




Business Administration

Course Number:	BUAD 308-001
Course Title:	MULTICULTURAL MANAGEMENT
Credits:	3
Calendar Description:	<p>In today's global environment, success or failure in business can depend on awareness of the cultural differences among people and countries. Consideration will be given to those issues and problems associated with management in different cultures and in particular to those issues that arise in international business.</p> <p>The course will examine the application of theory and research in multiculturalism including cross-cultural communication, culturally-biased assumptions, contrasting cultural values and culture shock (<i>also offered by Distance Education</i>).</p>
Semester and Year:	FALL 2023
Prerequisite(s):	BUAD 269, 272 or 293, and minimum third-year standing
Corequisite(s):	No
Prerequisite to:	No
Final Exam:	Yes
Hours per week:	3
Graduation Requirement:	BBA, Management and Tourism & Hospitality Specialties – Elective
Substitutable Courses:	No
Transfer Credit:	
Special Notes:	
Originally Developed:	November 2004
EDCO Approval:	April 2006
Chair's Approval:	

Professors

Name	Phone	Office	Email
Jeffrey Wyshynski <i>Course Captain</i>	250-762-5445 x 4685	C103	jwyshynski@okanagan.bc.ca

Learning Outcomes

Upon completion of this course students will be able to

- describe the theories and practices found in international organizational behavior which will in turn provide the basis for understanding the complexity of managing in multicultural environments.
- explain the wide range of different cultures found throughout the world of commerce.
- facilitate decision-making within multicultural environments.
- demonstrate effective presentation, communication and interpersonal/group skills based on multiple cultural perspectives.
- communicate both orally and in writing, the analysis and decisions relating to multicultural management.

Course Objectives

This course will cover the following content:

- The Global Manager's Environment
- Assessing the Environment: Political, Economic, Legal, and Technological
- Managing Interdependence: Social Responsibility, Ethics, and Sustainability
- The Cultural Context of Global Management
- Understanding the Role of Culture and Cultural Theory in the Global Business Arena
- Communicating Across Cultures
- Cross-Cultural Negotiations and Decision Making
- International Organizational Structure and Control Systems
- Staffing, Training, and Compensation for Global Operations
- Developing a Global Management Cadre
- Motivating and Leading in the Global Business Arena
- Technology and Cross-cultural Communication

Evaluation Procedure

In-class Examination (Chs 1-5)	25%
In-class Examination (Chs 9-11)	15%
Country Presentation	25%
“Gung Ho” Assignment	25%
Applied Multicultural Management Exercise	10%
Total	100%

Notes

- The schedule may be altered, depending on the progression of the class and the needs and interests of the students.
- In order to achieve top marks for Participation, students will have to attend class, volunteer for class activities, be well prepared and able to present some of their homework. Should you be unable to attend some classes or feel that your contribution is not as good as you like, please see your professor for alternative assignments and opportunities to add value to the class.
- This course requires a significant amount of group work during class time and for course assignments. Please check Moodle for specific details on the course assignments, due dates and evaluation standards. Make sure to choose your group wisely as it will have a significant impact on your group component and your own final grade.
- Final exams will only be rescheduled in accordance with College policy; inconvenience to the student is not a valid reason for rescheduling an exam.
- A minimum of 50% across the mid-term and final exams are needed to pass this course.

Required Texts/Resources

International Management Managing Across Borders and Cultures, Deresky, H., (2021), 10th ed., Pearson Prentice-Hall. ISBN.978-0-13-306212-0

