1. What is this course about?

1.1 Description

In the contemporary global business environment, business people often interact with culturally different colleagues, competitors, suppliers and government officials. Each operates with their own set of ‘rules’ of how they should act in a meeting, or a negotiation or in deciding whom to recruit and how. This course is concerned with helping you understand the basis on which culturally different ‘others’ operate in the business environment. Contemporary cultural theory provides a framework for you to analyse your own cultural assumptions, behaviour of culturally different ‘others’ and effectively manage cross-cultural differences encountered in the workplace.

1.2 Field trips, WIL placements or activities required by professional accreditation

N/A

2. What level is this course?

200 level Developing – Applying broad and/or deep knowledge and skills to new contexts. May require pre-requisites and introductory level knowledge/skills. Normally undertaken in the 2nd or 3rd year of an undergraduate program.

3. What is the unit value of this course?

12 units
4. How does this course contribute to my learning?

<table>
<thead>
<tr>
<th>Specific Learning Outcomes</th>
<th>Assessment tasks</th>
<th>Graduate Qualities or Professional Standards mapping</th>
</tr>
</thead>
<tbody>
<tr>
<td>On successful completion of this course, you should be able to:</td>
<td>You will be assessed on the learning outcomes in task/s:</td>
<td>Completing these tasks successfully will contribute to:</td>
</tr>
<tr>
<td>Assess cross-cultural business crises and demonstrate innovative management strategies for business development.</td>
<td>1 and 2</td>
<td>Creative and critical thinkers.</td>
</tr>
<tr>
<td>Demonstrate management skills that make a difference in managing in international environments.</td>
<td>2 and 3</td>
<td>Empowered. Sustainability-focused</td>
</tr>
<tr>
<td>Apply cultural intelligence to respond to cultural differences by designing strategies unique to specific countries.</td>
<td>1 and 3</td>
<td>Engaged. Community Consciousness</td>
</tr>
<tr>
<td>Describe and explain global contexts and why these influence international activities.</td>
<td>1, 2 and 3</td>
<td>Knowledgeable.</td>
</tr>
</tbody>
</table>

5. Am I eligible to enrol in this course?
Refer to the USC Glossary of terms for definitions of “pre-requisites, co-requisites and anti-requisites”.

5.1 Enrolment restrictions
Nil

5.2 Pre-requisites
Nil

5.3 Co-requisites
Nil

5.4 Anti-requisites
Nil

5.5 Specific assumed prior knowledge and skills (where applicable)
N/A

6. How am I going to be assessed?

6.1 Grading scale
Standard – High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL)

6.2 Details of early feedback on progress
Formative feedback will be provided through discussion of fortnightly online workbook topics in tutorials from Week 2.
### Assessment tasks

<table>
<thead>
<tr>
<th>Task No.</th>
<th>Assessment Product</th>
<th>Individual or Group</th>
<th>Weighting %</th>
<th>What is the duration/length?</th>
<th>When should I submit?</th>
<th>Where should I submit it?</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Essay</td>
<td>Group</td>
<td>30%</td>
<td>1,200 words</td>
<td>Week 6</td>
<td>Online Assignment Submission with Plagiarism check</td>
</tr>
<tr>
<td>2</td>
<td>Journal</td>
<td>Individual</td>
<td>30%</td>
<td>1,200 words</td>
<td>Week 9, Friday 5 pm (AEST)</td>
<td>Online Assignment Submission with Plagiarism check</td>
</tr>
<tr>
<td>3</td>
<td>Examination</td>
<td>Individual</td>
<td>40%</td>
<td>2 hours and 10 minutes</td>
<td>Central examination period</td>
<td>Exam Venue</td>
</tr>
</tbody>
</table>

#### Assessment Task 1: Cultural Insight Essay

**Goal:**
To demonstrate knowledge and application of cross-cultural management issues in a real-life business setting in a culture that is not your own.

**Product:** Essay

**Format:**
This is group task of 2-4 students per group. Marks will be allocated reflecting individual and group inputs based on self and peer assessment and evidence of group processes. Your group is required to read discussion pieces (links are provided on Blackboard) and analyse the issues faced by international businesses in their dealings across cultures. Additional guidance is provided on Blackboard.

