



COURSE SYLLABUS

COURSE TITLE:	Intercultural Studies	COURSE CODE:	MGMT110
PREREQUISITES:	None	SEMESTER:	FALL 2020
INSTRUCTOR:	Nicole MATUSINEC	CREDITS:	3
EMAIL:	bukamatu@gmail.com	SCHEDULE:	Group 1 Thursday 8h30-11h30 Group 2 Thursday 12h30-15h30 Group 3 Friday 8h30-11h30

COURSE DESCRIPTION:

In today's global world, successful leadership means engaging across cultures. Business and workplace environments today are microcosms of our globalized world: audiences, customers, colleagues, staff-members, suppliers, partners, and competitors come from every corner of the world and every part of society. From national culture to sub-cultures, from organizational culture to popular and generational cultures, the leaders of today and tomorrow need to lead with cultural intelligence. This course is designed to build your cultural intelligence and help you think deeply about the issues that impact success in global intercultural environments. Each session will be comprised of 'deep dive' sections (lectures and class discussions) and 'culture lab' sections (group-work and presentations). We will **build knowledge** of intercultural ideas and theories in the deep dive sections. The culture lab activities are the opportunity to **apply** these ideas and theories and develop the skills of intercultural competence.

COURSE OBJECTIVES:

Whether it be working in an intercultural team, marketing to an international audience, building an iconic brand, travelling for work, or leading a global organization, you need to be able to excel in an inter-cultural setting.



The aim of this course is to help you build cultural understanding into your thinking, and develop your cultural intelligence, intercultural communication skills, and diversity and inclusion knowledge base.

You will be an active participant in your own learning process: so come prepared to participate!

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to demonstrate:

- An understanding of the role of interculturality in our changing world
- An understanding of what culture is, how wide-ranging it is, and what impact it has
- Critical perspectives on and understanding of cultural difference, diversity, and inclusive practice
- An ability to reflect on your own cultural background, biases and developed self-awareness and critical thinking skills
- Developed strategies and skills for inter-cultural communication
- The ability to apply cultural intelligence to a range of intercultural interactions
- An awareness of how cultural issues can impact communication, leadership, Human Resource policy, branding, design, and other areas of relevance to global business
- A strengthened ability to tune in to the emerging cultural shifts, trends and forces that might shape society, brands, and business in the future
- A strengthened ability to work effectively with people from diverse backgrounds

MANDATORY TEXTBOOK:

Moua, M. (2011). *Culturally Intelligent Leadership: Leading Through Intercultural Interactions*. Business Expert Press. ISBN: 978-1-606-49151-5.

Available to download for free online at

<http://www.saylor.org/site/textbooks/Leading%20with%20Cultural%20Intelligence.pdf>

NB: The textbook is just a starting place for this course. We will also be reading selected other material, all of which will be freely available online.

EVALUATIONS:

The final grade will be determined as follows:

Mid-term Group Presentation 20%

Final exam 20%

Individual assignment 20%

Team project (team presentation) and 1-2-page personal reflection on working in an intercultural team 20%

Participation 20%

Presence in class is mandatory. More than 2 absences will lead to a failing grade.

COURSE SCHEDULE:

Dates	Reading	Session Content
<p>Session 1 GR1 & GR2 17 Sept</p> <p>GR3 18 Sept</p>	<p>REQUIRED: READ BEFORE SESSION 1:</p> <p>Preface, Introduction and Chapter 1 of textbook (LINK ABOVE)</p> <p>In class: Elevator Pitches Crafting and performing</p>	<p>What is intercultural studies and why is it important?</p> <p>Course practicalities: timings, objectives, format, evaluation Introduction to intercultural studies Globalization and culture Ethnocentrism, stereotyping and the dangers of not being culturally aware Vision and goals: how do you learn? What is respect?</p>
<p>Session 2 GR1 & GR2 24 Sept</p> <p>GR3 25 Sept</p>	<p>READ BEFORE SESSION 2:</p> <p>Chapter 2: from 2.00 to 2.10 inclusive of textbook (up to an including the section on symbols) (LINK ABOVE)</p>	<p>What is culture? Understanding culture and looking at the impact of culture on our identity</p> <p>Definitions of culture Components of culture E.g. Insults, humor, and culture Metaphors for culture Multiple cultures: forms, types, and levels of culture Your personal web of culture What do I value? What is my mission statement? Culture shock and reverse culture shock E.g. Education and culture</p>
<p>Session 3 GR1 & GR2 3 Oct (Saturday)</p> <p>GR3 2 Oct</p>	<p>READ BEFORE SESSION 3:</p> <p>Chapter 2: from 2.11 to 2.13 inclusive of textbook (LINK ABOVE)</p> <p>AND</p> <p>Experiment with comparing countries at: https://www.hofstede-insights.com/product/compare-countries/</p> <p>AND</p> <p>Hofstede, G. (2011). Dimensionalizing cultures: The Hofstede model in context. <i>Online readings in psychology and culture</i>, 2(1), 8. http://scholarworks.gvsu.edu/cgi/viewcontent.cgi?article=1014&context=orpc</p>	<p>Models of cultural difference</p> <p>Hofstede's cultural dimensions Trompenaar's cultural dimensions Critiquing models of cultural difference Applying models of cultural difference Debating models of cultural difference DeBono's 6 Thinking Hats (theory and practice exercises)</p>

