



MGMT 3393 Syllabus
Cultural Aspects of International Business CRN 30866
 Monday-Wednesday-Friday
 1:10pm – 2:05pm
 Smith Hall Room 307
January 9 – May 2, 2023

Professor:

Linda Harrison McMullen, PhD

Chair, Business Department

Ely R. Callaway Sr., Associate Professor of Management and International Business

phone: 706.880.8290

email: lmcmullen@lagrange.edu

office: Smith Hall 316

Office Hours:

You may schedule an in-person appointment using the following link, which will take you directly to my Outlook calendar <https://calendly.com/doctormac/30min>

My preferred meeting times are Monday, Wednesday, Friday 8:30-10:00am and Tuesday-Thursday 1:00pm-4:00pm, but please feel free to pop in to Smith 316 any time you see my door open. I'll be glad to chat with you. Please note: unless you are ill, I prefer in-person meetings, not virtual.

Course Description: In today's global environment, business professionals are likely to work alongside people and organizations whose organizing frameworks and practices are informed by value systems and perspectives that differ from those of the Western world, often resulting in behavior patterns with which we are unfamiliar. In this course, we'll explore global business models and operations through the lenses of various cultural traditions and orientations and learn why the ability to effectively apply cultural knowledge is critical to meeting the challenges and complexities of international business.

Required Texts:

Meyer, Erin. (2014) *The Culture Map: Breaking Through the Invisible Boundaries of Global Business*.

We will also use a case study from Harvard Business Review in April. The cost is about \$10.00; ordering information will be provided.

Other Required Readings:

I will provide any other readings necessary for the class or will supply the link for your access through Galileo. Check our Connect site regularly to ensure you stay current with auxiliary assignments.

The Department of Business (includes BBA and BS) is accredited by the Accreditation Council for Business Schools and Programs.

Student Learning Outcomes:

My expectation is that, by the end of the course, each of you will be able to:

1. explain the significance and demonstrate effective strategies for developing cultural intelligence in today's global workplace;
2. accurately describe the Hofstede and Trompenaars frames for understanding/managing across cultures;
3. demonstrate specific appropriate cultural behaviors through completion of designated in-class simulations and scenarios;
4. demonstrate understanding of cultural, strategic and operational fields through which a multinational business must navigate, through completion of a well-researched presentation.

In addition to meeting the specific student learning objectives for the course, **our work aligns with the expected departmental student learning outcomes**. A student who successfully completes the requirements for the B.B.A. will achieve the following outcomes.

1. Students will demonstrate an understanding of general business concepts (including finance, marketing, accounting, economics, management, and information systems) by creatively and critically solving complex problems in a dynamic, global environment.
2. Students will demonstrate the capacity to be ethical leaders who engage in innovative, sustainable business and social enterprises.
3. Students will conduct research, analyze data, and communicate results in a professional manner, using appropriate technology.
4. Students will show an enhanced ability to work in teams within diverse environments.

All classroom learning activities and assessments align with expressed student learning outcomes at the course and/or departmental levels. Activities also align with the institutional student learning outcomes that feature demonstration of *creativity, critical thinking, communication and connectivity* skills.

=====

Guiding Principles for our meetings together:

Be prepared.

Complete your reading assignments before you come to class. Read carefully; read for understanding. Bring your questions to class and be ready to contribute to the discussions. This is a required junior-senior level class. Expect to spend a significant amount of time outside of class reading and/or conducting research.

Be on time. If you work for an organization and you are consistently late, there is a consequence. In this class, I begin promptly at 1:10pm. If you are late, the consequence is that you'll miss instructions, or content, or the beginning of in-class activities. Each of those consequences affects your learning.

Be fully present for every class.

Focus! Challenge, question, discuss. Use the technology that you have available to aid your classwork, not to answer friends' text messages or review your social media.

Own your responsibility to be an active learner in this class.

=====

Evaluated Activities:

Evaluated activities are designed to assess the degree to which you are meeting the student learning outcomes for the course and/or the department as listed on this syllabus. The assessed activities follow, with the specific student learning outcome(s) in italics. You have the opportunity to earn 210 points for the semester. Please note that I do not offer extra credit opportunities. Please just do the work as assigned.

Examinations: *course outcomes 1 and 2; departmental outcome 1*
(40 pts each)

No cell phones or other electronic devices – other than the laptop/computer on which you take the exam if I use Connect- may be turned on at any time while a quiz or exam is being given. If you violate the policy concerning electronic devices, for either online or paper exams, I will collect your exam immediately and file a report with the Honor Council.

Presentation #1: *departmental outcome 3*
(10 points)

In an *informal* 5-to-7-minute presentation, you will share information with the class about the culture of a specific country. Include both artifact and espoused value cultural levels in your presentation. Have some fun with this: think of what you would want to know if you were a newly assigned manager assigned to this country with absolutely no idea about what to expect.