**Criteria:**
- Demonstrated knowledge and application of key cross-cultural management issues
- Appreciation, identification and application of relevant cross-cultural management concepts in cross-cultural business contexts
- Critical evaluation (discussion) of implications for conducting business with the culture and provision of practical insights
- Team work and collaboration skills
- Written communication skills

#### Assessment Task 2: Reflective Journal assignment

**Goal:**
To reflect on your own cultural behaviour and understand issues involved in organisational culture and interorganisational cross-cultural interactions in a real business situation.

**Product:** Journal

**Format:**
This is an individual assessment presented in report format. You are required to assess your cultural perspective and those of others in a working environment. This will involve reflecting on your own cultural behaviour and issues involved in organisational culture and interorganisational cross-cultural interactions in a real-time situation by applying your knowledge to a real business situation. Your reflection will draw on the textbook for background and theory; however, you are also expected to use and cite other relevant academic literature. Additional guidance will be provided in Blackboard.

**Criteria:**
- Understanding of your own cultural perspective
- Knowledge of key relevant cross-cultural concepts covered in the course
- Identification of the key factors influencing intercultural business
- Explanation of significant influential factors on cultural values
- Identification of the cultural implications for intercultural business interactions
- Written communication skills
Assessment Task 3: End of semester examination

<table>
<thead>
<tr>
<th>Goal:</th>
<th>To demonstrate understanding of cross-cultural management concepts.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product:</td>
<td>Examination</td>
</tr>
</tbody>
</table>
| Format: | This is an individual assessment.  
A 2-hour end of semester exam will be held during the central examination period.  
The exam will include short to medium response questions.  
Successfully completing this exam will require a good understanding of all the topics covered throughout the course. |
| Criteria: | • Application of key cultural concepts covered in the course  
• Identification of organisational cultural issues and discussion of implications  
• Critical application of cultural concepts in an organisational context |

7. Directed study hours

The directed study hours listed here are a portion of the workload for this course. A 12 unit course will have total of 150 learning hours which will include directed study hours (including online if required), self-directed learning and completion of assessable tasks. Directed study hours may vary by location. Student workload is calculated at 12.5 learning hours per one unit.

<table>
<thead>
<tr>
<th>Location:</th>
<th>Directed study hours for location:</th>
</tr>
</thead>
</table>
| On campus | Lecture (2 hours)  
Tutorial (1 hour) |

8. What resources do I need to undertake this course?

Please note that course information, including specific information of recommended readings, learning activities, resources, weekly readings, etc. are available on the course Blackboard site. Please log in as soon as possible.

8.1 Prescribed text(s) or course reader

Please note that you need to have regular access to the resource(s) listed below as they are required:

<table>
<thead>
<tr>
<th>Author</th>
<th>Year</th>
<th>Title</th>
<th>Publisher</th>
</tr>
</thead>
</table>

8.2 Specific requirements

N/A

9. How are risks managed in this course?

Health and safety risks for this course have been assessed as low. It is your responsibility as a student to review course material, search online, discuss with lecturers and peers, and understand the health and safety risks associated with your specific course of study. It is also your responsibility to familiarise yourself with the University’s general health and safety principles by reviewing the online Health Safety and Wellbeing training module for students, and following the instructions of the University staff.

10. What administrative information is relevant to this course?

10.1 Assessment: Academic Integrity

Academic integrity is the ethical standard of university participation. It ensures that students graduate as a result of proving they are competent in their discipline. This is integral in maintaining the value of academic qualifications. Each industry has expectations and standards of the skills and knowledge within that discipline and these are reflected in assessment.
Academic integrity means that you do not engage in any activity that is considered to be academic fraud; including plagiarism, collusion or outsourcing any part of any assessment item to any other person. You are expected to be honest and ethical by completing all work yourself and indicating in your work which ideas and information were developed by you and which were taken from others. You cannot provide your assessment work to others. You are also expected to provide evidence of wide and critical reading, usually by using appropriate academic references.

In order to minimise incidents of academic fraud, this course may require that some of its assessment tasks, when submitted to Blackboard, are electronically checked through SafeAssign. This software allows for text comparisons to be made between your submitted assessment item and all other work that SafeAssign has access to.

