

UNIVERSITY OF RHODE ISLAND
COLLEGE OF BUSINESS ADMINISTRATION
Summer 2008/China Business Group

BUS 448
International Dimensions of Business

As organizations globalize, we increasingly have to interact, manage, negotiate and compromise with people having different mindsets. Working with people whose values and beliefs, not to mention languages and customs, are different from your own can make for costly misunderstandings. Experience tells us, often painfully, that one's behavior and actions are not separate from one's 'way of seeing' the world.

The course focuses on how different perceptions provide perspective, and this provides a reflective lens for understanding ourselves and our own immediate world.

Within the context of differences in perceptions, the course fulfills the logical sequence of awareness, knowledge and skills. This sequence applies to international and transnational organizations and to cross-cultural situations.

The objects of this class are

- to learn how to manage cultural differences
 - Demonstrates how cultural differences affect particular functional areas, such as advertising and human resource management;
 - Clearly outlines the importance in understanding cultural differences;
 - Provides a review and critique of the latest ideas on strategic global issues and relates them to cultural differences;
 - Uses cases and examples of well-known companies to demonstrate successes and failures of cultural management.
- to explore culture, practice intercultural communication skills, and experience how it feels to be a foreigner

Grading

Classroom Interaction: Regularity and Quality: 50%

Final Presentation: 50%