

BUSINESS AND CULTURE

An Immersive Virtual Reality Learning Experience
2011-2012

Course Description

This course gives attention to the knowledge and skills needed to manage a multinational, multicultural business. The focus is on understanding how cultural differences can affect the marketing and delivery of products and services, and the interaction of company employees with one another, customers, suppliers and government representatives. This course can be adapted for graduate or undergraduate levels.

Materials

Readings, assignments, problems and assessments are integrated into the courseware. Any additional materials will be assigned by the instructor at the start or during the course.

Optional Resource: [CLASH, Managing The Global High Performance Team](#), Thomas Zweifel

Course Outline & Assignments

Assignments will change from time to time as new resources become available, contemporary events have bearing on the topics, or the social, legal, or economic environments change.

INTRODUCTION TO BUSINESS AND CULTURE (Module One, 6-7 hours)

- Lewis & Clark Example
- Culture Concept and Terms
- Global Citizenship
- Basic Resources
- Assessing Your Cross Culture Experience
- Getting Ready for Oman
- Dealing with a Chinese Customer
- Local Personnel vs Expatriates
- How to Acquire the Skills You Need
- Examples of Problems
- What IS Culture?
- Culture Wars
- Genevieve Bell - Asian Cultures
- Evaluate the Cross-Cultural Skills of Merriweather Lewis
- Pre-Test

WHEN CULTURES MERGE (Module Two, 4-6 hours)

- The Reality of Cultural Differences
- Male-Female
- Important Resources
- Joint Ventures and Mergers (across cultures)

SENSING CULTURAL DIFFERENCES (Module Three, 4-6 hours)

- Chinese Moon Cakes
- Taste as Part of Culture
- Sounds and Music as Part of Culture
- Traditional Stories as Part of Culture
- How do Regional foods differ?

WHEN CULTURES CONFLICT (Module Four, 4-5 hours)

- German SubCulture in Brazil
- Losing the Deal
- Multi-cultural Cities - Dubai
- Quebec
- Chechnya
- Basques in Spain
- Kosovo
- Economic Development

CHALLENGES IN DUBAI, UAE (Module Five, 3-5 hours)

- From Oman to Dubai
- Research
- Negotiations
- Mistakes
- Hiring
- Education, Medical Care for Families
- International Negotiations

COMMUNICATIONS BETWEEN CULTURES (Module Six, 3-5 hours)

- Translating an email message
- Language and Communication
- Translation and Interpretation
- Translation Mistakes
- Language Conundrum
- Using Online Translation
- Using VOIP for international operations
- Working with an Interpreter and VOIP
- Translation Services

ETHICAL DIFFERENCES (Module Seven, 4-5 hours)

- Bribes and Kickbacks
- Losing the Deal
- Corruption
- Foreign Corrupt Practices Act and ITAR
- Government Regulations on Fraud and Corruption

RELIGION AND CULTURE (Module Eight, 4-6 hours)

- Opportunity in Saudi Arabia
- Dubai where Islam reigns but other religions exist
- The Quran and Business
- The Torah and Business
- The Christian Bible and Business
- Corporate Responsibility and Islam
- Review Growth of Major Religions

LIVING IN ANOTHER CULTURE (Module Nine, 4-5 hours)

- It begins with awareness
- Medical Services and Health Insurance
- Housing
- Work & Residence Visas
- Foreigners living in Dubai

CULTURE AND SUSTAINABILITY (Module Ten, 4-6 hours)

- Nigerian Case
- Sustainability Overview
- Defining Stakeholders
- Environmentally Sustainable Business
- Socially Sustainable Business
- Politically Sustainable Business
- Review the Sustainability Diagram, in file share

COURSE REVIEW AND EXAM

Recommended Resources and Readings

- The World Press Review, www.worldpress.org
- Economist Intelligence Unit, www.eiu.com
- <http://www.tamu.edu/classes/cosc/choudhury/culture.html>
or search by "TAMU Culture Definition."
- <http://www.heritage.org>
- www.worldvaluessurvey.org
- http://www.mindtools.com/pages/article/newLDR_66.htm
- http://www.geert-hofstede.com/hofstede_dimensions.php
- Read and Prepare to Discuss - The problems with Joint Ventures
- Anheuser-Busch's Troubled Brew" or try this URL
http://www.businessweek.com/magazine/content/08_30/b4093052189821.htm
- http://www.1000ventures.com/business_guide/jv_main.html

- http://www.mckinseyquarterly.com/A_political_education_for_business_An_interview_with_the_head_of_the_Council_on_Foreign_Relations_21
- <http://www.nationalgeographicfood.com/ExploreWorldFoodsByCountryRegion>
- <http://www.dubaitourism.ae/DubaiMap/tabid/189/language/en-US/Default.aspx>
- Spanish Ads are Poorly Done
http://findarticles.com/p/articles/mi_qn4188/is_20060117/ai_n16001518?tag=rel.res1
- Unblurring the Words
http://findarticles.com/p/articles/mi_hb6461/is_2002_Dec/ai_n28969154/pg_1?tag=artBody;col1
- Ethics Must Be Global
http://www.businessweek.com/managing/content/feb2008/ca20080212_394828.htm
- Corporate Responsibility and Islam
<http://www.ethicalcorp.com/content.asp?ContentID=2430>
- http://www.usatoday.com/money/industries/banking/2008-03-26-islamic-finance-sharia_N.htm
- Modern Religion Map-
http://www.wadsworth.com/religion_d/special_features/popups/maps/maps_f.html
- Christian Growth Map-
http://www.wadsworth.com/religion_d/special_features/popups/maps/maps_f.html
- Islam Dispersion-
http://www.wadsworth.com/religion_d/special_features/popups/maps/maps_f.html
- Timeline/Map Flash- <http://www.mapsofwar.com/ind/history-of-religion.html>