CROSS-CULTURAL MANAGEMENT

FALL 2013

Instructor   Marc Idelson
Email   marc@idelson.net
Office hours   tbd

Objective

The primary objective of this course is to provide students with the opportunity to hone their cross-cultural skills with students spanning other continents in a virtual learning environment designed for that purpose and within which they will have a real-world business problem to tackle collaboratively.

Teaching

Before the world-wide project starts, students review training materials and take a readiness test. The test ensures that all participants are sufficiently familiar with how this specific virtual learning environment works, the task the teams will be working on, deadlines, available communication tools, and other project-related issues. Students get two opportunities to pass the test.

Each student who successfully passes the readiness test is randomly assigned to a global virtual team of 7, within which the other 6 originate outside the PRC, typically from 6 different countries, and receives personal emails on the first day of the project with the names and contacts of team members.

Students work in global virtual teams over a 2-month period. During this time, they have to meet weekly deadlines. The students also receive weekly feedback, suggestions and updates on how their teams are doing compared to other teams.

Coaching and guidance will be provided weekly in-session by the instructor to discuss student progress, address concerns, answer questions, demonstrate online collaboration tools or introduce topical theoretical perspectives.

At the end of the project, student teams submit their international business proposals. Students also complete an online post-project survey that includes peer evaluations.

Once received, the team reports are evaluated using standardized rubrics. *Each team member's instructor independently evaluates the team report.* The instructor evaluations of the team reports are then aggregated and used to select the best student teams.

Assessment

Students are individually assessed.
The individual final grade is composed of:
- performance on the pre-project readiness test: 10%
- ability to meet weekly deadlines: 40%
- weekly and detailed peer evaluations: 20%
- evaluation of the quality of the team reports: 30%

Penalties may be individually subtracted from student grades:
- exactly 2 pts for each late appearance to class or from break,
- exactly 10 pts for any unjustified absence in the view of the instructor.

Points may also be individually subtracted for other unbecoming behaviour.

All detected indication of potential ethical misconduct will be investigated and any may be potentially prosecuted by PHBS.

Pre-requisites

English fluency, familiarity with management issues (marketing, strategy...).

Tentative Schedule

Session	Theme	Week
1	Briefing	circa mid September
2-3	Week 1 in-session class	circa September 26th
4-5	Week 2 in-session class	circa October 1st
6-7	Week 3 in-session class	tbd
8-9	Week 4 in-session class	tbd
10-11	Week 5 in-session class	tbd
12-13	Week 6 in-session class	tbd
14-15	Week 7 in-session class	tbd
16-17	Week 8 in-session class	circa November 25th
18	Debrief	circa early December