

BERKELEY CITY COLLEGE

INTERNATIONAL TRADE PROGRAM

**GLOBALIZATION & CULTURE SYLLABUS
INTRAD 35 – 3.0 Units**

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Office Hours: **TBA**
Class Meetings: **August 28, 2007 to December 18, 2007**
Tuesdays: 6:30pm to 9:30pm
Location: **75 Evans Hall, UC, Berkeley campus**
Class Convene: **Fall 2007**

Course Objectives:

The globalization of business byproduct is the increasingly interdependency of the factors of production and marketing and the barriers to trade are diminished, however, cultural differences remain the single most important element in doing business successfully. A major challenge of doing business on a global perspective is to adapt effectively to an array of relevant cultures. To be successful in global commerce requires that the businessperson must do their homework in understanding of cultural diversity, perceptions, stereotypes, and values. However, one must not over generalize; there are always individual differences and even subcultures within every country. For instance, the United States of America has many subcultures under one flag.

The course objectives are:

1. Define the term “culture, and cultural diversity”.
2. Examine the concept of cultural values, and relate some of the international differences and similarities.
3. Identify the major dimensions of culture relevant to global business transactions.
4. Identify cross-cultural differences and similarities.
5. Define what is meant by “organizational culture,” and discuss the interaction between national and MNC culture.
6. Examine the nature and degree of multiculturalism and diversity in today’s MNC.
7. Define the term “communication,” and examine examples of external and internal communication.

8. Examine the language, perception, culture, and nonverbal barriers to effective international communications.
9. Examine business customs and negotiating styles within the global sphere.
10. Define “motivation,” and explain it as a psychological process.
11. Examine the hierarchy-of-needs motivation theory, assess its value to international human resources management.
12. Identify the most common selection criteria used in selecting the best people for overseas assignments.

Textbook: **The Cultural Dimension of INTERNATIONAL BUSINESS, Fifth Edition by Gary P. Ferraro** ISBN 0-13-192767-1 (2006)
Pearson-Prentice Hall

Additional: **Instructor handouts, videos, power-point slides, and guest speakers.**

Course: **The focus of this course will be on the real business world, students Input as to observations, personal experiences, and your questions will be valuable parts of this learning experience. Each student has made a major decision to invest your time and energy in taking this course and therefore, your active participation is essential to realize the benefits. Current cultural issues that have an impact upon global business will be incorporated into the class discussion. Thus, be responsible, on time, helpful, and respectful.**

Courtesy: **To enhance our educational experience in view of the time constraints, please place your cellular phones on the silent mode. Politeness is the rule.**

COURSE OUTLINE

Note: **Each student is expected to read the selected materials prior to lesson and will participate in class discussions and activities – in order to derive the most benefit from class time. Time is a very precious commodity in this program. Please bring your syllabus and assigned materials to every class meeting.**

Scenarios: **Each student will have the opportunity to lead the class discussion and analysis of an assigned cross-cultural scenario at the end of each chapter in the textbook. Looking from the American cultural perspective as opposed to the host country’s business etiquette.**

EVALUATION

3 Examinations x 50 points	150
1 Written Report	30

Class Participation & Attendance	20	
Total		200

Grade

A.....	170
B.....	150
C.....	130
D.....	110

Extra Credit

Written report on a current cross-cultural issue relevant to the global business (15 points).

Recommended Reading

1. Business Week
2. Wall Street Journal
3. California Management Review
4. Columbia Journal of World Business
5. Journal of International Business Studies
6. Academy of Management Executive
7. Personnel Journal
8. Business Horizons
9. The Economist

Website Sources

U.S. Commercial Service – Country Commercial Guides with information on market conditions, best export prospects, financing, finding distributors, and legal and cultural issues. www.usatrade.gov (**Market Research**)

www.executiveplanet.com and www.worldbiz.com

Books

- Do's and Taboos Around the World (1993), John Wiley & Sons)
- Kiss, Bow or Shake Hands: How to Do Business in 60 Countries (1995, Adams Media Corporation)
- Managing Cultural Differences, 6th Edition, by Philip R. Harris, Robert T. Moran, and Sarah V. Moran (2004-Elsevier Butterworth-Heinemann)

SESSION ONE

Introduction of the course and relevance to the globalization. Overview of the materials to be covered in the course as outlined in the syllabus.

