

## 《跨文化管理》 Course Syllabus

<b>Course Chinese Title:</b> 跨文化管理	<b>Course Category (Compulsory/ Elective):</b> Elective
<b>Course English Title:</b> Cross-cultural Management	
<b>Total Hours/ Hours Per Week/ Credit(s):</b> 32/2/2	<b>Lab Practice/ Practical Hours:</b> 0 hour
<b>Prerequisites:</b> None	
<b>Follow-up course:</b> None	
<b>Time:</b> Monday(week1-week16), 08:30am-10:10am	<b>Classroom:</b> Smart Classroom A, Guancheng Campus
<b>Class:</b> 2021 Financial Management Industry-University International Program	
<b>College:</b> School of Economics and Management	
<b>Instructor Name/ Academic Title:</b> Ye Wang/Lecturer	
<b>Office Hour:</b> 10:30am-12:30pm Monday (by appointment) at Room 2303, Guancheng Campus/Online: wechat group	
<b>Course Assessment Method:</b> Open book test ( ) Close book test ( ) Report (✓) Other ( )	
<b>Required Textbook:</b> None	
<b>Supplementary Materials:</b> Class notes and slides.	
<b>Course Description:</b>  <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>	

<b>Course Learning Objectives and its supporting on the requirement for graduation:</b>		
<b>Course Learning Objectives</b>	<b>Measurements on Requirement for Graduation</b>	<b>Requirement for Graduation</b>
<b>CO1:</b> Demonstrate the theoretical concepts relating to culture, cultural synergies and differences under the cross-cultural contexts.	2.1: Possess foundational theoretical knowledge and literacy in humanities and social sciences, and necessary knowledge of philosophy, methodology, and law.	2: Students shall systematically master the necessary knowledge of the discipline of applied economics.
<b>CO2:</b> Enable students to develop the knowledge, skills and capabilities required to work and manage across cultures.	4.2: Engage in effective oral communication and formal presentations.	4: Students shall possess oral and written communication skills necessary for diverse business environments.
<b>CO3:</b> Apply the knowledge and understanding gained through experiential and problem-based learning.	6.2: Possess the ability to obtain cross-cultural support, understanding, and coordination.	6: Students shall possess a global perspective and local sensibility.

### 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	Ye Wang	2	Key points: political, economic, legal, environment.  Difficulties: complexities of the international manager's job.  <b>Ideological and Political Learning:</b> the strengths of socialism system.	Offline	Lecture and Class Discussion	Discussions and review	CO1
2	Social responsibility and sustainability	Ye Wang	2	Key points: CSR and ethics.  Difficulties: managing CSR.  <b>Ideological and Political Learning:</b> implement sustainable strategy in our society.	Offline	Lecture and Class Discussion	Class debates and review	CO1
3	Role of culture	Ye Wang	2	Key points: cultures and its effects.  Difficulties: cultural value dimensions.  <b>Ideological and Political Learning:</b> Inclusive culture in China.	Offline	Lecture and Class Discussion	Discussions and review	CO2

4	Communicating across cultures	Ye Wang	2	Key points: communicating across culture, values and culture. Difficulties: effective culture-communication, how social culture influence values in business.	<b>Offline</b>	Lecture and Class Discussion	Discussions and review	CO2
5	(National Day Break)	Ye Wang	2				review	
6	Cross-cultural negotiation and decision making	Ye Wang	2	Key points: world trading system and the current trade issue. Difficulties: effective negotiation.	<b>Offline</b>	Lecture and Class Discussion	Discussions and review	CO1
7	Formulating Strategy	Ye Wang	2	Key points: global strategic planning. Difficulties: design strategic plans.	<b>Offline</b>	Lecture and Class Discussion	Discussions and review	CO2
8	Implementing Strategy	Ye Wang	2	Key points: strategic alliances. Difficulties: how emerging economy firms can implement expansion strategies.	<b>Offline</b>	Lecture and Class Discussion	Discussions and review	CO2
9	Organization Structure	Ye Wang	2	Key points: organizational designs. Difficulties: design suitable systems for specific situations.	<b>Offline</b>	Lecture and Class Discussion	Discussions and review	CO1

10	Staffing, training, and compensation	Ye Wang	2	Key points: IHRM function. Difficulties: distinguish among various IHRM practices.	<b>Offline</b>	Lecture and Class Discussion	Discussions and review	CO1
11	Global management Cadre	Ye Wang	2	Key points: the critical role of expatriates. Difficulties: labor relations systems.	<b>Offline</b>	Lecture and Class Discussion	Discussions and review	CO1
12	Motivating and leading	Ye Wang	2	Key points: cross-cultural motivation and leadership. Difficulties: How to become a global leader.	<b>Offline</b>	Lecture and Class Discussion	Discussions and review	CO2
13	Free Topic	Ye Wang	2	the content of the topic and discussion depends on the coverage of the materials discussed	<b>Offline</b>	Lecture and Class Discussion	review	CO3
14	Presentation	Ye Wang	2	Individual presentation.	<b>Offline</b>	Presentation	review	CO3
15	Presentation	Ye Wang	2	Individual presentation.	<b>Offline</b>	Presentation	review	CO3
16	Presentation	Ye Wang	2	Individual presentation.	<b>Offline</b>	Presentation	review	CO3
Total			32					

Grading					
Course Learning Objectives	Supported Measurements	Assessments and Grading Percentage (%)			Percentage (%)
		Class Discussions	Presentation	Report	
CO1	2.1	10	10	10	30
CO2	4.2	15	10	10	35
CO3	6.2	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.

<b>Syllabus Submission Date:</b> 2023. 8. 26
<b>School Reviewal:</b> Agree
Signature: 
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
<b>Knowledge about macroeconomics concepts, theories and models</b>  <b>(10%)</b>	<b>( 100-91 )</b>	<b>( 90-81 )</b>	<b>(80-71)</b>
	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.
<b>Application of macroeconomics theories and analytic tools</b>  <b>(25%)</b>	<b>( 100-91 )</b>	<b>( 90-81 )</b>	<b>(80-71)</b>
	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.
<b>Critical Thinking about the Issues (35%)</b>	<b>( 100-91 )</b>	<b>( 90-81 )</b>	<b>(80-71)</b>
	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.
<b>Language (30%)</b>	<b>( 100-91 )</b>	<b>( 90-81 )</b>	<b>(80-71)</b>
	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
<b>Selection of the Theme</b>  <b>(10%)</b>	<b>( 100-91 )</b>  The theme is clearly and up to the date.	<b>( 90-81 )</b>  The theme is clearly.	<b>(80-71)</b>  The theme is out of date.
<b>Structure of the report</b>  <b>(25%)</b>	<b>( 100-91 )</b>  The content is written clearly and concisely; the materials are organized in a professional and reasonable pattern.	<b>( 90-81 )</b>  The content is written concisely; the materials are organized in a clear and logical pattern.	<b>(80-71)</b>  The materials are organized in a logical manner.
<b>Analysis on the Issues</b>  <b>(40%)</b>	<b>( 100-91 )</b>  The content reflects the originality and creativity accurately with thoughtful arguments.	<b>( 90-81 )</b>  Have a clear logic and in a reasonable way to support the arguments.	<b>(80-71)</b>  The content does not reflect the originality and creativity, and with weak arguments.
<b>Language and Expressions (25%)</b>	<b>( 100-91 )</b>  The materials are strong relating to the topic, and writing is logic and vivid.	<b>( 90-81 )</b>  The materials are strong relating to the topic, and writing is logic and resonable.	<b>(80-71)</b>  The materials are relating to the topic, and writing is easy to understand.

