4 Describe the similarities and differences in cultures across countries and regions and give examples of each.**
- 4.5 Make strategic recommendations to managers doing business globally.**

MAN 4102

Unit 5: Motivation and Leadership

General Outcome:

- 5.0 The student shall examine the concept and theories of motivation in an international and cross-cultural context and employ this knowledge to understand and improve employee performance; synthesize the basic foundation of the study of leadership and examine it in various parts of the world.**

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the students shall be able to:

- 5.1 Define motivation and explain it as a psychological process.**
- 5.2 Compare and contrast motivation theories in an international setting.**
- 5.3 Identify the difference between leadership and management.**
- 5.4 Assess the cornerstone theories of leadership.**
- 5.5 Compare and contrast leadership styles in Japan with those in the United States.**
- 5.6 Examine recent research and findings with respect to leadership across cultures.**

MAN 4102

Unit 6: Cultural Communication and Negotiation

General Outcome:

- 6.0 The student shall examine the process of international communication, review barriers of communication and recommend ways of dealing with these barriers; develop approaches to international negotiation that respond to cultural differences and recommend behaviors that may improve negotiations and outcomes.**

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the students shall be able to:

- 6.1 Understand the process of verbal and nonverbal communication.**
- 6.2 Evaluate how context may affect communication.**
- 6.3 Select the common communication barriers relevant to international management.**
- 6.4 Recommend steps that can be taken to improve communication effectiveness in the international arena.**
- 6.5 Explain the concept and types of negotiation.**
- 6.6 Identify the cultural differences that affect negotiation.**
- 6.7 Compose a list of tactics used in international negotiation.**

MAN 4102

Unit 7: International Strategic Management

General Outcome:

- 7.0 The student shall analyze the importance of strategic management in the international context and identify basic options for entry strategies and systems of ownership.**

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the students shall be able to:

- 7.1 Synthesize the process, needs, benefits, and approaches of the strategic management.**
- 7.2 Identify the steps in the strategic planning process.**
- 7.3 Determine the considerations for strategy implementation including the functional areas of marketing, production, and finance.**
- 7.4 Identify the common entry strategies in international operations.**
- 7.5 Examine the traditional and nontraditional organizational structures of multinational corporations.**

MAN 4102

Unit 8: International Human Resource Management

General Outcome:

- 8.0 The student shall understand human resources in an international context including the processes of selection, interviewing, and compensation; investigate the process or repatriation and identify strategies for coping.**

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the students shall be able to:

- 8.1 Evaluate the importance of international human resources.**
- 8.2 Identify the basic sources of multinational corporations to fill vacancies and the concepts of subcontracting and outsourcing.**
- 8.3 Recommend the most important criteria in expatriate selection.**
- 8.4 Identify the common elements in interviewing and compensation packages.**
- 8.5 Determine the problems identified with repatriation and make recommendation to overcome these problems.**