Activities

- A. Introductions (Getting to know you portion of the class)
- B. Preliminary lecture on the impact of cultural issues on a successful global transaction.
- C. Culture quiz and discussion.
- D. Distribution of syllabus and materials.
- E. Presentation of “Generic Medicines – Social and Economic Implications – Japan”. Japanese aversion to generic medicines is based on a cultural perspective.
- F. Students questions on the direction of the course, methodology, and any issues of concern.

SESSION TWO

What is the definition of “Globalization?” We shall discuss the basis for the growth of “Globalization” and the impact that cultural issues have on the further expansion.

Activities

- A. Globalization power-point presentation and class discussion.
- B. The Future of Outsourcing article in Business Week, January 30, 2006.
- C. Social and Economic Implications of Fair Trade Coffee presentation and discussion.
- D. MacDonald’s Is Everywhere Video.

SESSION THREE

Culture is defined as ways of living transmitted from one generation to another through social institutions - family, educational, religious, government, and business institutions. Included in culture are conscious and unconscious values, ideas, attitudes, and symbols that shape human behavior. Physical and non-physical components.

Activities

- A. Examination of the concepts of the following: Attitudes; beliefs; values; aesthetics; dietary preferences; and language/communication.
- B. High and Low Context Cultures

- C. Hofstadter's Cultural Typology: Power distance; individualism; collectivist cultures;
Masculinity; femininity; and uncertainty avoidance.
- D. The Self-Reference Criterion and Perception.
- E. Diffusion Theory.
- F. Diffusion of Innovations in Pacific Rim Countries.
- G. Culture and International Business.
- H. How the Swedish Retailer Became a Global Cult Brand, Business Week, November 14, 2005 discussion.
- I. Cross-Cultural Scenarios – student led discussion: 2-1; 2-2; 2-3; 2-4; 2-5; 2-6; and 2-7.

SESSION FOUR

Intercultural communication involves the conveying meanings between parties from different cultures. The potential problems of misinterpretation and error are compounded within a global context.

Activities

- A. The Communication Process
- B. Communication Flows
- C. Communication Barriers.
- D. Overcoming Communication Barriers.
- E. Euro Disneyland a failure of intercultural communication.
- F. Doing Business in Mexico Video and discussion
- G. Cross-Cultural Scenarios – student led discussion: 3-1; 3-2; 3-3; 3-4; 3-5; 3-6; and 3-7.

SESSION FIVE

To be successful in global business environment requires understanding of the nonverbal aspects of communication that are part of any speech community. Nonverbal cues frequently indicate whether verbal messages are serious, threatening, jocular, and so on.

Activities

- A. Nature of Nonverbal Communication.
- B. Body Posture; hand gestures; facial expressions; gaze; proxemics; and body contact.
- C. Doing Business in Brazil and Japan.
- D. Cross-Cultural Scenarios – student led discussion: 4-1; 4-2; 4-3; 4-4; 4-5; 4-5; and 4-7.

SESSION SIX

First Mid-Term Examination – 2 Essay Questions.

SESSION SEVEN

Values are basic convictions that people have regarding what is right and wrong, good and bad, important or unimportant. Differences in cultural values often result in conflicting perspectives within a global business environment.

Activities

- A. Contrasting Cultural Values.
- B. The Individual-Collective Dimension.
- C. The Equality-Hierarchy Dimension.
- D. Tough-Tender Dimension.
- E. Uncertainty-Avoidance Dimension.
- F. Time Dimension.
- G. Impact of Culture on Business – Latin America Video
- H. Cross-Cultural Scenarios – student led discussion: 5-1; 5-2; 5-3; 5-4; 5-5; 5-6; and 5-7.
- I. Doing Business in Thailand discussion.

