

Course Syllabus

- 1. Name of Curriculum** Bachelor of Business Administration
Mahidol University International College
- 2. Course Code** ICMI 354 **Course Title** Cross – cultural Management
- 3. Number of Credits** 4 **(Lecture / Lab)** (4-0)
- 4. Prerequisites** ICMB 232
- 5. Type of Course** Required and Elective Course
- 6. Semester / Academic Year** Second, Third / 2004

7. Course Description

Examines cross cultural management issues, the problems of communicating across cultures, managing cultural diversity, the development of multi-cultural teams, leadership, motivation and decision making, conducting international business negotiations, international business ethics and the development of careers.

8. Course Objective

To develop culturally aware students with good cross-cultural managerial skills and a multi-cultural vision of how to be successful in international commerce.

9. Course Outline

Week	Topic			Instructor
	Lecture / Seminar	Hours	Lab.	
1	Cross-cultural training	4		Gregory Vrhovnik
2	Leadership and globalization	4		GRV
3	Globalization; and change	4		GRV
4	Globalization and cultural synergy	4		GRV
5	Cross-cultural effectiveness	4		GRV
6	Relocations	4		GRV
7	Managing diversity	4		GRV
8	Women in business	4		GRV
9	Global performance	4		GRV
10	Culture specific analysis	4		GRV
11	Summary and review	4		GRV
12	Final trimester exam	2		GRV
	Total	44		

10. Teaching Methods

Lecture; exercises, pair projects and self-study.

11. Teaching Media

Textbook: *Managing Cultural Differences*, Harris and Moran, Gulf Publishing 5th Edition 2000
Additional teaching materials: MUIC course handbook, worksheets, Power-point sheets.

12. Course Evaluation

Students will be graded on the following basis:

- participation in class activities; attendance; quizzes : 10%
- class projects (2) : 30%
- mid-term exam : 30%
- final exam : 30%

13. Course Assessment

Standard MUIC grading criteria: 90% and above to achieve a grade A.

14. References

Intercultural Business Communication, Chaney; Martin, Pearson Publishing 3rd Edition 2003

15. Instructors

Gregory Vrhovnik

16. Course Coordinator

Dr. Somchat Visitchaichan

Head of International Business