COURSE SYLLABUS

Please read the following course syllabus carefully, especially the course dates, times and location. If you have any questions, please do not hesitate to communicate with the IDEAL Program office, your academic advisor, or the instructor.

The IDEAL degree-completion program is designed with the adult learner in mind. Adult learners approach learning with specific goals, want to be able to directly apply new learning to their work and personal lives, and tend to learn best when the coursework is problem-centered so that they are actively engaged in the learning process. In addition, adults bring rich and varied experience to the classroom, which becomes a valuable learning resource for other students.

The IDEAL Program assumes joint responsibility in the learning process. The activities and assignments in the courses build on the shared experience of all learners in each class. This is why each student’s preparation, participation and interaction in class activities and discussions are critical to the success of each course. The accelerated format of each course requires a significant amount your time outside the classroom to prepare for and complete the course assignments. This varies between students and courses; however, students typically spend nine-twelve hours per week on course material.

To participate in the IDEAL Program, it is expected that you will do the following:
1. Attend every class session. Be on time.
2. Obtain the required course materials prior to the first class session.
3. Complete the first assignment prior to the first class session and all subsequent assignments to the best of your ability.
4. Participate in the class discussions and demonstrate respect and consideration to the instructor and other students when they express themselves in discussion.

If you cannot perform these four expectations, it is recommended that you drop the course. We look forward to your academic success in each course and the ultimate completion of your degree.
Course No. & Title:  MGMT 302 RB8W2, Multicultural Management  
Semester and Term:  Summer 2015  
Day and Dates:  Tuesdays, 6/30/2015 – 8/18/2015  
Time:  6pm – 9pm  
Campus Location:  Waterbury

Course Description:  
This course introduces students to the basics of organization and management theory, as they apply to the global marketplace. A cross-cultural approach is used to examine the similarities, differences and application of theory across national boundaries; and to identify those structural constants that permit business to be conducted on a global scale. Organization culture, role structure, coordination and control methods, leadership, and business strategy are the basic theoretical constructs introduced and evaluated in the course.  
Prerequisite Course:  NONE  
Course Code:  BC, BUS, HS, BUSM, DM-HPR

Instructor & contact information:  Annemarie Siefert  
E-Mail:  asiefert@bridgeport.edu

Required Textbook:  
*International Management: Managing Across Borders and Cultures, Text and Cases, 8/E*  
By Helen Deresky  
©2014 • Prentice Hall • Published 01/09/2013

To order textbooks, go to the bookstore website at  http://bridgeport.textbooktech.com/  
Select IDEAL Campus and login to the bookstore. Select the course and follow instructions.

Learning Outcomes:  
Upon completion of this course the student should be able to:  
- Evaluate and understand the impact of managing a culturally diverse workforce.  
- Complete a needs assessment of international business models and management.  
- Prepare a strategic plan for entry into foreign markets.  
- Understand and articulate the impact of cultural differences in the workplace.  
- Interact and manage people from different cultural backgrounds in a business setting.  
- Interconnect the ethical, cultural and strategic imperatives associated with our global economy and apply these to professional management of a business.
**Course Format:**
Weekly Readings from the text, Assigned Cases and Discussion.
You will be asked to participate in Discussion Forums each week and/or Readings and Research on-line.

**Weekly Written Assignments:**
Listed under the Assignments Tab in Canvas, they are due the MONDAY after they are assigned. For Example, the Week 1 Written assignment is due by Monday July 7 at noon. Late assignments will not be accepted.

**Discussion Forums**
Participation in Weekly Discussions in Canvas – Minimum of 2 postings per week.
1. Post initial Comment in each discussion for the week by FRIDAY of the week assigned. The first week Comment is due by Friday, July 3.
2. Post responses or comments on the discussion entries of the other students who posted before you. This is due by the following MONDAY. For week 1, that is Monday July 7.
Late Discussion Postings will not be accepted under any circumstances. It is disruptive to the flow of the Class discussion and negatively impacts your learning.
First Class, Tuesday June 30, 2015.

First Assignment Prior to the First Class:
Read Chapter 1: Assessing the Environment: Political, Economic, Legal, Technological. pages 2-33 in the text:
*International Management: Managing Across Borders and Cultures, Text and Cases, 8/E*  
By Helen Deresky
- It is not necessary to read the Inserted Boxes that have a colored background.
- *Take Notes* and separately, make a list of TERMS that you are not yet familiar with.
- Be prepared to discuss in class.

Assignments to complete Prior to the First Class:
Print and bring with you a document with your answers to the following Assignments.

