
INTERCULTURAL MANAGEMENT in Spring 2021 (BA2009)

Course Code	BA2009	Professor(s)	Kate Yue Zhang
Prerequisites	None	Office Number	G-2A04
Class Schedule	W: 09:00-11:55 in C-103	Office Hours	By appointment
Credits	4	Email	kzhang@aup.edu
Semester	Spring 2021	Office Tel. Ext.	642

Course Description

The course introduces students to basic Intercultural Management concepts and enables them to understand the cultural values from a global perspective. The course will look at Intercultural Management topics from different viewpoints so that students get a rich understanding of the outcomes and mechanisms in Intercultural Management studies. Students will be enabled to use Intercultural Management tools and theories to recognize organizational patterns within a complex social situation and latest international topics. Students will be provided with readings, lectures, and cases that provide a diverse and robust understanding of intercultural events in an organizational setting. The format of the course will be interactive and student participation is highly encouraged.

Main Themes

This course will cover a wide range of core themes including:

- Cultures and styles of management
- Cultural change in organizations
- Dimensions of culture: Hofstede's dimensions
- Cultural dimensions and dilemmas
- Culture and corporate strategy
- Culture and international marketing management
- Culture and diversity in organizations

PEDAGOGICAL APPROACH:

The course will consist of interactive lectures, case studies, role plays, exercises and group projects, all of which will require your active participation.

Course Learning Outcomes

Understand the foundation and meaning of culture in decision-making and personal/professional relationships.

Demonstrate critical thinking and the application of core competencies of Intercultural Management.

Understand the global environment and how organizations effectively operate in an international environment.

Develop solutions to complex management problems in Intercultural Management.

Communicate well and work collaboratively across cultures.

Local and Global Perspectives: Students will enhance their intercultural understanding of languages, cultures, and histories of local societies and the global issues to which these relate. (CCI LO1)

Exploring and Engaging Difference: Students will think critically about cultural and social difference; they will identify and understand power structures that determine hierarchies and inequalities that can relate to race, ethnicity, gender, nationhood, religion, or class. (CCI LO3)

Civic and Ethical Engagement: Students will demonstrate awareness of ethical considerations relating to specific societal problems, values, or practices (historical or contemporary; global or local) and learn to articulate possible solutions to prominent challenges facing societies and institutions today so as to become engaged actors at various levels in our interconnected world. (CCI LO4)

General Education

[PLEASE EDIT OR REMOVE THE FOLLOWING TEXT AS APPLICABLE]

The general education program at AUP consists of four requirements: Speaking the World, Modeling the World, Mapping the World, and Comparing Worlds Past and Present.

This course can be used to fulfill the [INDICATE THE REQUIREMENT(S) FULFILLED BY THE COURSE] requirement and as such has the following learning outcomes:

[INDICATE THE GENERAL EDUCATION LEARNING OUTCOMES]

Course Outline

Textbooks

Title	Author	Publisher	ISBN	Required
Understanding Cross-Cultural Management 4th et 3th	BROWAEYS & PRICE	Pearson - 9781292015897 (3th)	9781292204970	Yes

Attendance Policy

COURSE ATTENDANCE:

Students are expected to attend all course sessions. Only in the case of emergency situations, a student may be authorized to miss a course session. To receive approval for an excused emergency absence, the student should take the following steps:

- Contact the instructor immediately to inform of your absence.
- Inform your group if presentations are taking place that day in class.
- Ask a member of your group to collect any handouts during the missed session and to brief you on the activities and discussion that took place during your absence, as well as the assignments required for the following session.
- Bring a doctor's note or some other form of documentation to justify an excused absence.

Attendance will be taken in the first ten minutes of the course. Attendance may be taken verbally or through a sign-in sheet. If a sign-in sheet is used, it is the student's responsibility to sign in. In general, students are expected to avoid disturbing the class by arriving late and leaving early. Please avoid unnecessary departures while the course is in session.

Students studying at The American University of Paris are expected to attend ALL scheduled classes, and in case of absence, should contact their professors to explain the situation. It is the student's responsibility to be aware of any specific attendance policy that a faculty member might have set in the course syllabus. The French Department, for example, has its own attendance policy, and students are responsible for compliance. Academic Affairs will excuse an absence for students' participation in study trips related to their courses.

Attendance at all exams is mandatory.

IN ALL CASES OF MISSED COURSE MEETINGS, THE RESPONSIBILITY FOR COMMUNICATION WITH THE PROFESSOR, AND FOR ARRANGING TO MAKE UP MISSED WORK, RESTS SOLELY WITH THE STUDENT.

Whether an absence is excused or not is ALWAYS up to the discretion of the professor or the

department. Unexcused absences can result in a low or failing participation grade. In the case of excessive absences, it is up to the professor or the department to decide if the student will receive an “F” for the course. An instructor may recommend that a student withdraw, if absences have made it impossible to continue in the course at a satisfactory level.

Students must be mindful of this policy when making their travel arrangements, and especially during the Drop/Add and Exam Periods.

Grading Policy

Students that miss more than five unexcused course sessions will receive a failing grade. Missing an exam or group presentation will result in a failing grade for that item. Attendance is extremely important in the calculation of final grades.

GRADING:

Grade Allocation

Final grades will be weighted based on performance within the various factors as follows. These calculations may be adjusted slightly as we progress through the semester:

Attendance and Class Participation	35%
Individual assignments	10%
Two group projects	20%
Mid-term exam	15%
Final exam	20%

N.B. Attendance at midterm and final exams is mandatory. Attendance is extremely important in the calculation of final grades.

Class Participation

Based on attendance and participation with group presentations, discussions and in-class projects, as well as group peer evaluations.

- Attendance: this is not simply a matter of being present, but also involves arriving on time and being prepared for each course session.
- Course Presentations: Students will be put into groups and will be selected at random to present their analysis of occasional case assignments during class.
- Course Discussions: Various activities, full class and small group discussions are an

essential part of the learning experience in this course. Students are expected to actively participate by providing input and feedback to other students and by listening when other students are speaking.

Individual Assignment and Group Projects

Individual assignments and group projects are assigned at regular intervals throughout the course. These must be submitted on time on Blackboard. Late assignments will result in grade deduction.

Midterm Exam

The midterm exam will be a case study covering topics of the previous classes. The exam will be open-book, open-notes.

Final Exam

The final exam will cover all readings, lectures and class discussions in a short essay and case study format.

Grading Scale

Excellent			Good			Satisfactory		Unsatisfactory	
100-95	A	(4.0)	89-87	B+ (3.4)		79-77	C+ (2.4)	69-67	D+ (1.3)
90-94	A-	(3.7)	86-84	B	(3.0)	76-74	C (2.0)	66-64	D (1.0)
			83-80	B-	(2.7)	73-70	C- (1.7)	60-63	D- (0.7)
								Under 60 F (0)	

Excellent: Reserved for superior quality and outstanding performance, including the use resources other than the textbook to complete assignments. Participates fully in course discussions and group activities, maintains excellent attendance, and performs extremely well on course exams. Completes all course readings in advance of the lecture.

Good: Above average quality and good performance. Uses assigned materials effectively and completes some research beyond the required or existing readings.

Satisfactory: Adequate and acceptable work in meeting course requirements, average performance. Completes required reading.

Unsatisfactory: Failed to meet basic course requirements, below average performance, poor attendance.

Students are expected to use resources other than the textbook to complete assignments. Outstanding and good performance will be awarded to those students who use additional resources in their coursework, take-home assignments and presentations.

Other
