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| **Faculty Information** | **Name** |  |
| **E-mail** |  |
| **Home University** |  |
| **Department** |  |
| **Homepage** |  |
| **Course Information** | **Class No.** |  | **Course Code** |  | **Credits** | 3 |
| **Course Name** | ***International Business Culture*** |
| **Lecture Schedule** | **Total Contact Hours** | 45 hours |
| **Lecture Hour** | 8:30-11:30, Mon-Fri |
| **Course Description** | This course aims to provide students with a comprehensive understanding of international business culture to facilitate effective transnational business operations. Covering 14 core topics, it integrates theoretical frameworks with practical applications in cross-cultural communication, business etiquette, and conflict resolution. Through analytical case studies, students will examine real-world cultural differences and shocks in global business contexts, learning to mitigate cross-cultural miscommunications and enhance managerial effectiveness in multinational environments. |
| **Course Objective** | Upon successful completion, students should be able to:• Analyze contemporary trends, issues, and debates in international business from a cultural perspective;• Evaluate factors influencing cross-cultural dynamics in global organizations;• Apply economic theories to address real-world business and management challenges in multicultural settings;• Develop critical thinking skills and deliver professional presentations, oral arguments, and written analyses;• Communicate effectively in cross-cultural environments using course-derived concepts and techniques. |
| **Prerequisite** | Students are expected to have foundational knowledge of business principles equivalent to a basic business course. |
| **Materials/Textbooks** | Mitchell, C. (2000). *A short course in international business culture*. World Trade Press. **ISBN:978-1-885073-54-9** |
| **Daily****Lecture Plan** | **Week 1** | **Day** | **Topic** | **Assignment** |
| Day 1 | Introduction to Cultural Dimensions in Business | Group Discussion: Defining Culture |
| Day 2 | Cross-Cultural Communication Strategies | Individual Research Assignment |
| Day 3 | Workshop: In-Class Discussion on Cultural Norms | Team Work: Cultural Case Analysis |
| Day 4 | Fundamentals of Business Communication | Business Communication Exercise |
| Day 5 | Analysis of Verbal Communication in Global Teams | Group Research Project |
| **Week 2** | Day 1 | Non-Verbal Communication and Cultural Nuances | Group Research Project |
| Day 2 | Case Study: Impact of Cultural Differences in Business | Team Work: Conflict Resolution Simulation |
| Day 3 | Introduction to Business Etiquette I | Group Discussion: Key Etiquette Rules |
| Day 4 | Introduction to Business Etiquette II | Essay Planning Workshop |
| Day 5 | Field Trip to a Multinational Corporation | Field Trip Report |
| **Week 3** | Day 1 | Cross-Cultural Meeting Management | Essay Planning Workshop |
| Day 2 | Cross-Cultural Negotiation Strategies | Essay Proposal Submission |
| Day 3 | Workshop: In-Class Project on Cultural Integration | Team Presentation: Cultural Strategy Development |
| Day 4 | Guided Revision of Key Concepts | Final Exam Preparation |
| Day 5 | Comprehensive Assessment of Cross-Cultural Business Concepts | Closed-Book Examination |
|  | **Note: Field trip arrangements are subject to change; students will be notified of adjustments in advance.**  |
| **Grading Policy** | **Assessment Component** | Attendance | 10% |
| Case Studies | 40% |
| Final Exam | 50% |
| **Total** | **100%** |
| **Academic Integrity** | **Academic integrity is a core principle of this course, and any form of academic dishonesty will be strictly penalized.**  | **Prohibited behaviors include, but are not limited to：**1. **Plagiarism:**

Submitting unoriginal work without proper attribution, including: • Copying or paraphrasing sources without citations;• Adopting ideas, concepts, or structures from others without acknowledgment.1. **Collusion:**

Presenting collaborative work as independent without prior approval, including: • Unauthorized assistance in assessments;• Submitting identical or substantially similar work to peers.1. **Cheating:**

Engaging in fraudulent activities, including: • Falsifying data or submitting others work;• Reusing work across courses without approval;• Fabricating attendance records.1. **Examination Misconduct:**

Including unauthorized communication, use of prohibited materials, or impersonation during exams. 1. **Other Dishonest Acts:**

Such as altering records, offering bribes, or inventing references.  |
| **All violations will be addressed in accordance with university regulations.** |