

Cross-cultural Management

Course Name	Course type (credit/hours)	Elective course(3/3)	Course code	I032
	Target students Division/major/grade	Business Administration/Sophomore	Opening semester	2021 2ND SEMESTER
	Class time and classroom	Mon 10(DaB106) Mon 11(DaB106) Mon 12(DaB106)	English Grade	A(100%English)
Reference to this course	Prerequisite courses			
	Related basic courses			
	Recommended concurrent courses			
	Related advanced courses			

Instructor	Name (title/division)		Kimin Kim(Assistant Professor, Business Administration)			
	Office Room Number	다산관 306-2호	Office phone Number	3687	e-mail	
	Office hours	Mon & Wed 3:00pm-4:00pm		Homepage address	-	
Teaching Assistant	Name (title/division)					
	Office Room Number	-	Office phone Number	010-2823-7973	e-mail	inggyu011@ajou.ac.kr

1. Introduction

The contemporary global business world requires that employees and managers develop cross-cultural competence to work effectively in international assignments, on cross-cultural teams, with increasingly diverse customers and clients, and to effectively collaborate with competitors, suppliers, partners and other relevant stakeholders.

This course is designed to introduce students to comparisons of significant cross-cultural differences and help them to become familiar with ways to effectively anticipate and address cultural differences toward organizational and individual success.

2. Course Objectives

COURSE OBJECTIVES:

1. For the student to better understand how various management functions are impacted by cross-cultural differences.
2. Participants will have the opportunity to become familiar with findings from multiple real world studies of cross-cultural managerial differences.
3. Opportunities will be provided for students to develop specific skills that can be used to anticipate and successfully address cross-cultural differences at a managerial level from theoretical and practical perspectives.

LEARNING OUTCOMES:

1. Students will be able to identify potential intercultural synergies and develop strategic plans to help organizations use them to improve market penetration, employee engagement, customer loyalty, and profits.
2. Students will understand methods of optimizing human performance and potential in organizations.
3. Students will understand culture and how it impacts organizations and businesses.
4. Students will have a working knowledge of several specific countries' cultures and several domestic Korean subcultures.
5. Students will understand human diversity, how it impacts organizations and businesses, and how it relates to culture.
6. Students will demonstrate improved cultural intelligence skills and ability to work with others from different cultures.
7. Students will be aware of and have practice using specific strategies to deal with challenges posed by diversity at the individual and organization levels.

ILO (Intended Learning Objective):

G1, Global Entrepreneurs: Students understand cross-cultural issues of global business environment.

<경영학교육인증 교과목 학습성과>

E1	
G2	

3. Class types and activities

There are a few things to be fully noticed due to the format of the course: English and Cyber course.

First, being an 100% English course, all the class activities, including taking lectures, communicating with the instructor and the TA, and writing assignments and exams, shall be conducted only in English.

Also, there should be minor penalties for incorrect or inappropriate English writings for the assignments and exams.

Second, being a cyber course, most lectures are delivered via AjouBb platform through the Internet.

Students are expected to manage their own resources, such as time and PCs to access to the Internet, and have no difficulties in handling related devices.

Attendance will be checked automatically when watching video lectures in full within a limited period; "Fail" on attendance will be given when watching them with fast forward function, when closing them before completion, or when watching them after due date.

Please keep in mind that, according to the University Regulation, F grade shall be given if you fail to attend classes more than a quarter of the whole classes.

Lastly, several classes will be conducted via Online Live Lecture.

Therefore, every student is expected to handle Zoom with ones own laptops or PCs equipped with a webcam, speakers and a microphone, and keep them turned on throughout the class.

The schedule for Online Live Lecture is listed on the course schedule.

Additionally, communications between the instructor, the TA and the students shall be conducted mostly via Ajou email and AjouBb.

Students are expected to use their official Ajou email address rather than their private email accounts.

Students shall take their own responsibility for whatever consequences that may come from not checking their Ajou emails and posting on AjouBb.

