



EUCLID UNIVERSITY
SCHOOL OF BUSINESS AND ECONOMICS
SCHOOL OF DIPLOMACY AND INTERNATIONAL AFFAIRS

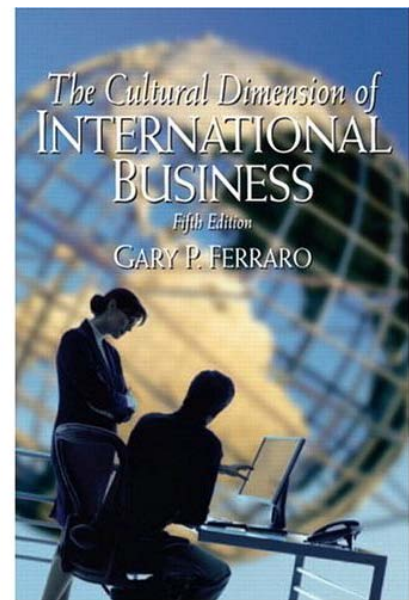
THE CULTURAL DIMENSION OF INTERNATIONAL BUSINESS

**■ ■ ASPECTS CULTURELS DANS LA
CONDUITE INTERNATIONALE DES AFFAIRES**

- Credits: 2 US / 3 ECTS
- Code: ANTH-638 (74)
- Revised: June 2010

COURSE DESCRIPTION:

Preparing future diplomats, businessmen and women to understand and cope with the cultural dimension of their professions, this course/book demonstrates how the theory and insights of cultural anthropology can positively influence the conduct of international business. It explores (1) general concepts about culture that can be applied to any cross-cultural situation; (2) the nature of communication, both linguistic and nonverbal; (3) contrasting value systems; and (4) a wide variety of sources for locating culture-specific information. A conceptual approach provides readers with the necessary framework for understanding the cultural dimension of the international business arena. For individuals seeking to understand any cross cultural business encounter they have had in the past or might have in the future.



COURSE OBJECTIVES

- ✓ Learn the concept of country culture through cultural metaphors
- ✓ Learn why people hold different beliefs and values across cultures
- ✓ Learn how cultural beliefs and values affect people's behaviors
- ✓ Learn how cultural beliefs and values affect business practices and customs

COURSE LEARNING OUTCOME

- ✓ Student understands the cultural essentials of many cultures and is aware of the importance of studying cultures he or she is called to engage.
- ✓ Student is able to discuss, make presentations on this topic that are adequate for academic or professional use.
- ✓ Student understands how to adapt to other cultures for business or diplomatic activities.

MAIN / REQUIRED TEXT(S):

- ⇒ *The Cultural Dimension of International Business*, by Gary P. Ferraro
Publisher: Prentice Hall College Div; 3 edition (June 20, 1997)
ISBN: 0137275617
- ⇒ *UAE - Culture Smart!: the essential guide to customs & culture*, by John Walsh
- ⇒ *Understanding Arabs: A Guide for Modern Times*, by Margaret K. Nydell
- ⇒ *Understanding Global Cultures: Metaphorical Journeys through 28 Nations, Clusters of Nations, and Continents*, by Martin J. Gannon, 3rd Edition, 2004, Thousand Oaks, CA: Sage Publications, Inc., ISBN 0-7619-2980-0 (paper)
- ⇒ *International Business Etiquette and Manners*, accessible at:

☞ <http://www.cyborlink.com/besite/Default.asp>

SUPPLEMENTARY TEXTS OR RESOURCES:

- ⇒ *Understanding Cultural Differences: Germans, French, and Americans*
by Edward Twitchell Hall
- ⇒ *Doing Business Internationally, Second Edition: The Guide To Cross-Cultural Success*
by Danielle Medina Walker

⇒ *Getting to Yes: Negotiating Agreement without Giving In*
by Roger Fisher

REQUIRED ASSIGNMENTS TO COMPLETE COURSE:

Assignment 1:

This course requires the presentation of a 6-14 page paper on a theme of the student's choice, selected in consultation with the assigned tutor, based on the textbook(s). This paper must (1) comply with all LIT-101/ACA-401 guidelines (2) make at least 3 references to the textbook(s).

Assignment 2:

The student must create a multiple-choice or missing word quiz with 10 questions, based on the textbook(s). A sample is available at <http://www.euclid.int/syllabi/quiz.pdf>

Assignment 3:

Once the paper(s) and quiz have been submitted, this course is capped by an extensive oral examination and interactive interview with the assigned faculty.

Computation of Final Grade:

- ✓ 60% of the final grade is based on the paper and quiz
- ✓ 40% of the final grade is based on the final oral exam / closing interview.

STANDARD EUCLID GRADING SCALE:

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| ▪ A+ | 4.00 |
| ▪ A | 4.00 |
| ▪ A- | 3.84 |
| ▪ B+ | 3.33 |
| ▪ B | 3.00 |
| ▪ B- | 2.67 |
| ▪ C+ | 2.33 |
| ▪ C | 2.00 |
| ▪ C - | 1.67 |
| ▪ D+ | 1.33 |
| ▪ D | 1.00 |
| ▪ F | 0.00 |