Studies in Intercultural Management

Course Instructor: Deirdre Mendez
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This course introduces a framework for understanding cultural dynamics in business interaction, drawing on examples of students' cultural experience. It features coursework and exercises in intercultural analysis, teamwork, leadership and project design, drawing on students' experience of intercultural teamwork in the ICM course. Students also conduct cultural analysis of several countries of their choice.

Intercultural course content consists of coursework and in-class exercises on cultural investigation for purposes of international business collaboration. Students will learn to:

- Understand their own cultural bias
- Create, manage and lead intercultural teams
- Analyze people and environments for cultural features
- Predict, identify and overcome culturally-based confusion and conflict

Coursework

Information will be presented via readings, lectures and class exercises. Students will make oral presentations individually and in groups for class exercises. The teamwork discussions will review cultural, methodological and interpersonal issues encountered by each team in the course of the program and the adaptations and learning from them.

Your grade will depend largely on your ability to apply the principles of intercultural teamwork you are learning to your group work on the business simulation. Be thinking constantly about the concepts we are discussing in class and how they relate to your interaction with your teammates.

Grading

Team Profile (Team) ……15%
Cultural Interview (Individual) ……20%
Film Analysis (Team) ……15%
Exam 1 (Individual)……15%
Final Exam (Individual)……20%
Individual Effort (Teamwork/Class Participation) (Individual)……15%

SIM SYLLABUS 2013

Class	Preparation
Tuesday, July 9 **Intro Session: Introduction/ Team Selection** (CBA Events Room) Pre-reading: ***CI*** article, read for July 10 Complete DISC Profile (blue booklet) for July 11 Follow First Team Meeting instructions in packet Design your teams for diversity	
Wednesday, July 10 (morning) **Session 1: Culture in International Business** (CBA 4.348) • Class Discussion: Culture in International Business • Exercise 1: 5-Trick Card Game • Discuss Cultural Intelligence article • Exercise 2: Self Assessment – Time Management • Exercise 3: Cultural Scenario Analysis (be prepared to discuss your team's findings in the next class)	Cultural Intelligence reading (from packet) discussed in class
Thursday, July 11 (morning) **Session 2: Using Analytical Frameworks** (CBA 4.348) • Scenario Analysis Review • Class Discussion: Cultural Frameworks • Exercise 4: Rules or Situation? • Personal assessment: Cultural Orientation	
Monday, July 15 (afternoon) **Session 3: Guest Lecture** (Legacy Events Room – CBA 3.202) • Dr. Elota Patton – DCIS Personal Profile Analysis • Discussion: Your DCIS Profile and Teamwork	DiSC Profile (given to you at orientation) used in class
Tuesday, July 16 (afternoon) **Session 4: Leadership across Cultures** (Legacy Events Room) • Team Profiles • Discussion: Team Profiles • Discussion: Leadership across Cultures	Questions for interviewees used during interviews

• Exercise 5: Communication Continuum • Interview Practice	
Wednesday, July 17 (afternoon/evening) **Session 5a: Cultural Interviews/Teamwork Analysis** • Group a: Discuss team culture with Deirdre - MBA Plus Conf. Room (CBA 3.204) Groups b and c: Cultural Interviews (Legacy Events Room) • Group d: Evening discussion with Deirdre - MBA Plus Conf. Room (CBA 3.204)	Team Profiles due (group assignment, 15% of your grade) Questions for interviewees used during interviews
Thursday, July 18 (afternoon) **Session 5b: Cultural Interviews/Teamwork Analysis** Groups a and d: Cultural Interviews (Legacy Events Room) • Group b: Work on Region Analysis • Group c: Discuss team culture with Deirdre - MBA Plus Conf. Room (CBA 3.204)	Questions for company visit used today Questions for interviewees used during interviews
Monday, July 22 (morning) **Session 5c: Cultural Interviews/Teamwork Analysis** • Group b: Discuss team culture with Deirdre - MBA Plus Conf. Room (CBA 3.204) • Groups a, c and d: Work on Region Analysis	
Monday, July 22 (afternoon) **Session 6: Practicing with the Features** (Legacy Events Room) • Exam 1 • Exercise 6: Cultural Feature Identification • Exercise 7: Getting Results • Region Analysis Preparation	Exam 1 (memorize cultural features, key concepts) (15% of your grade)
Tuesday, July 23 **Session 7: Briefing to Board of Directors**	
Thursday, July 25 (afternoon) **Session 8: The Features in Action** (Legacy Events Room) • Guest Speaker Bryan Turnbough • Exercise 8: Country/Composite Analysis	Country/Composite analysis used in class Questions for company visit used today

Friday, July 26 (afternoon) **Session 9: Cases and Scenarios** (Legacy Events Room) • Exercise 9: Film Analysis • Case Analysis: Four Seasons Goes to Paris	Reading of Four Seasons case discussed in class
Monday, July 29 **Session 10a: Teamwork Analysis** Teams will meet with Deirdre or prepare for the Board of Directors meeting as announced.	Cultural Interview reports due (20% of your grade)
Tuesday, July 30 **Presentations to Board of Directors**	
Wednesday, July 31 (morning) **Session 10b: Teamwork Analysis** Teams will meet with Deirdre or prepare for the Board of Directors meeting as announced.	Film Analysis report due (team assignment, 15% of your grade)
Wednesday, July 31 (afternoon) **Session 11: Wrapping Up** (Legacy Events Room) • Final Exam • Film Analysis Discussion • Course Wrap-Up	Final Exam (15% of your grade)