I can suggest a list of countries, but if you want to focus on a place to which you have travelled, or if you just want to learn more about a certain country, let me know. We want to make sure we cover the globe and don't just focus on European countries.

Presentation #2: *course outcome 4; department outcome 3*
40 points

You will work in teams to learn and to teach us about an international business with a polished presentation that **introduces the specific cultural challenges** that impact that specific global operation. Be creative as you *teach* us about the organization. We're interested in a brief history, but more interested in current operations. In what countries do they do business? What type of management and operational structure is in place? What are the product or service challenges in different locations? With whom do they partner? Those are the types of questions that I expect you to consider. Be creative – you are welcome to use a brief video or audio segment to supplement your presentation as you hold our attention for your **20-minute** spotlight.

The Department of Business (includes BBA and BS) is accredited by the Accreditation Council for Business Schools and Programs.

Notes:

- (1) **the grade will be a team grade;**
- (2) Each presentation will be evaluated by three of your peers. The feedback becomes a part of your engagement grade, so take the task seriously.
- (3) Your Works Cited page (with at least 5 references) must be sent to me two days before the presentation due date.

Teams will choose from among the following global corporations.

Diageo (England)	Mars Corporation (United States)
Carrefour (France)	Glaxo Smith Kline (England)
Hitachi Global (Japan)	Glencore International (Switzerland)
Allianz (Germany)	PepsiCo (United States)
Nestle (Switzerland)	Vodafone (England)
HSBC Holdings (England)	Samsung (South Korea)

Case Study: *course outcomes 1 and 4; department outcome 1*

15 points

You will analyze a selected case, resolve specific issues and submit the report on Connect. We will debrief the issue in class, but the points will be awarded based on the written submission.

In-class activities and general engagement: *course outcomes 1, 2, 3 and 4; 25 points*

This category encompasses a number of different activities: chapter discussions, mini-cases and scenarios presented for resolution, Forum discussions, etc.

=====
Grading:

The College employs a +/- grading scale. The grade definitions follow.

A+	4.0	98-99%	A	4.0	93-97.99%	A-	3.75	90-92.99%
B+	3.25	88-89.99%	B	3.0	83-87.99%	B-	2.75	80-82.99%
C+	2.25	78-79.99%	C	2.0	73-77.99%	C-	1.75	70-72.99%
D+	1.25	68-69.99%	D	1.0	62-67.99%	F	0.0	61.99 or less

A grade of at least C- required to earn major credit.
 =====

You've seen documents with pages of fine print at the bottom? That is the part that few people read because they assume it is less important or they just don't want to devote time to reading it. Well, the material that follows is at the end of your syllabus because I wanted to share other things first. But all of this IS important. Please read it carefully.

Honor Code: All LaGrange College students are pledged to honor the letter and the spirit of the Honor Code. The Honor Code states: *As a member of the student body of LaGrange College, I confirm my commitment to the ideals of civility, diversity, service, and excellence. Recognizing the significance of personal integrity and establishing these ideals within our community, I pledge that I will not lie, cheat, steal nor tolerate these unethical behaviors in others.*

The Department of Business (includes BBA and BS) is accredited by the Accreditation Council for Business Schools and Programs.

Attendance: You are expected to attend every class that is scheduled unless excused for medical reasons (with appropriate documentation). Each of you know that business classes are discussion-based, focused on problem-solving and group work. Commit to attending and fully engaging in class. 5 unexcused absences = 5 points, and one additional point will be deducted from your final grade for every absence thereafter.

Electronic communication: The College policy with regard to email accounts reads as follows. *Students are expected to treat their campus email accounts as a business account. Faculty and administration rely on these accounts to disseminate important information regarding College protocol and events; therefore, students are responsible for any College information sent out over campus e-mail."*

In other words, check your college email account often to make sure you don't miss any important information. And when you communicate with me, message me through Connect or Teams, or use your LC e-mail account. I will give you one friendly reminder if you send a communication using your personal email; I will **not** respond to inquiries submitted via your personal email account after that one time.

Special Accommodations:

In compliance with Section 504 of the Rehabilitation Act and the Americans with Disabilities Act, LaGrange College will provide reasonable accommodation of all medically documented disabilities. If you have a disability and would like the College to provide reasonable accommodations of the disability during this course, please notify Ms. Lindsay Shaughnessy, Director of the Panther Academic Center for Excellence (PACE) and Coordinator of Accessibility Services at accessability@lagrange.edu or 706-880-8652. PACE is located in the Moshell Learning Center & Tutoring Lab in the Lewis Library. Please note that if you require an accommodation for exams, you must have the appropriate paperwork signed 3 days before our scheduled examination.