Course Schedule

Date	Topic	Textbook
	<p>Wednesday September 6, First day of class. Friday September 15, Last day to register for Fall 2023. Monday Oct. 2 & Monday Oct. 9 & Monday Nov. 13, Statutory Holiday (no classes). Friday October 27, Last day to withdraw from class without academic penalty</p> <p>Thursday December 7, Last day of class</p>	
Week 1 Sept 7	Course Introduction; Group Formation	Ch 1
Week 2 Sept 14	ITN Presentations Assessing the Environment: PELT Understanding the Role of Culture 'Coming of Age' BBC documentary	Ch 1, 3
Week 3 Sept 21	ITN Presentations The Role of Culture (cont) 'Outsourced' film	Ch 1, 3
Week 4 Sept 28	ITN Presentations Social Responsibility & Ethics 'Bhopal' CBC documentary	Ch 2
Week 5 Oct 5	ITN Presentations Communicating Across Cultures 'The Anti-Americans' PBS documentary	Ch 4
Week 6 Oct 12	ITN Presentations Cross-cultural Negotiation & Decision Making 'Shipbreaking' NFB documentary	Ch 5
Week 7 Oct 19	Applied Exercise focusing on use of theory in work setting Media: 'Gung Ho' and assignment	Ch 3, 4, 5
Week 8 Oct 26	ITN Presentations Country Profile Presentations – 1, 2 and 3	Ch 1 to 5
Week 9 Nov 2	Country Profile Presentations – 4 and 5 Staffing; Global Management Cadre	Ch 9, 10
Week 10 Nov 9	Culture and Corporate Governance	
Week 11 Nov 16	Motivation Multicultural Reflection Exercise	Ch 11
Week 12 Nov 23	Review	
Week 13 Nov 30	Exam – Chapters 1 to 5 and 9 to 11	
Week 14 Dec 7	Applied Multicultural Management Exercise	

SKILLS ACROSS THE BUSINESS CURRICULUM

The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

STUDENT CONDUCT AND ACADEMIC HONESTY

What is the Disruption of Instructional Activities?

At Okanagan College (OC), disruption of instructional activities includes student “conduct which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study facilities of OC”, as well as conduct that leads to property damage, assault, discrimination, harassment and fraud. Penalties for disruption of instructional activities include a range of sanctions from a warning and/or a failing grade on an assignment, examination or course to suspension from OC.

What is Cheating?

“Cheating includes but is not limited to dishonest or attempted dishonest conduct during tests or examinations in which the use is made of books, notes, diagrams or other aids excluding those authorized by the examiner. It includes communicating with others for the purpose of obtaining information, copying from the work of others and purposely exposing or conveying information to other students who are taking the test or examination.”

Students must submit independently written work. Students may not write joint or collaborative assignments with other students unless the instructor approves it in advance as a group/team project. Students who share their work with other students are equally involved in cheating.

What is Plagiarism?

Plagiarism is defined as “the presentation of another person’s work or ideas without proper or complete acknowledgement.” It is the serious academic offence of reproducing someone else’s work, including words, ideas and media, without permission for course credit towards a certificate, diploma, degree and/or professional designation. The defining characteristic is that the work is not yours.

“Intentional plagiarism is the deliberate presentation of another’s work or ideas as one’s own.” Intentional plagiarism can be a copy of material from a journal article, a book chapter, data from the Internet, another student, work submitted for credit in another course or from other sources.

“Unintentional plagiarism is the inadvertent presentation of another’s work or ideas without proper acknowledgement because of poor or inadequate practices. Unintentional plagiarism is a failure of scholarship; intentional plagiarism is an act of deceit.”

What are the Students’ Responsibilities to Avoid Plagiarism?

Students have a responsibility to read the OC Academic Integrity Policy outlined in the OC calendar, which is available online [OC Academic Integrity Policy](#). Students must acknowledge the sources of information used on all their assignments. This usually involves putting the authors’ name and the year of publication in parentheses after the sentence in which you used the material, then at the end of your paper, writing out the complete references in a Reference section.

“Students are responsible for learning and applying the proper scholarly practices for acknowledging the work and ideas of others. Students who are unsure of what constitutes plagiarism should refer to the UBC publication “*Plagiarism Avoided; Taking Responsibility for your Work*”. This guide is available in OC bookstores and libraries.

Students are expected to understand research and writing techniques and documentation styles. The Okanagan School of Business requires the use of the APA or MLA style, but suggests that students cite references using the APA guidelines (see Publication Manual of the American Psychological Association, 7th edition (2019)). A copy of the APA manual is available in the reference section and also available for circulation from OC libraries. The library website has access to these two major citing styles.

What are the Penalties for Plagiarism and Cheating?

The Okanagan School of Business does not tolerate plagiarism or cheating. All professors actively check for plagiarism and cheating and the Okanagan School of Business subscribes to an electronic plagiarism detection service. All incidents of plagiarism or cheating are reported and result in a formal letter of reprimand outlining the nature of the infraction, the evidence and the penalty. The Dean of the Okanagan School of Business and the Registrar record and monitor all instances of plagiarism and cheating. Penalties for plagiarism and cheating reflect the seriousness and circumstances of the offence and the range of penalties includes suspension from OC.