**Assignment 1: Raising awareness of physical distances involved in global business:**
Use the web (maps program) to compare the distances between sets of U.S. cities and sets of international destinations. Which is the greater travel distance?
- New York to San Francisco OR Hong Kong to Singapore
- Miami to St. Louis OR Paris to Moscow
- Portland, Maine to Portland, Oregon OR Seoul, Korea to Hong Kong

**Assignment 2: Branding and Ethnocentrism:** Identify the national origin of a variety of products/brands below. I do not want you to look them up. We will discuss why you thought certain brands came from the countries you identified.
- Disney
- Michelin
- Bayer
- Shell Oil
- Nestle
- Outback Steakhouse
- Burger King
- Yoplait
- SAAB
- Volvo
- Jaguar

6/30/15 Description of Class Session:
- Introductions
- Discussion of Course Outcomes, Expectations, and Syllabus
- Review use of Canvas for one::one communications, discussions, turning in assignments.
- Review 1st Assignments (listed above)
- Lecture: Chapter 1
- Class Case Study (Apple’s iPhone) regarding the *Globalization of Human Capital*
Assignments for the Week:
- Read Chapter 2
- Participate in Weekly Discussion: The Overseas Private Investment Corporation (OPIC)
- Writing / Research Assignment: The World Intellectual Property Organization (WIPO)
- Writing / Research Assignment: The Global Coalition Against Corruption

2nd Class: July 7, 2015
HUMAN RIGHTS
Chapter 2: Managing Interdependence: Social Responsibility, Ethics and Sustainability

Description of Weekly Session:
- Review Integrative Project/Presentation
- Lecture / Discussion Chapter 2
- Case Study

Assignments for the week:
- Read Chapters 3, 4, 5
- Participate in Weekly Discussion: Political and economic governance in Africa
- Writing / Research Assignment: The International Labor Organization (ILO)

3rd Class: July 14, 2015
CULTURAL INTELLIGENCE, COMMUNICATIONS, and NEGOTIATION / DECISION-MAKING (focus: ASIA)
Chapter 3: Understanding the Role of Culture
Chapter 4: Communicating Across Cultures
Chapter 5: Cross-Cultural Negotiation and Decision-Making

Description of Weekly Session:
- Review Homework Assignments
- Lecture / Discussion Chapter 3, 4, 5

Assignments for the week:
- Read Chapters 6,7
- Participate in Weekly Discussion: Cultural Savvy - gift giving etiquette
- Participate in Weekly Discussion: Barriers to Effective Communication (Barriers to Everyday Communications)
- Writing / Research Assignment: Barriers to Effective Communication (Conflict Resolution)

4th Class: July 21, 2015
STRATEGIC PLANNING (SWOT)
Chapter 6: Formulating Strategy
Chapter 7: Implementing Strategy: Strategic Alliances; Small Businesses; Emerging Economy Firms

Description of Weekly Session:
- Review Homework Assignments
- Lecture / Discussion Chapter 6, 7
- Case Study
Assignments for the week:
• Read Chapter 8 & 10
• Written Assignment: Submit Integrative Term Project outline notes.
• Participate in Weekly Discussion: tbd

5th Class: July 28, 2015
ORGANIZATION STRUCTURES.
Chapter 8: Organization Structure and Control Systems
WOMEN, LABOR RELATIONS, TRANSFER OF KNOWLEDGE
Chapter 10: Developing a Global Management Cadre

Description of Weekly Session:
• Lecture / Discussions Chapters 8 & 10
• Work on and Review Integrative Term Project outline notes.
• Case Study

Assignments for the week:
• Read Chapter 9
• Written / Research Assignment: Gaining the GlobalEDGE on the Competition
• Participate in Weekly Discussion: Selecting the Right Expatriate

6th Class: August 4, 2015
HUMAN RESOURCES MANAGEMENT
Chapter 9: Staffing, Training, and Compensation for Global Operations

Description of Weekly Session:
• Review Homework Assignments
• Lecture / Discussions Chapters 9
• Case Study

Assignments for the week:
• Read Chapter 11
• Prepare and Study for Exam

7th Class: August 11, 2015
LEADERSHIP
Chapter 11: Motivating and Leading

Description of Weekly Session:
• Lecture / Discussions Chapters 9
• FINAL EXAM
• Prep for Final Presentations

Assignments for the week:
• Prepare Final Presentation: Integrative Term Project
8th Class: August 18, 2015

Description of Weekly Session:
- Student Presentations: Integrative Term Project

No Assignments

Grading Criteria:

Assignments: 20%
In-Class Case Studies: 20%
Discussion Thread Performance: 20%
Final Exam: 20%
Integrative Project/Presentation 20%

Letter Grading Scale:

<table>
<thead>
<tr>
<th>% of Points Earned</th>
<th>Letter Grade</th>
<th>% of Points Earned</th>
<th>Letter Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>100-94</td>
<td>A</td>
<td>76-74</td>
<td>C</td>
</tr>
<tr>
<td>93-90</td>
<td>A-</td>
<td>73-70</td>
<td>C-</td>
</tr>
<tr>
<td>89-87</td>
<td>B+</td>
<td>69-67</td>
<td>D+</td>
</tr>
<tr>
<td>86-84</td>
<td>B</td>
<td>66-64</td>
<td>D</td>
</tr>
<tr>
<td>83-80</td>
<td>B-</td>
<td>63-60</td>
<td>D-</td>
</tr>
<tr>
<td>79-77</td>
<td>C+</td>
<td>Below 60</td>
<td>F</td>
</tr>
</tbody>
</table>

ACADEMIC POLICIES

Attendance Policy
Classroom attendance is an integral part of the academic experience; therefore, students are expected to attend all class sessions. If an absence is unavoidable, the student, prior to class, should communicate with the instructor. Arrangements should be made at that time for submission of any missed assignments. It is also expected that students arrive on time and not leave until the class is dismissed. Tardiness will result in a reduced grade for the course. If you cannot attend every class session you should consider dropping the course.

