

VERTICAL LEARNING CURVE

Business and Culture

Course Description

1/22/2008



Contents

Overview	3
Course Outline	4
Recommended Readings and Resources.....	6
Credits.....	8

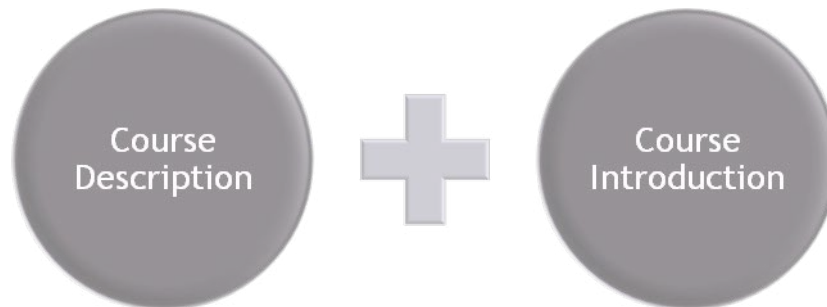
Business and Culture

Overview

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 has [11 modules](#), each focusing on a unique topic with unique objectives for your knowledge, skill, and values. Modules are given *different* priority, and so are not always equal in length, difficulty, or grading weight. Failing a module will result in immediate repetition of that module.

To enroll in this course, you must read this **Course Description** and the [Course Introduction](#).



Course Outline

Module	Issues + Resources
1	Introduction to the Course and the Learning Context <ul style="list-style-type: none"> ▪ Course Materials and Contents ▪ Meaning and Implications of the “Culture War” ▪ Meaning and Source of Culture, Values, Norms ▪ Values Can be both Cognitive and Affective ▪ Patterns of Value Change in Recent Decades ▪ Impact of Modern Technology on Culture
2	The FACT of Cultural Differences <ul style="list-style-type: none"> ▪ Differences in Economic Freedom ▪ Findings of the World Values Survey ▪ Findings of Hofstede, and Comments from Detractors ▪ Evidence from Culture 4.0 ▪ Learn Whether “Those People” Are All Alike ▪ Formulate Your Own Conclusions about Cultural Differences
3	The SENSING of Cultural Differences <ul style="list-style-type: none"> ▪ Learn to Learn from Paired Comparisons of Art and Music ▪ Learn to Learn from Paired Comparisons of Literature ▪ Learn to Learn from Paired Comparisons of Food ▪ Learn to Learn from Paired Comparisons of Architecture ▪ Learning through Case Study Applications
4	The EFFECT of Cultural Differences <ul style="list-style-type: none"> ▪ How Cultural Differences Can Divide People Groups ▪ Think Critically about Diversity, Assimilation, Conformity ▪ Cross Culture Marriages ▪ African and Native American Tribal Conflicts ▪ Subculture Separatism within National Borders ▪ Ethnic “towns” in Major Cities ▪ Caste Systems ▪ Genocide & Ethnic Cleansing ▪ The Realities of “Melting Pot Societies”
5	The CONSEQUENCES of Cultural Differences on Business <ul style="list-style-type: none"> ▪ How Cultural Differences Affect Marketing ▪ How Cultural Differences Affect Human Resource Management ▪ How Cultural Differences Affect Contracts ▪ How Cultural Differences Affect Negotiations ▪ How Cultural Differences Affect Team Building ▪ How Cultural Differences Affect Investment ▪ How Islam Affects International Banking ▪ The Challenge of International Joint Ventures
6	Language & Communication Cross Culturally <ul style="list-style-type: none"> ▪ Hints of Common Roots from Ancient Chinese Characters ▪ Importance of Learning the Language ▪ Problems Associated with Word Choice ▪ Challenges of Communicating Through an Interpreter ▪ Read and Write Chinese
7	Ethics and Etiquette

- Learn the Difference between Ethics and Etiquette
- Learn the Differences in Measures of Corruption
- Learn How to Handle Common and Accepted Illegal Practices
- Learn the Effects of FASB 925
- Learn from Case Study Applications

8 Religion & Culture

- Historical Pattern of World Religions
- How Faith Affects Values and Culture
- Basics of Islam, Hinduism, Buddhism, Daoism, Christianity

9 Living & Working Abroad

- Learn Where Perceptions, Attitudes, and Values Differ: Health, Family, Marriage, Education, Training, Personal Accountability, Individualism, Authority, Law, Bribery, Materialism, Foreigners, Life
- Doing Business in China, India, Mexico, the UAE, Brazil, Russia, and the United States

10 The Sustainability Challenge

- Meaning and Implications of Economic Sustainability
- Organizations that Promote Sustainability
- Examples of Sustainability Efforts

11 Comprehensive Course Overview and Exam

Recommended Readings and Resources

- On-Line Library
<http://www.questia.com/Index.jsp>
- The Free Management Library
<http://www.managementhelp.org/>
- MBA Library
http://www.businessbookmall.com/MBA%20Internet%20Library.htm#Free_MBA_Prerequisites_Books
- An International Business & Trade Glossary for students in this course
<http://management.about.com/cs/begintomanage/1/blglossary.htm>
AND
<http://globoledge.msu.edu/ibrd/glossary.asp?Index=a>
- Massachusetts Institute of Technology (MIT) Courses in International Trade
- Everything International
<http://faculty.philau.edu/russowl/russow.html>
- [International Business Resource Connection](#)
- The Heritage Foundation [2006 index of economic freedom](#)
- [Transparency International](#)
- Going Global
<http://www.going-global.com/articles/>
- [International Business Center - Best Comprehensive Source](#)
<http://international-business-center.com/>
- World Values Survey Home Page
<http://www.worldvaluessurvey.com>
- World Values Survey and Map
http://www.worldvaluessurvey.org/organization/main_illustrations.asp
- Sources for Culture 4.0 Historical Maps
www.culturalresources.com/Maps.html
- [Historical Maps Overview](#)
- http://www.theodora.com/wfb/abc_world_fact_book.html
- Portal for Cultural Differences
http://www.has7.com/cultural-differences/cultural-differences.php?search=cultural%20differences%20business_cultural_differences_cross_cultural_culture_group-culture
- Commercial Site Providing Reports on Doing Business Everywhere
<http://www.businessculture.com/>
- [International Business Etiquette, Culture, and Manners with Geert ...](#)
- [Chinese Culture and Chinese Business Culture](#)
- [Culture Maps Culture Maps](#)
- [Geographia - World Travel Destinations, Culture and History Guide](#)
- Provides information about the people, history, culture, natural terrain, and tourist attractions in Asia, Africa, Europe, Latin America, and the Caribbean.
www.geographia.com/
- Detailed maps and culture of North American Native Tribes
<http://www.snowowl.com/peoplecontents.html>
- Culture impacts on healthcare – dozens of resources, an example
<http://medicine.ucsf.edu/resources/guidelines/culture.html>
- Book for Reference (see pdf of Introductory Chapter)
http://www.nyupress.org/books/Convergence_Culture-products_id-4756.html
- Convergence Culture, is for anyone who is curious about future trends at the intersection of technology and humanity. Jenkins tries to bring clarity to cultural changes that are melting and morphing into new shapes on an hourly, daily, weekly, monthly basis.

Selected Readings from:

- Foreign newspapers and magazines
- Harvard University Center for International Development
- IMF Staff Papers
- International Center for Trade & Sustainable Development
- International Business, Albany University Press, NY
- Journal of Economic Growth
- Review of International Economics
- The Economist
- The McKinsey Quarterly
- Thunderbird International Business Review
- U.S. News & World Report

Credits

Primary Course Architect's CV