SESSION EIGHT

The process of negotiating is absolutely fundamental to human communication and interaction. One's culture pre-conditions the negotiating style at an unconscious level. However, in the global environment problems arise due to the different negotiating styles. A firm understanding of the other negotiating party's style is essential to a successful negotiating strategy approach.

Activities

- A. Nature of Cross-Cultural Negotiation.
- B. Effective Strategies for International Negotiators.
- C. Japanese Style Negotiation discussion.
- D. Doing Business in Argentina discussion.
- E. Cross-Cultural Scenarios – student led discussion: 6-1; 6-2; 6-3; 6-4; 6-5; 6-6; and 6-7.

SESSION NINE

Culture shock refers to the psychological disorientation experienced by people who suddenly find themselves living and working in radically different cultural environments.

Activities

- A. The Nature of Culture Shock.
- B. Minimizing Cultural Shock.
- C. The Peace Corps – The Hardest Job You’ll Ever Love Video.
- D. Cross-Cultural Scenarios – student led discussion: 7-1; 7-2; 7-3; 7-4; 7-5; 7-6; and 7-7.
- E. Doing Business in the Philippines and Indonesia discussion.

SESSION TEN

Leadership often is credited for the success or failure of global operations. Certain leadership styles and practices transcend international boundaries.

Activities

- A. Developing Global Managers.
- B. Selection Process.
- C. Cross-Cultural Training.
- D. Repatriation.
- E. Coke in Japan Video discussion.
- F. Cross-Cultural Scenarios – student led discussion: 8-1; 8-2; 8-3; 8-4; 8-5; 8-6; and 8-7.
- G. Doing Business in France discussion.

SESSION ELEVEN

This session will focus on the multinational organizations preparation of personnel to go overseas.

Activities

- A. Training for employees for global assignments.
- B. Types of Training Programs.
- C. Doing Business in Spain and Colombia discussion.
- D. Trouble at Toyota article, Business Week, May 22, 2006.

- E. Hong Kong Video
- F. Argentina Case Scenario discussion.

SESSION TWELVE

Second Mid-Term Examination – Two Essay Questions

SESSION THIRTEEN

Motivation is closely related to the performance of human resources in modern organizations. Within a global context requires country-by-country, or at least regional, examination of differences in motivation.

Activities

- A. Nature of motivation.
- B. The Hierarchy-of-Needs Theory.
- C. Two-Factor Theory of Motivation.
- D. Achievement Motivation Theory.
- E. Motivation and Culture.
- F. Emerging Economic Power – Brazil Video
- G. Doing Business in Italy and Germany discussion.
- H. Germany Case Scenario discussion.

SESSION FOURTEEN

In this session, we shall examine business ethics and social responsibility in the global business environment.

Activities

- A. Ethics around the World.
- B. Social Obligations
- C. It Sounds a Little Fishy Scenario discussion.
- D. Ethical Issues at Mitsubishi presentation.
- E. Doing Business in Germany and Turkiye discussion.

SESSION FIFTEEN

Ethnic consumption is a pervasive reality in our modern culture. This reality deals with mixing consumption patterns of the home and host country.

Activity

- A. Dimensions of ethnicity consumption.
- B. Acculturation.
- C. Ethnicity identity.
- D. Doing Business in Venezuela and Denmark.
- E. Turkiye Video
- F. Love Those Boomers, Business Week, October 24, 2005.

SESSION SIXTEEN

Open discussion on issues of interest of students and emergency of China as an economic powerhouse.

Activities

- A. Emerging Economic Power – China Video and discussion.
- B. Making Socially Responsible and Ethical Marketing Decisions: Selling Tobacco to Third World Countries.
- C. Doing Business in China and Singapore discussion.
- D. The Art of Motivation, Business Week, May 1, 2006

SESSION SEVENTEEN

Final Examination – Two Essay Questions

Wishing all of you sweet success in your global business endeavors and personal happiness. Always remember to approach your venture with passion and you will all live long and healthy lives.

Aloha!

