

《跨文化管理》 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): 48/3/3	Lab Practice/ Practical Hours: 0 hour
Prerequisites: None	
Follow-up course: None	
Time: 2:30pm-5:10pm on Tuesday & 8:30am-10:10am on Thursday (week1-week8)	Classroom: Smart Classroom C, Guancheng Campus
Class: 2020 International Business Industry-University International Program	
College: School of Economics and Management	
Instructor Name/ Academic Title: Ye Wang/Lecturer	
Office Hour: 10:30am-12:30pm Monday (by appointment) at Room 2303, Guancheng Campus/Online: wechat group	
Course Assessment Method: Open book test () Close book test () Report (✓) Other ()	
Required Textbook: None	
Supplementary Materials: Class notes and slides.	
Course Description: <p>The course is an introductory course in International business. 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 human resource management.</p>	

Course Learning Objectives and its supporting on the requirement for graduation:		
Course Learning Objectives	Measurements on Requirement for Graduation	Requirement for Graduation
CO1: Demonstrate the theoretical concepts relating to culture, cultural synergies and differences under the cross-cultural contexts.	3.2: Students have the ability to search and read foreign literature and have cross-cultural management.	3: Internationalization ability
CO2: Enable students to develop the knowledge, skills and capabilities required to work and manage across cultures.	7.1: Students should have effective business communication, good logical thinking and language skills.	7: Communication Skills and Writing Expressions
CO3: Apply the knowledge and understanding gained through experiential and problem-based learning.	5.1: Students should have strong speculative ability and innovative entrepreneurial ability to solve practical problems.	5: Innovative entrepreneurial ability

Lecturing Plan

Week	Topic	Instructor	Hours	Contents (Key point、Difficulty、 Ideological and Political Learning)	Instructional Mode (Blended/ Offline)	Activities	Assignment	Supported Measurements
1	Assessing the Environment & Social responsibility and sustainability (continued)	Ye Wang	6	Key points: political, economic, legal, environment; CSR and ethics. Difficulties: complexities of the international manager's job; Ideological and Political Learning: the strengths of socialism system.	Offline	Lecture and Class Discussion	Discussions and review	CO1
2	Social responsibility and sustainability & Role of culture	Ye Wang	6	Key points: CSR and ethics; cultures and its effects. Difficulties: managing CSR; cultural value dimensions. Ideological and Political Learning: implement sustainable strategy in our society.	Offline	Lecture and Class Discussion	Class debates and review	CO1
3	Role of culture & Communicating across cultures	Ye Wang	6	Key points: cultures and its effects; communicating across culture, values and culture. Difficulties: cultural value dimensions.	Offline	Lecture and Class Discussion	Discussions and review	CO2

				Ideological and Political Learning: Inclusive culture in China.				
4	Cross-cultural negotiation and decision making	Ye Wang	6	Key points: world trading system and the current trade issue. Difficulties: effective negotiation.	Offline	Lecture and Class Discussion	Discussions and review	CO2
5	Formulating Strategy& Implementing Strategy& Organization Structure (continued)	Ye Wang	6	Key points: global strategic planning; strategic alliances; organizational designs. Difficulties: design strategic plans; how emerging economy firms can implement expansion strategies; design suitable systems for specific situations.	Offline	Lecture and Class Discussion	Discussions and review	CO1
6	Formulating Strategy& Implementing Strategy& Organization Structure	Ye Wang	6	Key points: global strategic planning; strategic alliances; organizational designs. Difficulties: design strategic plans; how emerging economy firms can implement expansion strategies; design suitable systems for specific situations.	Offline	Lecture and Class Discussion	Discussions and review	CO3

7	Staffing, training, and compensation &Global management Cadre & Motivating and leading	Ye Wang	6	Key points: IHRM function; the critical role of expatriates; cross-cultural motivation and leadership. Difficulties: distinguish among various IHRM practice; labor relations systems; How to become a global leader.	Offline	Lecture and Class Discussion	Discussions and review	CO3
8	Presentation	Ye Wang	6	Individual presentation.	Offline	Presentation	review	CO3
Total			48					

Grading

Course Learning Objectives	Supported Measurements	Assessments and Grading Percentage (%)			Percentage (%)
		Class Discussions	Presentation	Report	
CO1	3.2	10	10	10	30
CO2	7.1	15	10	10	35
CO3	5.1	10	10	15	35
Total		35	30	35	100

Note: 1) According to Article 12 of the Examination Management Regulations of Dongguan University of Technology, students who are absent from class for three times (or a total of six class hours) shall not be eligible to participate in the final assessment of this course. 2) The assessment criteria for each component are outlined in the attached document.

Syllabus Submission Date:	2023. 8. 26
School Reviewal:	Agree
	Signature: 陈海东
	Data: 2023. 8. 28

Appendix: Grading Criteria Rubrics

Class Participation Grading Criteria

Criteria				
A (above 90)	B (89–80)	C (79–70)	D (69–60)	E (below 60)
Attending every class and engaging in the class discussion actively and consistently.	Attending every class and engaging in the class discussion actively.	Attending every class and engaging in the class discussion.	Attending every class and rarely engaging in the class discussion.	Attending the class and never engaging in the class discussion.

Presentation Grading Criteria

Assessment Criteria	Good	Average	Unsatisfactory
Knowledge about macroeconomics concepts, theories and models (10%)	(100-91)	(90-81)	(80-71)
	The concepts, theories and models are clearly and correctly cited.	There is a minor mistake when using the concepts, theories, and models.	There is a major mistake when using the concepts, theories, and models.
Application of macroeconomics theories and analytic tools (25%)	(100-91)	(90-81)	(80-71)
	The content is written clearly and concisely; there are highly related supporting materials.	The content is written in economic logical outline; there are supporting materials.	The logic of the content is not clear; there is no supporting materials mentioned.
Critical Thinking about the Issues (35%)	(100-91)	(90-81)	(80-71)
	The content reflects the originality and creativity accurately with thoughtful arguments.	The content reflects the originality and creativity with solid arguments.	The content does not reflect the originality and creativity, and with weak arguments.
Language (30%)	(100-91)	(90-81)	(80-71)
	The communication of presentation can be clearly understood.	The communication of presentation is mostly be understood.	The communication of presentation cannot be understood.

Report Grading Criteria

Assessment Criteria	Good	Average	Unsatisfactory
Selection of the Theme (10%)	(100-91)	(90-81)	(80-71)
	The theme is clearly and up to the date.	The theme is clearly.	The theme is out of date.
Structure of the report (25%)	(100-91)	(90-81)	(80-71)
	The content is written clearly and concisely; the materials are organized in a professional and reasonable pattern.	The content is written concisely; the materials are organized in a clear and logical pattern.	The materials are organized in a logical manner.
Analysis on the Issues (40%)	(100-91)	(90-81)	(80-71)
	The content reflects the originality and creativity accurately with thoughtful arguments.	Have a clear logic and in a reasonable way to support the arguments.	The content does not reflect the originality and creativity, and with weak arguments.
Language and Expressions (25%)	(100-91)	(90-81)	(80-71)
	The materials are strong relating to the topic, and writing is logic and vivid.	The materials are strong relating to the topic, and writing is logic and resonable.	The materials are relating to the topic, and writing is easy to understand.

