

Cross Cultural Management Course Syllabus

Course Chinese Title: 跨文化管理	Course Category (Compulsory/ Elective) : Elective
Course English Title: Cross Cultural Management	
Total Hours/ Hours Per Week/ Credit(s): 32/2/2	Lab Practice/ Practical Hours: 0
Prerequisites: 《International Business》	
Teaching Time: 10:25-12:00	Classroom: Guancheng campus Room 1209
Class: 2018 International Economics and Finance (Financial Management Industry -University International Program)	
College: School of economics and management	
Instructor Name/ Academic Title: Peng, Fan/ Lecturer	
Office Hour: Monday-Tuesday, 9:00-17:00, 3207	
Course Assessment Method: Open book () Close book (●) Report () Other ()	
Required Textbook: 《International Management: Managing Across Borders and Cultures, Text and Cases》, 11E	
Supplementary Materials: 《Learning Across Cultures》, 3E	
Course Description: This is an introductory course in IB. The basic content of the course includes (1) an overview and introduction of global environment; (2) the cultural context of global management; (3) formulating and implementing strategy for international operations; (4) global HRM	
<p>Course Objectives</p> <p>CO1: Develop greater awareness of the changing global environment and understanding of the implications for international business and management.</p> <p>CO2: Provide conceptual frameworks for systematically understanding the cross-cultural contexts of international business, and theoretical concepts relating to culture, cultural synergies and differences.</p> <p>CO3: Enable students to develop the knowledge, skills and</p>	<p>The correlation between this course and the development of students' core abilities (Only to fill in this column if the course is for science and engineering majors) :</p> <p><input type="checkbox"/>LOs 1.</p> <p><input type="checkbox"/>LOs 2.</p> <p><input type="checkbox"/>LOs 3.</p> <p><input type="checkbox"/>LOs 4.</p> <p><input type="checkbox"/>LOs 5.</p> <p><input type="checkbox"/>LOs 6.</p>

<p>capabilities required to work and manage across cultures.</p> <p>CO4: Enhance students' understanding of workforce diversity and develop competence in intercultural communication and cross-cultural interactions.</p> <p>CO5: Provide opportunities to apply the knowledge and understanding gained through experiential and problem-based learning.</p>	<p>□LOs 7.</p> <p>□LOs 8.</p>
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Course Plan

Week	Topic	Instructor	Hours	Expected Learning Outcomes	Instructional Mode (Online/Blending/Offline)	Activities	Assignment	Supporting Course Objectives
1	Assessing the Environment	Peng, Fan	2	Key points: Political, economic, legal, environment Difficulties: Complexities of the international manager's job Ethical and Political Learning: The strengths of socialism system	Offline	Lecture	Difficulties review	CO1
2	Sustainability	Peng, Fan	2	Key points: CSR and ethics Difficulties: Managing CSR Ethical and Political Learning: Implement sustainable strategy in	Offline	Lecture	Debate competition materials collection	CO1

				our society				
3	Sustainability	Peng, Fan	2	Debate competition: 1. Profit VS CSR 2. Environment VS Human Rights	Offline	Team discussion and role playing	Chapter preview	CO1, CO2, CO3, CO4, CO5
4	Role of Culture	Peng, Fan	2	Key points: cultures and its effects Difficulties: cultural value dimensions Ethical and Political Learning: Inclusive culture in China	Offline	Lecture Quiz	Chapter view	CO2, CO3
5	Role of Culture	Peng, Fan	2	Key points: cultures and its effects Difficulties: Describe cultural differences	Blending	<KIM JI-YOUNG, BORN 1982> Homework: Movie review	Chapter preview	CO2, CO3
6	Communicating Across Cultures	Peng, Fan	2	Key points: communicating across cultures Difficulties: effective culture-communication	Offline	Lecture Quiz	Difficulties review	CO2, CO3, CO4
7	Communicating Across Cultures	Peng, Fan	2	Key points: values and culture Difficulties: How social culture influence values in business	Offline	Team discussion and role playing	Difficulties review	CO2, CO3, CO4
8	Cross-Cultural	Peng,	2	Key points: world trading system and the	Offline	Lecture	Chapter preview	CO2, CO3, CO4

	Negotiation and Decision Making	Fan		current trade issue Difficulties: Effective negotiation				
9	Strategy	Peng, Fan	2	Key points: Global strategic planning Difficulties: Design strategic plans	Offline	Lecture Quiz	Chapter preview	CO3, CO4
10	Implementing Strategy	Peng, Fan	2	Key points: Strategic alliances Difficulties: How emerging economy firms can implement expansion strategies	Offline	Lecture Quiz	Chapter preview	CO3
11	Organization Structure	Peng, Fan	2	Key points: Organizational designs Difficulties: Design suitable systems for specific situations	Offline	Lecture Quiz	Chapter preview	CO3
12	Staffing, Training, and Compensation	Peng, Fan	2	Key points: IHRM function Difficulties: Distinguish among various IHRM practices	Offline	Lecture Quiz	Chapter preview	CO4
13	Global Management Cadre	Peng, Fan	2	Key points: The critical role of expatriates Difficulties: Labor relations systems	Offline	Lecture Discussion	Chapter preview	CO4
14	Motivating and	Peng,	2	Key points: cross-cultural motivation and	Offline	Lecture	Materials collection	CO1, CO2, CO3, CO4,

	Leading	Fan		leadership Difficulties: How to become a global leader				CO5
15	Motivating and Leading	Peng, Fan	2	Key points: cross-cultural motivation and leadership Difficulties: How to become a global leader	Offline	Team presentation	Exam reviews	CO1, CO2, CO3, CO4, CO5
16	Final Exam	Peng, Fan	2	Key points: Theoretical knowledge Difficulties: Analysis and knowledge application	Close book exam	Exam		CO1, CO2, CO3, CO4, CO5
Total: 32								
Assessment and Grading								
Assessment Method				Evaluation Criteria			Percentage (%)	Supporting Course Objectives
Attendance				Late or leave early will be taken one point each time and absent for three points. Each student must take part in class activities four times at least.			20%	CO1
Class Participation				Participation sources will be evaluated through the performance of homework and debate competition. The more innovative views are presented, the higher score you will get.			20%	CO2, CO3
Team program				For team program you will work in groups to do presentation about “global leadership”.			20%	CO1, CO2, CO3, CO4,
Final exam				Questions for 100 points on the test paper. Any kind of cheating will not be tolerated.			40%	CO1, CO2, CO3, CO4,

			CO5
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Syllabus Submission Date: 8/24, 2020

School Reviewal:

Approved

Signature: 洪志远

Date: 2020.08.29