



## Course Syllabus Intercultural Management IBUS 2341

**Semester with Course  
Reference Number  
(CRN)**

Sp2014  
81669

**Instructor contact  
information (phone  
number and email  
address)**

[Deanna.teel@hccs.edu](mailto:Deanna.teel@hccs.edu)  
713-718-5873

**Office Location and  
Hours**

Spring Branch, Rm. 803  
Contact the instructor for an appointment.

**Course Location/Times**    **Online**

**Course Semester  
Credit Hours (SCH)  
(lecture, lab) If  
applicable**

Credit Hours:    3  
Lecture Hours:    3  
Laboratory Hours:  
External Hours:

**Total Course Contact  
Hours**

48.00

**Course Length  
(number of weeks)**

16 weeks

**Type of Instruction**

Online

**Course Description:**

Cross-cultural comparisons of management and communications processes. Emphasizes cultural geographic distinctions and antecedents that affect individual, group, and organizational behavior. May include sociocultural demographics, economics, technology, political-legal issues, negotiations, and processes of decision making in the international cultural environment.

**Course Prerequisite(s)**

**PREREQUISITE(S):**

- IBUS 1305

**FREQUENT REQUISITES**

- MATH 0306 (Basic Math Pre-Algebra)
- GUST 0342 (9th -11th Grade Reading)
- ENGL 0300 or 0347

**Academic  
Discipline/CTE  
Program Learning  
Outcomes**

1. Identify global issues and trends.
2. Identify current global legal issues and international trade management issues.
3. Analyze various sources of international business research.
4. Demonstrate knowledge of global and world geography.

**Course Student  
Learning Outcomes  
(SLO): 4 to 7**

1. Utilize a broad array of cross-cultural knowledge necessary for appropriate product development.
2. Utilize a broad array of cross-cultural knowledge necessary for marketing strategies.
3. Utilize a broad array of cross-cultural knowledge necessary for supervision of multicultural personnel in the United States or abroad.
4. Interpret cross-cultural communications cues through role playing and other problem solving situations.

**Learning Objectives  
(Numbering system  
should be linked to  
SLO - e.g., 1.1, 1.2, 1.3,  
etc.)**

**Utilize a broad array of cross-cultural knowledge necessary for appropriate product development.**  
**Utilize a broad array of cross-cultural knowledge necessary for marketing strategies.**  
**Utilize a broad array of cross-cultural knowledge necessary for supervision of multicultural personnel in the United States or abroad.**  
**Interpret cross-cultural communications cues through role playing and other problem solving situations.**

**SCANS and/or Core  
Curriculum  
Competencies: If  
applicable**

**SCANS**  
**Utilize a broad array of cross-cultural knowledge necessary for appropriate product development.**  
 Foundation Skills - Basic -Reading  
 Foundation Skills - Basic -Writing  
 Foundation Skills - Basic -Mathematics  
 Foundation Skills - Basic -Listening  
 Foundation Skills - Basic -Speaking  
**Utilize a broad array of cross-cultural knowledge necessary for marketing strategies.**  
 Foundation Skills - Basic -Reading  
 Foundation Skills - Basic -Writing  
 Foundation Skills - Basic -Mathematics  
 Foundation Skills - Basic -Listening  
 Foundation Skills - Basic -Speaking  
**Utilize a broad array of cross-cultural knowledge necessary for supervision of multicultural personnel in the United States or abroad.**  
 Foundation Skills - Basic -Reading  
 Foundation Skills - Basic -Writing  
 Foundation Skills - Basic -Mathematics  
 Foundation Skills - Basic -Listening  
 Foundation Skills - Basic -Speaking  
**Interpret cross-cultural communications cues through role playing and other problem solving situations.**  
 Foundation Skills - Basic -Reading

Foundation Skills - Basic -Writing  
Foundation Skills - Basic -Mathematics  
Foundation Skills - Basic -Listening  
Foundation Skills - Basic -Speaking

## **Instructional Methods**

Distance (100%)

## **Student Assignments**

**Utilize a broad array of cross-cultural knowledge necessary for appropriate product development.**

No assignments selected for this outcome

**Utilize a broad array of cross-cultural knowledge necessary for marketing strategies.**

No assignments selected for this outcome

**Utilize a broad array of cross-cultural knowledge necessary for supervision of multicultural personnel in the United States or abroad.**

No assignments selected for this outcome

**Interpret cross-cultural communications cues through role playing and other problem solving situations.**

No assignments selected for this outcome

## **Student Assessment(s)**

### **Instructor's Requirements**

#### **EXAMS**

Three (3) exams will be given with the lowest score of the 3 exams being dropped. Please note that if one exam is missed, there is no penalty. NO MAKE-UP EXAMS ARE GIVEN!

#### **ASSIGNMENTS**

There will be 4 assignments this semester and a final project which can all be done as a group, or individually. See the weekly topics for assignments.

#### **GROUP PROJECT**

Prepare a 10 paged double spaced report, 1" margins, 12 pt. font on a Global Market Entry Analysis. Refer to the *Global Market Entry Analysis* assignment and the *Final Project Grading Rubric* found on the front page of the course for the requirements of the project and how the project will be graded.

