

**College of San Mateo**  
**Official Course Outline**

1. **COURSE ID:** BUS. 203    **TITLE:** Intercultural Relations in Global Business  
**Units:** 3.0 units    **Hours/Semester:** 48.0-54.0 Lecture hours; 96.0-108.0 Homework hours; 144.0-162.0 Total Student Learning hours  
**Method of Grading:** Grade Option (Letter Grade or Pass/No Pass)  
**Recommended Preparation:**  
    Eligibility for ENGL 100, or Eligibility for ENGL 105
2. **COURSE DESIGNATION:**  
**Degree Credit**  
**Transfer credit:** CSU; UC  
**AA/AS Degree Requirements:**  
    CSM - GENERAL EDUCATION REQUIREMENTS: E5b. Social Science
3. **COURSE DESCRIPTIONS:**  
**Catalog Description:**  
    This course covers the basic principles of understanding and appreciating diverse cultures that make up global business, management and the workplace. By examining dissimilarities in cultural systems in various societies, world regions and ethnic communities, students will learn how to manage successful relationships between international business participants from various cultures, appreciate cultural diversity, and apply ethical business practices around the globe.
4. **STUDENT LEARNING OUTCOME(S) (SLO'S):**  
    Upon successful completion of this course, a student will meet the following outcomes:
  1. Conduct cultural and ethnic inquiry into topics such as interpersonal relations, verbal and non-verbal communication, social media, popular culture, and social change across the globe.
  2. Demonstrate cultural proficiency to establish and maintain successful business relationships across cultures around the world.
  3. Distinguish between attitudes, beliefs, values, and behavior on a scale of high to low context cultures.
  4. Explore cultural self-awareness, awareness of other cultures, and the dynamics in interactions between the two.
5. **SPECIFIC INSTRUCTIONAL OBJECTIVES:**  
    Upon successful completion of this course, a student will be able to:
  1. Explain differences in cultural values and norms as they affect to business relationships.
  2. Analyze how cultural evolution impacts business opportunities and relationships.
  3. Examine fundamentals of cross-cultural interaction.
  4. Explain differences in leadership and motivation across cultures.
  5. Examine foreign organizations and institutions with respect to structure and culture.
  6. Demonstrate and understanding of challenges with multicultural work teams.
  7. Contribute effectively to a multicultural team.
  8. Communicate effectively across cultures in-person and virtually.
6. **COURSE CONTENT:**  
**Lecture Content:**
  - I. Business and Cultures
    - Describing Cultures
    - Comparing Cultures
    - How Cultures Work
    - Appreciating Diversity
  - II. Roles of Global Business Participants
    - Cross-Cultural Dimensions of Decision-Making Rational Decision-Making
    - Communicating and Negotiating Across Cultures Cross-Cultural Communication Process
    - Motivation and Leadership across Cultures Motivation Across Cultures
  - III. Challenges in Global Business Across Cultures
    - The Challenge of Multicultural Work Groups and Teams Work Groups
    - The Challenge of International Organizations: Structure and Culture Organizations

- The Challenge of International Assignments
  - The Role of Expatriates
  - The Challenge of Managing Across Cultures in the Future
  - The Changing Environment of Business
- IV. Cultural Inquiry
- Culture, Relationships and Conflict
  - Cross-cultural Communication
  - Social Media and Intercultural Communication
  - Non-verbal Communication Across Cultures
  - Pop Culture Around the World

**7. REPRESENTATIVE METHODS OF INSTRUCTION:**

Typical methods of instruction may include:

- A. Lecture
- B. Activity
- C. Critique
- D. Discussion
- E. Guest Speakers

**8. REPRESENTATIVE ASSIGNMENTS**

Representative assignments in this course may include, but are not limited to the following:

**Writing Assignments:**

Research papers focusing on a specific culture, case study analysis.

**Reading Assignments:**

Textbook readings, daily news articles and journals.

**Other Outside Assignments:**

Creating and presenting mock communication scenarios in groups.

**9. REPRESENTATIVE METHODS OF EVALUATION**

Representative methods of evaluation may include:

- A. Class Participation
- B. Class Performance
- C. Class Work
- D. Exams/Tests
- E. Group Projects
- F. Homework
- G. Oral Presentation
- H. Papers
- I. Projects
- J. Quizzes
- K. Research Projects
- L. Written examination

**10. REPRESENTATIVE TEXT(S):**

Possible textbooks include:

- A. Thomas, D., Peterson, M.. *Cross Cultural Management: Essential Concepts*, 4th ed. Los Angeles: Sage Publishing, 2018

Other:

- A. Landers, M., *Culture Crossing*, 1st ed., Oakland: Berrett-Koehler Publishing, 2017

**Origination Date:** October 2021

**Curriculum Committee Approval Date:** October 2021

**Effective Term:** Fall 2022

**Course Originator:** Lale Yurtseven