RICHARDS COLLEGE OF BUSINESS  
DEPARTMENT OF MANAGEMENT 
COURSE SYLLABUS 
FALL SEMESTER 2012

Course Number: MGNT 3627-01/SOCI 3273-01 (TTH 5:30 – 6:50)  
Course Title: Managing Cultural Differences  
Instructor: Dr. Mary-Kathryn Zachary  
Office: Room 2219, Richards College of Business  
Telephone: 678-839-4832  
Fax: 678-839-5041  
E-mail Address: Please use CourseDen to communicate  
Office Hours: TTH 8:50-9:30am; 10:50-12:30; 1:50-3:30; 4:45-5:30 p.m.; other times by appointment.  

COURSE DESCRIPTION:

A course designed to enable students to become more competitive in their chosen career fields by developing in them an understanding of the importance of increasing global economic interdependence and the challenges of relating to people from other countries or cultures.

COURSE LEARNING OBJECTIVES:

1. Demonstrate an understanding of the importance of increasing global economic interdependence and its impact on business. (BBA 4, BBA 5, BBA 6).

2. Demonstrate an understanding of the challenges of relating to people from other countries or cultures and its implications for business. (BBA 4, BBA 5, BBA 6, MGT 2).

3. Demonstrate the ability to understand and apply major areas of law and management affecting business in the subject matter area, incorporating the influence of globalization, the impact of demographic diversity, and the use of appropriate quantitative techniques, within an ethical framework. (BBA 4, BBA 5, BBA 6, MGT 1, MGT 2).

4. Demonstrate the ability to analyze issues and situations having cultural management implications and assess the consequences of courses of action. (BBA 4, BBA 5, BBA 6, MGT 1, MGT 2).

5. Demonstrate the ability to gather and analyze relevant cultural information about specific countries and to communicate this information effectively in oral presentations and in writing. (BBA1).

6. Demonstrate familiarity with various online resources related to the subject matter and the ability to use them. (BBA 4, BBA 6, MGT 1).

7. Demonstrate the ability to organize and present their work in an effective and professional manner. (BBA 1, BBA 3).
RELATIONSHIP OF LEARNING OBJECTIVES TO LEARNING OUTCOMES FOR THE B.B.A. DEGREE IN MANAGEMENT:

Achievement of the Learning Objectives for this course will advance the student toward meeting the standards articulated in the Learning Outcomes for the B.B.A. Degree in Business Administration and the B.B.A. Degree in Management.

PREREQUISITES: There are no prerequisites for this course.

METHOD OF INSTRUCTION:

Delivery of information and concepts will be primarily by way of class discussions and presentations. The subject matter will be drawn primarily from the texts, outside sources (including online resources and guest speakers), and current issues in the news.

COMMUNICATION:

Communication between student and instructor will be through a combination of university e-mail (MyUWG) and use of CourseDen. Distribution of course materials, the syllabus, syllabus amendments, announcements, etc., will be through CourseDen. If time-sensitive, the university e-mail account (mzachary@westga.edu) should be used; for regular communications and assignments, the e-mail feature in CourseDen should be used. Students are required to check their MyUWG account and CourseDen at least daily and to keep their MyUWG inbox free of clutter to avoid auto-reject messages.

COLLEGE, DEPARTMENT, AND COURSE POLICIES:

- The use of recording devices is not permitted in the classroom without prior approval.
- Cell phones, pagers, mp3 players, iPods, and all other electronic devices must be rendered silent during class times and shall not be used during class times.
- Students are not allowed to have food or drink in the classroom. This is a UWG policy.
- Do not ask your instructor for legal advice.
- Please read this syllabus carefully. Your instructor is available during class and during posted office hours to answer any questions you may have regarding the meaning of any part of this syllabus. Consequently, excuses for failure to fulfill course requirements based upon non-understanding or misunderstanding of this syllabus will not be heard.
- The instructor reserves the right to make appropriate amendments to this syllabus. With exception of minor changes to the tentative course schedule, all such amendments will be announced sufficiently in advance of the effectiveness of the amendment and published in CourseDen.
- If you have a disability and wish to request an accommodation, please contact Disability Services in the Student Development Center, located in Parker Hall, and follow their procedures.
EVALUATION AND GRADES:

Grades will be calculated and assigned on the basis of points earned on examinations, attendance, and the written assignment, as follows:

<table>
<thead>
<tr>
<th>Type of Graded Event</th>
<th>Points</th>
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<tbody>
<tr>
<td>Intercultural Effectiveness Project</td>
<td>150</td>
</tr>
<tr>
<td>Journal</td>
<td>150</td>
</tr>
<tr>
<td>Attendance/Participation</td>
<td>100</td>
</tr>
<tr>
<td>International Week Individual Country Report</td>
<td>100 (50)</td>
</tr>
<tr>
<td>Group Regional Presentation</td>
<td>(50)</td>
</tr>
<tr>
<td>Test</td>
<td>100</td>
</tr>
<tr>
<td>Total Points</td>
<td>600</td>
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Additionally, as noted below in the “Attendance” section, students may earn up to a maximum of three points on the final course grade for exemplary attendance.

