CROSS-CULTURAL MANAGEMENT

SPRING 2015

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Office hours   class Saturdays 12:30-1:20 p.m

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 6 (or 7), within which the other 5 (or 6) originate outside the PRC, typically from 5 (or 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 Peking University.

Pre-requisites

English fluency, familiarity with international business plan issues (market studies, entry mode, ...).

Schedule

Session	Theme	Week
1-2	Briefing	PHBS229 March 7th 8:30 a.m - 12:20 p.m
3-4	National cultures; See, Feel, Act	PHBS229 March 14th 8:30 a.m - 12:20 p.m
5-6	Cross-cultural communication barriers; Culture shock; 6 basic problems	PHBS229 March 21st 8:30 a.m - 12:20 p.m
7-8	Timezone Management; National management styles; Chinese management practice (tbc)	PHBS229 March 28th 8:30 a.m - 12:20 p.m
9-10	National leadership styles; Chinese MNCs	PHBS229 April 4th 8:30 a.m - 12:20 p.m
11-12	Revisiting See, Feel, Act; Sharing IB plans;	PHBS229 April 11th 8:30 a.m - 12:20 p.m
13-14	IB plans critique; Succeeding in developing countries	PHBS229 April 18th 8:30 a.m - 12:20 p.m
15-16	Student reports & debriefing	PHBS229 April 25th 8:30 a.m - 12:20 p.m
17-18	Trade Missions simulation & Wrap-up	PHBS229 May 2nd 8:30 a.m - 12:20 p.m

Session themes may vary according to enrolled students' interest.

Participating Schools

Austria	Vienna U. of Economics and Business
Brazil	EAESP - FGV
	ESPM - Escola Superior de Propaganda e Marketing
	Fundação Getúlio Vargas - Escola De Administração De Empresas De São Paulo
	Fundação Getúlio Vargas - São Paulo - FGV-SP
	Universidade Presbiteriana Mackenzie
Canada	North Island College
Chile	Universidad del Desarrollo - Facultad de Economía y Negocios
China	**PHBS**
Colombia	Konrad Lorenz U.
	Universidad EAFIT
	Universidad Santo Tomás Bucaramanga
Ecuador	ESPAE Graduate School of Management, Escuela Superior Politécnica del Litoral ESPOL. (Short name ESPAE-ESPOL)
Estonia	Estonian Business School
	The U. of Tartu
France	Toulouse Business School
Germany	European U. Viadrina
	Technische Universität Darmstadt
	U. of Goettingen
Hungary	János Selye U.
	Szent István U.
India	Indian Institute of Management Bangalore
	Indian Institute of Management Kozhikode
	Narsee Monjee Institute of Management Studies
	Poona Institute of Management Sciences & Entrepreneurship
	Prestige Institute of Management Dewas
	PSG Institute of Management (affiliated to Anna U.), Coimbatore, Tamilnadu, India
	U. of Kota
	U. of Pune
Indonesia	Binus U. International
Italy	U. of Macerata (Università degli Studi di Macerata) - Catholic U. of Milan (Università Cattolica del Sacro Cuore di Milano)
Kazakhstan	KIMEP U.
Kenya	Meru U. of Science & Technology
Malaysia	Taylor's U., Malaysia
	Taylor's U., Malaysia
	U. Malaysia Kelantan
	Universiti Utara Malaysia, Malaysia
Mexico	Egade Business School of Tecnológico de Monterrey
	Instituto Tecnológico De Estudios Superiores de Monterrey Campus Estado de México (ITESM CEM)
	Tecnológico de Monterrey Campus Chihuahua
	U. Center for Economic and Managerial Sciences, U. of Guadalajara
Netherlands	U. of Groningen
New Zealand	AIS St Helens
Nigeria	Lagos Business School, Pan-Atlantic U.

Pakistan	The Islamia U. of Bahawalpur
Poland	Gdansk School of Banking
	U. of Lodz
Romania	Babes-Bolyai U. of Cluj-Napoca
South Africa	U. of Kwa-Zulu Natal - Graduate School of Business and Leadership
South Korea	Hankuk U. of Foreign Studies
Spain	U. of Burgos
	Universitat Jaume I
Taiwan	I-Shou U. International College
Ukraine	National Taras Shevchenko U. of Kyiv
	National University of Water Management And Nature Resources Use
UAE	American U. of Sharjah
UK	Coventry U.
	Hull U. Business School
USA	Belmont U.
	Canisius College
	Dominican U.
	Florida Gulf Coast U.
	Florida Institute of Technology
	Florida International U.
	Georgia Institute of Technology
	Monmouth U.
	Northeastern State U.
	St. Francis College
	Stetson U.
	Suffolk U.
	U. of La Verne
	U. of NC Greensboro
	U. of North Carolina at Chapel Hill
	Washburn U.
	Western Michigan U.