4. Teaching Method

- | | |
|---|---|
| <input checked="" type="checkbox"/> lecture | <input type="checkbox"/> discussion and debate |
| <input type="checkbox"/> team project(presentation and case studies) | <input type="checkbox"/> experiments(role-playing,etc) |
| <input type="checkbox"/> designing and production | <input type="checkbox"/> on-site learning(on-site training) |
| <input checked="" type="checkbox"/> others (This course provides online lecture and requires students to conduct case analyses individually.) | |

5. Support Systems in Use

- | | | |
|--|---|--|
| <input checked="" type="checkbox"/> AjouBb | <input type="checkbox"/> automatic recording system | <input checked="" type="checkbox"/> web-based assignment |
| <input checked="" type="checkbox"/> cyber lecture | <input checked="" type="checkbox"/> online content | |
| <input type="checkbox"/> class behavior analyzing system | <input type="checkbox"/> others | |

6. Teaching Tools

- | | | |
|---|--|---|
| <input checked="" type="checkbox"/> PBL(Problem Based Learning) | <input checked="" type="checkbox"/> CBL(Case Based Learning) | <input type="checkbox"/> TBL(Team Based Learning) |
| <input type="checkbox"/> UR(Undergraduate Research) | <input type="checkbox"/> FL(Flipped Learning) | <input type="checkbox"/> DSAL(Data Science Active Learning) |
| <input type="checkbox"/> others | | |

7. Knowledge and ability required for taking this course

Fluency in reading and writing in English is strongly required.

Plagiarism check will be conducted automatically for all the writings you submit onto Ajou Bb, including assignments, midterm exam and final exam.

Please teach yourself what plagiarism is, how to avoid it, etc.; the instructor would not provide lecture on it. Complying with the University Regulation, F grade will be given to the students who submit writings containing significantly high plagiarism rates.

8. Method of Evaluation

Evaluation Item	The Number of Times	Evaluation Proportion	Remarks
Attendance		10	Attendance
midterm exam	1	30	Midterm Exam
final exam	1	30	Final Exam
quiz			

8. Method of Evaluation

Evaluation Item	The Number of Times	Evaluation Proportion	Remarks
presentation			
discussion			
homework	1	20	Research Report
etc	frequent	10	Weekly Homework for Video Lecture
study hours			

9. Textbook and supplementary material

Main/Sub	Title (Web-site)	Writer	Publisher	Publication year
Main	Management Across Cultures: Developing Global Competencies, 3rd ed.	Steers, R. M. et al.	Cambridge University Press	2016

10. Class system and Class shedule

--

< Class Schedule >

* language : K-korean, E-English

Weeks	Topics	language	Instructor	Teaching Method	Evaluation Method	Matter to be prepared
1	Introduction & Overview	E	Kimin Kim	Live On-line Lecture		
2	Management across cultures: an introduction	E	Kimin Kim	Cyber Lecture		
3	Global managers: challenges & responsibilities	E	Kimin Kim	Cyber Lecture		
4	Cultural environment	E	Kimin Kim	Cyber Lecture		
5	Organizational environments	E	Kimin Kim	Cyber Lecture		
6	Communicating across cultures	E	Kimin Kim	Cyber Lecture		
7	Leading global organizations	E	Kimin Kim	Cyber Lecture		
8	Midterm Exam	E	Kimin Kim	—	Short Essay	

< Class Schedule >

* language : K-korean, E-English

Weeks	Topics	language	Instructor	Teaching Method	Evaluation Method	Matter to be prepared
9	Special topics	E	Kimin Kim	Live On-line Lecture		
10	Negotiating global partners	E	Kimin Kim	Cyber Lecture		
11	Managing ethical conflicts	E	Kimin Kim	Cyber Lecture		
12	Managing work & motivation	E	Kimin Kim	Cyber Lecture		
13	Managing global teams	E	Kimin Kim	Cyber Lecture		
14	Managing global assignments	E	Kimin Kim	Cyber Lecture		
15	Lessons learned	E	Kimin Kim	Live On-line Lecture		
16	Final Exam	E	Kimin Kim	–	Short Essay	

11. Other items of notification

Even though a updated version of the textbook (i.e., 4th edition) is recently available in market, all the class activities are to be delivered based on the 3rd edition.

Please take a copy of 3rd edition, if available.

If not available, you may refer to the 4th edition, with slight caution: chapters 1 and 2 in 3rd ed. were merged into chapter 1 in 4th ed., and chapter 9 moved to chapter 4.