



SAIGONTECH



Course Syllabus

IBUS 2341- Intercultural Management Class

1. **Semester:** Fall 2019
Course Code: IBUS 2341
Course Name: Intercultural Management
Class Hours: Saturday, 7:30am – 11:15am
2. **Instructor:** Tran Anh Tung, MBA
Email: tungta@saigontech.edu.vn
Office: R.604
Office telephone: (028) 3715 5033 (ext. 1619)
Mobile phone: 0913408267
Office hours: by appointment
3. **Campus and Room Location with Days and Times:**
R604 SaigonTech Tower, from Tuesday to Friday 07:30am - 9:00am
4. **Course Semester Credit Hours (SCH):** 3
5. **Total Course Contact Hours:** 48 hours
6. **Textbook:** Deresky, International Management: Managing Across Borders and Cultures, Text and Cases, 8th Edition, 2013. 9780273787051
7. **Course Overview:**
 - Demonstrate the fundamental theories and frameworks of cross-cultural management and deepens understanding of how they can be applied to management.
 - Discuss socio-cultural demographics, intellectual, economic, technological, political-legal issues, negotiations, and processes of decision making.
 - Emphasize cultural, ethnic, geographic distinctions, and antecedent that could affect organizational knowledge in multicultural environment.
8. **Program Learning Outcomes**
 - Identify global issues and trends.
 - Examine legal issues and proper documentation necessary for international trade.
 - Analyze various sources of international business research.
 - Demonstrate knowledge of global and world geography
9. **Course Student Learning Outcomes (SLOs):**
 - Utilize a broad array of cross-cultural knowledge necessary for appropriate product development, marketing strategies, supervision of multicultural personnel, and other problem-solving situations to be successful in intense global competition.
 - Identify the factors that encourage cross-cultural teamwork be highly productive and innovative through problem solving situations.

10. Grading policy

Items	%
Attendance and participation	10%
Mini case write-up * 2	10%
Group article presentation + Project report	30%
Mid-term exam	25%
Final exam	25%
Total	100%

The replacement of score is applied in this course, which can be described as the final exam score could replace the Mid-term exam score, in case, student has higher performance in final than mid-term exam.

11. Explanation of grade components and requirements

Attendance and participation (10%)

Regular attendance is required. If you miss class, you will be responsible for any work missed during your absence and will have your class participation grade reduced. You are also highly encouraged to join in class discussion by giving questions, answers or comments. Your grade will be given based on your regular attendance and quality of contribution to class discussion.

Mini case write-up (10%)

You personally have to make 02 write-ups for 02 pre-assigned mini cases. Each write-up must present situation summary and answers for all case questions and be at least 250 words long. Extra sources (if any) must always be cited in your paper. All reports must be sent to my email before deadline for grading. Only soft copies are needed.

Group article presentation (10%)

Each group of 3 - 4 students will make a presentation for a pre-assigned article relating to the theory you learn in class. Your group presentation must summarize theory discussed in the article and integrate self-experience reflection. Group presentation should last 20 - 30 minutes not including Q & A section and must contain PowerPoint slides.

Group case study analysis (presentation and written report) (20%)

Each group will write a report and present a pre-assigned case study to the class. Your group written report and presentation must give situation summary, disclose thoughtful answers for all case questions and discuss further managerial insights if any. Group presentation should last 20 - 30 minutes not including Q & A section and must contain PowerPoint slides. Group written report must be at least 1000 words long. Extra sources (if any) must always be cited in your paper. PowerPoint slides and report must be sent to my email before deadline for grading. Only soft copies are needed. At the end of the course, I will ask group members to evaluate the contribution of their peers, and I will consider remarks when giving you final grade.

Mid-term and Final Exam (50%)

Exam	Type	Open/close book	No. of questions	Duration	Points
	MC	Close	40	60 minutes	60

Mid-term	Short Answer Questions	Close	1	30 minutes	40
Final	MC	Close	50	60 minutes	50
	Short Answer Questions	Close	2	30 minutes	50

12. Grading Scale

Percentage Grade	Letter Grade
90 – 100	A
80 – 89	B
70 – 79	C
60 – 69	D
0 – 59	F

The passing grade is **D**.

13. Course calendar

Week	Date	Lecture
1	21 st Sep 2019	Chapter 1 - Assessing the Environment
2	28 th Sep 2019	Chapter 3 - Understanding the Role of Culture
3	05 th Oct 2019	Chapter 4 - Communicating Across Cultures - Project Discussion
4	12 th Oct 2019	Chapter 5 - Cross-Cultural Negotiation and Decision Making
5	19 th Oct 2019	Chapter 6 - Formulating Strategy & Project Discussion
6	26 th Oct 2019	Chapter 6 - Formulating Strategy (Cont'd)
7	02 nd Nov 2019	Midterm Exam - Project Discussion
8	09 th Nov 2019	Chapter 7 - Global Alliances and Strategy Implementation
9	16 th Nov 2019	Project Discussion and 2nd Submission
10	23 rd Nov 2019	Chapter 8 - Organizational Structure and Control Systems - Project Discussion
11	30 th Nov 2019	Chapter 9 - Staffing, Training, and Compensation for Global Operations
12	07 th Dec 2019	Chapter 11 - Motivating and Leading - Project Discussion
13	14 th Dec 2019	Project Discussion and Submission
14	21 st Dec	Class Activities - Soft Skill workshop

14. Classroom Policy

- Late work will **NOT** be accepted. I will deduct 10% from that late work's score per every day after due date.
- Always come to class on time.
- No cellphone use is allowed during lectures.
- Students are expected to take exam on the scheduled dates. Make-up exams are not guaranteed.
- I will ask for your permission if I need to use Vietnamese to explain difficult terms or concepts for you, and vice versa.

15. Cheating and Plagiarism Policy

Please read my PowerPoint on "Cheating and Plagiarism" and the following policies for more details about Academic Dishonesty Policy:

Acts of plagiarism include but are not limited to:

- Submit other people's works to get points.
- Copy words or ideas without citing source and author's name.
- Do not use quotation marks for direct citation.
- Cite the wrong source.
- Change the wording but sentence structure without citing author's name.
- Borrow words/ phrases from a source without using quotation marks or with making negligible change.
- Copy too many words or ideas that make up the most of personal work, regardless of whether source and author's name are cited.
- Copy information from Internet such as company information, market information etc.
- Use Google Translation to write up papers, regardless of whether you use your own ideas or borrow ideas.
- Use Google Translation to write up papers by translating Vietnamese from existing Vietnamese study materials/ sources into English.

*** If you are caught red-handed, you will receive a zero on the assignment. F grade for the course will be applied in case such violation continues.**

Signature of Dean

Signature of Instructor