#### **EXTRA CREDIT OPPORTUNITIES**

There are a multitude of extra-curricular activities which can be attended throughout the semester (day & evening) which are beneficial to students wanting job networking and internship opportunities. The extra credit points will be added to the FINAL RAW score, meaning that if you earned +2 extra credit points and your final score was "88", your grade would go from a "B" to an "A".

Additionally, there are student scholarships available in International Business and Logistics/GSCM for students in these programs. Ask the instructor about these many opportunities.

#### **ATTENDANCE**

All students are expected to attend classes regularly, thus DE students must login to their course(s) on a regular basis. DE students who do not login and actively participate before the Official Day of Record will be AUTOMATICALLY dropped for non-attendance (when the roster is marked accordingly by your professor). Completing this DE online orientation does not count towards attendance.

Official Day of Record – The day of record is different for each term. Your instructor

will state the day of record in the course syllabus. The Day of Record is also posted on the official HCC Calendar (select the appropriate term).

Description of "active participation":

Your instructor will define what "active participation" is for your course. Active participation is the following for this course:

1) an introductory response to the instructor's email prompt (i.e., introducing yourself)

If you are having technical difficulties and cannot login, you must immediately contact your instructor and the Eagle Online Help desk or you will be counted as absent.

## Program/Discipline Requirements: If applicable

### HCC Grading Scale:

A = 100- 90	4 points per semester hour
B = 89 - 80:	3 points per semester hour
C = 79 - 70:	2 points per semester hour
D = 69 - 60:	1 point per semester hour
59 and below = F	0 points per semester hour
FX (Failure due to non-attendance)	0 points per semester hour
IP (In Progress)	0 points per semester hour
W (Withdrawn)	0 points per semester hour
I (Incomplete)	0 points per semester hour
AUD (Audit)	0 points per semester hour

IP (In Progress) is given only in certain developmental courses. The student must re-enroll to receive credit. COM (Completed) is given in non-credit and continuing education courses.

FINAL GRADE OF FX: Students who stop attending class and do not withdraw themselves prior to the withdrawal deadline may either be dropped by their professor for excessive absences or be assigned the final grade of "FX" at the end of the semester. Students who stop attending classes will receive a grade of "FX", compared to an earned grade of "F" which is due to poor performance. Logging into a DE course without active participation is seen as non-attending. Please note that HCC will not disperse financial aid funding for students who have never attended class.

Students who receive financial aid but fail to attend class will be reported to the Department of Education and may have to pay back their aid. A grade of "FX" is treated exactly the same as a grade of "F" in terms of GPA, probation, suspension, and satisfactory academic progress.

To compute grade point average (GPA), divide the total grade points by the total number of semester hours attempted. The grades "IP," "COM" and "I" do not affect GPA.

## Instructor Grading Criteria

### GRADE COMPUTATION:

3 TESTS

200 POINTS 50%

PROJECT	100 POINTS	25%
ASSIGNMENTS(4)	100 POINTS	25%
TOTAL POINTS	400 POINTS	100%

**Instructional Materials** International Management, Deresky, Helen. Prentice Hall, 8th Edition. ISBN: 9781013608676

### **HCC Policy Statement:**

**Access Student Services Policies on their Web site:** <http://hccs.edu/student-rights>

**EGLS3 -- Evaluation for Greater Learning Student Survey System** At Houston Community College, professors believe that thoughtful student feedback is necessary to improve teaching and learning. During a designated time near the end of the term, you will be asked to answer a short online survey of research-based questions related to instruction. The anonymous results of the survey will be made available to your professors and department chairs for continual improvement of instruction. Look for the survey as part of the Houston Community College Student System online near the end of the term.

### **STUDENTS WITH DISABILITIES**

Any student with a documented disability (e.g. physical, learning, psychiatric, vision, hearing, etc) who needs to arrange reasonable accommodations must contact the appropriate HCC Disability Support Service (DSS) Counselor at the beginning of each semester. Instructors are authorized to provide only the HCC DSSO approved accommodations but must do so in a timely manner. Students who are requesting special testing accommodations must first contact the appropriate DSS office for assistance each semester:

#### **DISABILITY SUPPORT SERVICES OFFICES:**

Northwest: 713.718.5422 (see below)

After student accommodation letters have been approved by the DSS office and submitted to Counseling for processing, students will receive an email confirmation informing them of the Instructional Support Specialist (ISS) assigned to their professor.

#### **HCC NORTHWEST**

(Katy Campus)

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Katy Campus - Rm 111, 1550 Foxlake Dr., Katy, TX 77084

(Spring Branch Campus)

Ms. Lisa Parkinson, MEd, LPC, NCC

Tel: 713/ 78-5422; Tel: 713/ 718-5667; Fax: 713/ 718-5430

lisa.parkinson@hccs.edu

Spring Branch Campus - RC12, 1010 W. Sam Houston Parkway N., Houston, TX 77043

Distance Education and/or Continuing Education Policies

**Access DE Policies on their Web site:** [http://de.hccs.edu/Distance\\_Ed/DE\\_Home/faculty\\_resources/PDFs/DE\\_Syllabus.pdf](http://de.hccs.edu/Distance_Ed/DE_Home/faculty_resources/PDFs/DE_Syllabus.pdf)

**Access CE Policies on** <http://hccs.edu/CE-student-guidelines>  
**their Web site:**