Grades will be assigned on the basis of points earned as follows:

<table>
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<tr>
<th>Points Earned</th>
<th>Letter Grade</th>
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<tbody>
<tr>
<td>540-600</td>
<td>A</td>
</tr>
<tr>
<td>480-539.9</td>
<td>B</td>
</tr>
<tr>
<td>420-479.9</td>
<td>C</td>
</tr>
<tr>
<td>360-419.9</td>
<td>D</td>
</tr>
<tr>
<td>&lt; 360</td>
<td>F</td>
</tr>
</tbody>
</table>

Extra credit, if available at all, will be discretionary on the part of the Instructor, and opportunities will be to the class as a whole and not to individual students upon request. Work completed for another course will not be accepted to meet the requirements of this course.

Inter-cultural Effectiveness Project: 150 points

Students are required to purchase and complete two Intercultural Effectiveness Scales. This device assesses various intercultural competencies. The first survey will be completed at the beginning of the course. Each student will receive an individualized report assessing his or her competencies, as well as general suggestions for improving those competencies. The student will then make an overall plan for strengthening intercultural competencies and specific tactics for achieving them. At the end of the course the scale will be administered again and a comparison made.

Part of this project involves the student engaging in at least 15 hours of cultural experiences outside of class of at least 5 different types of experiences. These may include such projects as learning foreign words, interviewing a foreign student, attending international night, viewing a foreign film, attending a cultural diversity workshop, attending a foreign or multicultural festival such as the
Atlanta Greek Festival, visiting a foreign market, cooking an international meal, going to an authentic international restaurant, watching travel videos, reading travel guides or books from different countries; watching a sport characteristic of another country, and so on. Students should document their activities with proof of involvement and number of hours spent in each activity. Additionally, students should explain in their project notebook how each experience fit into their plan for increasing intercultural competencies.

Journal: 150 points

The journal consists of your chapter discussions and reflections, class commentaries (including guest speakers, news articles, country reports, and cultural experience discussions), and outside of class observations.

Attendance/Participation: 100 points

Attendance and interaction are vital in this course. Students should be prepared to discuss assigned material and to engage in class discussions. Students should scan the New York Times International edition routinely before class, at http://www.global.nytimes.com. Students should be prepared to discuss current news for their designated country gleaned from an English-language foreign newspaper at http://www.world-newspapers.com.

International Week: 100 points

Individual Country Report: 50 points

Individuals will be responsible for coming up with a country fact sheet for their designated country, consisting of basic information about that country (brief history, currency, time zone, temperature, government, and information from the categories in chapter 1 of Managing Cultural Differences).

Group Regional Presentation: 50 points

Groups composed of individuals reporting on countries from that part of the world (Middle East, Central and South America, Asia and Australia, Europe, and Africa) will prepare a class presentation for that part of the world, including several cultural dimensions (ex., artifacts, dress, food, music, etc.).

Test: 100 points

Students will have an essay test at the end of the course designed to integrate information from through the course. Examples may include case analyses, discussions of cultural attributes, successful completion of a map test, country and area of the world commentary, and so on. The test is designed to pull together all of the elements of the course.

ACADEMIC HONESTY:
Receiving or giving help on exams or papers **will** result in failure in this course and may result in dismissal from the University. For the purposes of this class, the following statements contained in the student handbook will be applied:

1. No student shall give or receive, or otherwise furnish or procure assistance not authorized in the preparation of an essay, report, examination, or other assignment in an academic course or in the fulfillment of program or degree requirements such as standardized examinations.

2. No student shall take, attempt to take, or otherwise obtain, gain access to, or alter in an unauthorized manner any material pertaining to the conduct of a class or to the completion of any program or degree requirement, including but not limited to tests, examinations, laboratory equipment, roll books, academic records, or electronically stored data.

3. Plagiarism is prohibited. Themes, essays, term papers, tests, and other similar requirements must be the work of the student submitting them. Direct quotations must be indicated and ideas of another must be appropriately acknowledged.

Failure to observe these standards will result in an “F” grade. Use of electronic devices during an examination will be deemed a violation of provision 1, above, and will result in a grade of “F” for the course.

**CLASSROOM BEHAVIOR AND PROFESSIONALISM:**

Any student who engages in disruptive behavior during any meeting of this course is subject to administrative disenrollment from this course. Disruptive behavior includes, but is not limited to, disrespectful or threatening words or actions toward classmates or the instructor, moving about the classroom during the class session (including entering and exiting the classroom), sleeping in class, using electronic devices in class, and the like. Students will treat each other and the Instructor with the utmost respect and professionalism *at all times*. The instructor is available during office hours and is happy to hear any concerns you may have concerning the class.

**STATEMENT OF ETHICAL EXPECTATIONS:**

Richards College of Business community members are committed to: honesty and integrity in interactions and undertakings; respect for rights, differences, and dignity of others; accountability for personal behavior.

**COURSE CALENDAR:** The nature of this course requires a flexible timeline. Assignments and announcements will be made on class and in CourseDen.