<p>Session 4 GR1 & GR2 8 Oct</p> <p>GR 3 9 Oct</p>	<p>READ BEFORE SESSION 4</p> <p>Bennett, M. J. (1998). Intercultural communication: A current perspective. <i>Basic concepts of intercultural communication: Selected readings</i>, 1-34. Retrieved from: https://pdfs.semanticscholar.org/ea2e/a5b092b30946b4717595dba81ffb0a24d9ff.pdf</p> <p>OPTIONAL ADDITIONAL READING Ting-Toomey, S., & Oetzel, J. G. (2001). <i>Managing intercultural conflicts effectively</i> (Vol. 6). Sage. https://www.talent.wisc.edu/home/Portals/0/ManagingInterculturalConflicts.pdf</p>	<p>INTRODUCTION TO AND TIME TO WORK ON TEAM PROJECTS</p> <p>Intercultural communication Intended messages and received messages Barriers to intercultural communication Linguistic differences High and low context cultures Paralanguage and discussion styles Strategies for intercultural communication Communication in your teams</p>
<p>Session 5 GR1 & GR2 22 Oct</p> <p>GR3 16 Oct</p>	<p>READ BEFORE SESSION 5 Chapter 3 and 7 of textbook (LINK ABOVE)</p>	<p>Intercultural competence and cultural intelligence Bennett's model of intercultural competence The ABCD model of cultural intelligence Applying cultural intelligence and intercultural communication: case studies</p> <p>TIME TO WORK ON TEAM PROJECT FOR MID-TERM</p>
<p>Session 6 GR1 & GR2 29 Oct</p> <p>GR3 23 Oct</p>	<p>Mid-Term Group Presentations</p>	<p>MID-TERM</p>
<p>Session 7 GR1 & GR2 5 Nov</p> <p>GR3 30 Oct</p>	<p>Come to class having prepared your team feedback AND bring a 1-2 page document reflecting on what you have learned from the project about working in intercultural teams</p>	

<p>Session 8 GR1 & GR2 12 Nov</p> <p>GR3 6 Nov</p>	<p>READ BEFORE SESSION 8</p> <p>Dorfman, P., Javidan, M., Hanges, P., Dastmalchian, A., and House, R. (2012). GLOBE: A twenty year journey into the intriguing world of culture and leadership. <i>Journal of World Business</i>, 47(4), 504-518. https://www.researchgate.net/profile/Paul_Hanges/publication/257492779_GLOBE_A_twenty_year_journey_into_the_intriguing_world_of_culture_and_leadership/links/0046352f3e2c8be300000000.pdf</p>	<p>Culture, leadership, and organizational culture</p> <p>What makes a good leader? Cultural values and leadership The 6 GLOBE leadership styles Leadership and organizational culture Thinking about your own approaches to leadership and organizational culture</p>
<p>Session 9 GR1 & GR2 19 Nov</p> <p>GR3 13 Nov</p>	<p>BEFORE SESSION 9:</p> <p>Please view the video talk by Apala Lahiri Chavan entitled “cross-cultural design: getting it right first time” https://www.youtube.com/watch?v=Oak03bdakOg</p> <p>AND read a short blog post by Shani C. Taylor on “culture and product management” https://medium.com/@shanictaylor/culture-is-product-management-df29dbab9039</p>	<p>Culture, design, innovation, and change</p> <p>Is beauty universal? Culture, infrastructures, and aesthetics Culture and color MINI PROJECT Creating cultural design briefings</p>
<p>Session 10 GR1 & GR2 3 Dec</p> <p>GR3 20 Nov</p>	<p>READ BEFORE SESSION 10:</p> <p>The impact of branding on culture https://www.brandingstrategyinsider.com/2009/05/the-impact-of-culture-on-branding.html#.W-F6MnpKjGI</p>	<p>INDIVIDUAL ASSIGNMENTS DUE</p> <p>Popular culture, global consumer culture, and marketing and branding</p> <p>What is popular culture? Global consumer culture Marketing/branding and pop culture Marketing/branding and culture Emerging cultural trends</p>
<p>Session 11 GR1 & GR2 10 Dec</p> <p>GR3 4 Dec</p>	<p>BEFORE SESSION 11:</p> <p>Chapter 8 of textbook (LINK ABOVE)</p> <p>Please watch the following Ted talk by Verna Myers http://www.ted.com/talks/verna_myers_how_to_overcome_our_biases</p>	<p>Perspectives on culture, diversity, and inclusive practice in the workplace</p> <p>Privilege and discrimination Implicit bias Blatant, subtle, individual, and structural racism and discrimination Diversity policies: multiculturalism and color-blindness</p>

	<p>_walk boldly toward them?language=en</p> <p>Please read: Jansen, W. S., Vos, M. W., Otten, S., Podsiadlowski, A., & van der Zee, K. I. (2016). Colorblind or colorful? How diversity approaches affect cultural majority and minority employees. <i>Journal of Applied Social Psychology</i>, 46(2), 81-93. Retrieved from: http://wiebrenjansen.com/wp-content/uploads/2017/01/10.1111_jasp.12332-5.pdf</p> <p>AND look at Pepsico's diversity policy here: https://www.pepsico.com/About/Diversity-and-Engagement</p>	Can intercultural studies help us understand each other better?
<p>Session 12 GR1 & GR2 17 Dec</p> <p>GR3 11 Dec</p>	<p>Final Exam Review Bring your questions!</p>	REFLECTION, CONSOLIDATION, AND REVISION SESSION

The schedule of Final Exams will be confirmed and published by 31 October 2020. The last day of the semester is 18 December 2020. DO NOT PLAN ANY TRAVEL BEFORE THIS DATE AS THERE ARE NO MAKE-UP EXAMS.