

UNIT OUTLINE
BBA340 Cross cultural management
SESSION 1 2007

Welcome to BBA340 Cross cultural management S1 2007!

I am Dr Elizabeth Christopher, Visiting Professor, DEFS (you will find my resume online).

My mobile (cellphone) is 0417 236 531. Personal email: echristo@efs.mq.edu.au
OR write to me on WebCt for any advice or assistance with your studies. You can write privately or post a message on the discussion board.

CLASS TIMES Feb 26 – June 8 2007

Tuesdays beginning Feb 27, 5 – 8 pm, E5A 118

Repeat classes begin March 1

Thursdays 12 – 3 pm W6B 325 and 4 – 7 pm, E5A 131



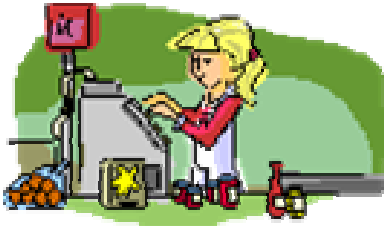
CONSULTATIONS - after each session.

All study materials are online.

PURPOSE OF UNIT

To discuss managing cultural diversity in international organizations in ten major topics:

- 1- The international business environment;
- 2- Risks and challenges for international managers;
- 3- Social responsibilities and ethics of multi-national enterprises;
- 4- The role of culture in management of diversity
- 5- Communicating across cultures;
- 6- Cross cultural negotiation;
- 7- Strategies for international alliances;
- 8- Control systems and labour relations;
- 9- Developing overseas managers;
- 10- Motivation and leadership



What you should learn from this unit

Cultural challenges for international managers
Arguments for social responsibility and ethics
Major cultural characteristics of regions, nations, communities, organisations and groups
Tactics for international negotiation
Common strategies for international alliances
Basic control systems for overseas operations
Managing cultural diversity in the workforce
The good, the bad and the ugly of overseas postings
Elements of motivation and situational leadership
Enhanced generic skills of academic writing, critical reading, logical argument, leadership and teamwork.

ABOUT THE UNIT

This unit is presented through four media:

1. Weekly classroom lecture/ discussion.
2. Supported online on WebCt. <http://online.mq.edu.au>
Login: User name is your MUID
Unit outline, lecture notes, study guidelines and reading lists online.
Lectures illustrate the textbook



Online access

To get your password to access WebCt: <http://online.mq.edu.au/public/BBA340>
If you know your password, go straight to: <http://online.mq.edu.au> and log in.

For help with WebCT, ask at the Student IT Help Desk, Level 1, Library or email support@library.mq.edu.au Web: <http://www.lib.mq.edu.au/support/ihelp>
Further online library assistance is available at: <http://www.lib.mq.edu.au/justask>

3. THE SET TEXT FOR THIS UNIT:

Elizabeth Christopher (ed) 2007, Managing cultural diversity in international business (Pearson Ed)

Macquarie University Coop Bookshop, and you can order it from:
macq_byr@coop-bookshop.com.au

LEARNING MEDIA #4

As well as me, the online materials and the set text, you have yourselves! You will learn from each other. You are all members of one or more cultures and sub-cultures. You all have cross cultural experiences to share.

Offer yourself as a learning resource! Share your cultural heritage!

10 marks for making a slide or transparency presentation of some aspect of your culture. No written report is required

OR if you feel you can't cope with this, then post a 1,000 word mini-essay on some aspect of your culture.

Post it on the WebCt discussion board by Week 10 LATEST

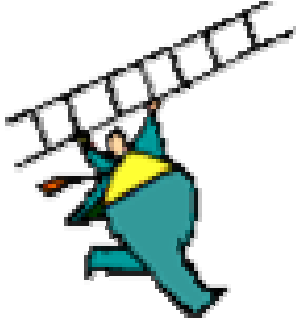
**Your presentation should be not more than 12 slides
It should not last longer than 15 m MAX**

Here are some suggestions for specific topics that can be covered reasonably in 12 slides

Architecture; Art; Chinese King Fu; The Chinese Zodiac; Crafts; Crime and punishment; Education and training; Entertainment; Ethnic minorities; Fashion notes; Family life; Famous citizens; Films and TV shows; Flora and fauna; Funerals; Greetings and farewells; Houses and apartments; How my country got its name/ independence/flag; Lakes and mountains; Local media; Monarchs and presidents; My island/district/suburb; National/regional cuisines; Natural resources; Recreation; Religion; Rules and regulations; Scandals; Social values; Sport; Stars; Unwritten rules; Weddings; The Western Zodiac;

TO PASS THIS COURSE YOU NEED TO:

1. Give a 15 minute PPT or other kind of class presentation
OR write 1,000 words on some aspect of your culture
and post it on the WebCt discussion board 10%
2. Write a case study and submit it online 20%
3. Sit a MC test in class time (1 hour) 20%
4. Sit a final 2-hour written exam 50%



NOTE: You need to complete all coursework and gain at least 25 marks to be eligible to sit the exam; and you need to gain at least 25 marks to pass the exam.

CASE STUDY

You need to write a case study on any one of the ten major topics of this unit (guidelines online, 10 marks max, approx 1,500 words). Due Week 8 – submit online by Fri May 4, 12am LATEST

MULTIPLE CHOICE EXAM

1-hour mid semester multiple choice (20%), to take place in class time the week after the mid-semester break, i.e. Tuesday April 24 and Thursday April 26

The exam will consist of 30 multiple choice questions on Topics 1-6.
Each correct answer = 1 mark

END OF SEMESTER EXAM

2-hour end-of-semester written exam, 50 marks. Sample exam online

Please also take part in online discussions via the discussion board, not for assessment but to learn from each other. Comment on anything that interests you.



TIMETABLE

WK	BEGINNING	TOPIC
1	Feb 26 2007	Overview
2	March 5	Going global
3	March 12	Social responsibility and ethics
4	March 19	The role of culture
5	March 26	Communication
6	April 2	Negotiations and decisions
Break	April 9	
7	April 23	MULTIPLE CHOICE EST
8	April 30	Global alliances CASE STUDY DUE
9	May 7	Monitoring and controls
10	May 14	Workforce diversity & international mgt
		LAST WEEK FOR THOSE WHO INTEND TO WRITE A 1,000 WORD MINI-ESSAY ON SOME ASPECT OF THEIR CULTURE AND POST IT DISCUSSION BOARD
11	May 21	Leadership, motivation
12	May 28	As above