

Cross-cultural Management

Course Name	Course type (credit/hours)	Elective course(3/3)	Course code	I016
	Target students Division/major/grade	Business Administration/Sophomore	Opening semester	2019 2ND SEMESTER
	Class time and classroom	Tue 10(Da111) Tue 11(Da111) Tue 12(Da111)	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	Dasan Hall 306–2	Office phone Number	3687	e-mail	
	Office hours	Mon & Thur 3:00pm–4:00pm		Homepage address	–	
Teaching Assistant	Name (title/division)					
	Office Room Number	–	Office phone Number		e-mail	

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 helps 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.

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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 class activities including lectures shall be conducted via Ajou Bb through the Internet. Students are expected to manage their own resources, such as time and PCs to access to the Internet, and to have no difficulties in handling related devices.

Lastly and importantly, in order to abide by Government Regulation, midterm exam, final exams, and a few times of lectures will be conducted OFFLINE on a weekday evening. The schedule of exams and off-line classes will be posted on Ajou Bb at the beginning of the semester. Should you have any conflict in the schedule, contact the TA or the Professor ASAP. There should be no supplemental exams unless you get a permission from the Professor in advance.

4. Teaching Method

☒ lecture

☐ discussion and debate

☐ team project(presentation and case studies)

☐ experiments(role-playing,etc)

☐ designing and production

☐ on-site learning(on-site training)

☒ others (This course provides online lectures 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 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

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|---|--|---|
| <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.

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	40	Final Exam
quiz			
presentation			
discussion			
homework	1	10	Research Report
etc	33	10	Homework
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

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< Class Schedule >

* language : K-korean, E-English

Weeks	Topics	language	Instructor	Teaching Method	Evaluation Method	Matter to be prepared
1	Introduction	E	Kimin Kim	Lecture & Case Analysis		
2	The new global realities	E	Kimin Kim	Lecture & Case Analysis		
3	The new global managers	E	Kimin Kim	Lecture & Case Analysis		
4	The cultural environment	E	Kimin Kim	Lecture & Case Analysis		
5	The organizational environment	E	Kimin Kim	Lecture & Case Analysis		
6	The situational environment	E	Kimin Kim	Lecture & Case Analysis		
7	Communicating across cultures	E	Kimin Kim	Lecture & Case Analysis		
8	Midterm Exam	E	Kimin Kim		Short Essay	
9	Negotiating global agreements	E	Kimin Kim	Lecture & Case Analysis		
10	Leading global organizations	E	Kimin Kim	Lecture & Case Analysis		
11	Managing a global workforce	E	Kimin Kim	Lecture & Case Analysis		
12	Working with global teams	E	Kimin Kim	Lecture & Case Analysis		
13	Living and working globally	E	Kimin Kim	Lecture & Case Analysis		

< Class Schedule >

* language : K-korean, E-English

Week s	Topics	lang uag e	Instructor	Teaching Method	Evaluation Method	Matter to be prepared
14	Epilogue: the journey continues	E	Kimin Kim	Lecture & Case Analysis		
15	Review & Course Wrap-Up	E	Kimin Kim	Lecture & Case Analysis		
16	Final Exam	E	Kimin Kim		Short Essay	

11. Other items of notification