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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.** | | | | | | | |