10.2 Assessment: Additional requirements

Eligibility for Supplementary Assessment
Your eligibility for supplementary assessment in a course is dependent of the following conditions applying:
  a) The final mark is in the percentage range 47% to 49.4%
  b) The course is graded using the Standard Grading scale
  c) You have not failed an assessment task in the course due to academic misconduct

10.3 Assessment: Submission penalties
Late submission of assessment tasks will be penalised at the following maximum rate:
- 5% (of the assessment task’s identified value) per day for the first two days from the date identified as the due date for the assessment task.
- 10% (of the assessment task’s identified value) for the third day
- 20% (of the assessment task’s identified value) for the fourth day and subsequent days up to and including seven days from the date identified as the due date for the assessment task.
- A result of zero is awarded for an assessment task submitted after seven days from the date identified as the due date for the assessment task.

Weekdays and weekends are included in the calculation of days late.
To request an extension, you must contact your Course Coordinator and supply the required documentation to negotiate an outcome.

10.4 Study help
In the first instance, you should contact your tutor, then the Course Coordinator. Additional assistance is provided to all students through Academic Skills Advisers. To book an appointment or find a drop-in session go to Student Hub.
Contact Student Central for further assistance: +61 7 5430 2890 or studentcentral@usc.edu.au

10.5 Links to relevant University policy and procedures
For more information on Academic Learning & Teaching categories including:
- Assessment: Courses and Coursework Programs
- Review of Assessment and Final Grades
- Supplementary Assessment
- Administration of Central Examinations
- Deferred Examinations
- Student Academic Misconduct
- Students with a Disability

Visit the USC website:
http://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching
### 10.6 General Enquiries

**In person:**
- **USC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **USC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane
- **USC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **USC Fraser Coast** - Student Central, Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay
- **USC Caboolture** - Student Central, Level 1 Building J, Cnr Manley and Tallon Street, Caboolture

**Tel:** +61 7 5430 2890  
**Email:** studentcentral@usc.edu.au

### Appendix 1 Course content

<table>
<thead>
<tr>
<th>Week # / Module #</th>
<th>What key concepts/content will I learn?</th>
<th>Directed Study Activities: teaching components</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Determinants of culture</td>
<td>Lecture (No tutorial)</td>
</tr>
<tr>
<td>2</td>
<td>Cultural values (Hofstede and GLOBE)</td>
<td>Lecture (Tutorial)</td>
</tr>
<tr>
<td>3</td>
<td>Western business cultures</td>
<td>Lecture (Tutorial)</td>
</tr>
<tr>
<td>4</td>
<td>Asian, African and Middle eastern business cultures</td>
<td>Lecture (Tutorial)</td>
</tr>
<tr>
<td>5</td>
<td>Cultural dilemmas</td>
<td>Lecture (Tutorial)</td>
</tr>
<tr>
<td>6</td>
<td>Culture and management style</td>
<td>Lecture (Tutorial)</td>
</tr>
<tr>
<td>7</td>
<td>Culture and business communication</td>
<td>Lecture (Tutorial)</td>
</tr>
<tr>
<td>8</td>
<td>Intercultural communication barriers</td>
<td>Lecture (Tutorial)</td>
</tr>
<tr>
<td>9</td>
<td>International negotiations</td>
<td>Lecture (No Tutorial)</td>
</tr>
<tr>
<td>10</td>
<td>International teams</td>
<td>Lecture (Tutorial)</td>
</tr>
<tr>
<td>11</td>
<td>Conflict and cultural differences</td>
<td>Lecture (Tutorial)</td>
</tr>
<tr>
<td>12</td>
<td>Intercultural communication competence</td>
<td>Lecture (Tutorial)</td>
</tr>
<tr>
<td>13</td>
<td>Integration and review</td>
<td>Lecture (No tutorial)</td>
</tr>
</tbody>
</table>

Please note that the course activities may be subject to variation.

**Mid Semester Break:**  
30th September 2019 - 6th October 2019 (Between Week 10 and Week 11)

**Public Holidays:**  
Queen’s Birthday: Monday 7th October (Week 11)