IMPORTANT:
- Missing one class session will drop the final grade by one letter grade (for example if a student earns a grade of “B” in the course, the final grade would be a “C”).
- Missing two or more class sessions will be cause for a failing grade.
• Note: For 15-week courses; missing two class sessions will result in a letter grade drop and three or more will cause a failing grade.

Drop Procedures
To drop a course, you must complete and submit a Schedule Change Request Form. The form can be accessed at the IDEAL Course Schedule webpage: http://www.bridgeport.edu/academics/continuinged/ideal-academic-degree-programs-and-certificates/ideal-course-schedule/.

Please print and complete the form and fax the form to the IDEAL Office: 203-576-4537. Prior to dropping a course, the student should contact their IDEAL Academic Advisor to understand the implications to financial aid and/or degree plan progress.

Please review the drop fees and tuition refunds at the Academic Calendar; accessed at the IDEAL Course Schedule webpage (same link above).

Cell Phones
Cell phones must be turned off (or placed on “vibrate”) while in the classroom. A cell phone call is disruptive and disrespectful to the other students in the class.

Academic Dishonesty
The IDEAL program prohibits all forms of academic dishonesty. Academic dishonesty is normally defined as, but not limited to, the following two categories:

Cheating – Using inappropriate sources of information in an assignment or on a test. The following are examples of cheating taken from real student experiences:

Case #1: A student is enrolled in an introductory psychology course. He has co-workers who have taken the same course. As the end of the course approaches, he wonders how he will find the time to get the research paper finished, and asks one of his co-workers for help. His co-worker hands him a research paper that he submitted in a similar course. The student makes minor modifications to the paper, and submits it under his own name.

Case #2: A student enrolled in a humanities course is unsure about how to structure an essay. She is doing research on the World Wide Web, and comes across an essay written by a student from another university. Using her computer mouse, she copies and pastes the essay into her word processor. She goes to great lengths to re-word the paper in her own style, but essentially leaves the content and organization the same.

Plagiarism – Intentional as well as unintentional failure to acknowledge sources as well as the use of commercially available so-called “research papers” without full recognition of the source. Presenting as one’s own, the ideas, words, or products of another. The following are examples of plagiarism taken from real student experiences:

Case #3: A student is conducting research for a Civil War research paper. He has reviewed work on the Internet. Finding helpful information, he has summarized his findings without citing his sources. He believes that minor paraphrasing is all that is necessary.
Case #4: A student is writing a paper that requires her to address specific topics and problems in the assigned course textbook. She takes the information directly from the textbook with slight modification, without giving any citation. She thinks that since it is the course textbook, she doesn’t have to use quotations or citations.

Academic dishonesty applies to all courses, assignments or exams completed by students and submitted as their own original work, whether in person or by electronic means. The University does not tolerate cheating in any form. It is a serious breach of conduct with serious consequences. Instructors have the right to determine the appropriate penalty for academic dishonesty in their own courses; generally, however, such acts will result in a failing grade for the assignment and/or the course. The penalty for subsequent acts of academic dishonesty may include expulsion.

More information on how to recognize plagiarism can be found at this site:
http://www.indiana.edu/~istd/plagiarism_test.html

Ethics Statement of Confidentiality
An integral component of an IDEAL course is student and faculty expression of personal experiences for the purpose of facilitating coursework. Students enrolled in the program are expected to honor confidentiality as it pertains to student disclosure. Shared information, comments, or opinions expressed by another student or the faculty member during the course of classroom discussion should never be used in a manner which is intended to humiliate, embarrass, harass, damage, or otherwise injure other students in their personal, public, or business lives. In addition, confidentiality must be upheld by not disclosing any information that would identify any particular individual.

ACADEMIC RESOURCE CENTER
The Academic Resource Center is available for IDEAL students seeking help in their studies. The Center is staffed by writing professionals and peer tutors. More information can be found at: http://www.bridgeport.edu/pages/2209.asp The Center is located on the 5th Floor of the Wahstrom Library. Make an appointment or walk-in: Telephone: 203-576-4290. Online Tutoring is available at: www.etutoring.org. To use this free service you must have a UBNet account.

Obtaining a UBNet Account
Every registered student should obtain a UBNet Account. The account allows you to access MyUB; the portal for grades, library services, Canvas online learning system. Also, the account allows you access to computers in the Library and computer labs, and provides an email account in which the University sends out information. Go to: http://www.bridgeport.edu/ubnet - Click on “New UBNet Account” and follow the instructions.

The @bridgeport.edu email address is the official email the University uses to send information to you. You can have your bridgeport.edu email forwarded to any other private email account you use. Following the activation of your UBNet account (takes 24 hours), login at: http://www.bridgeport.edu/email and click on “forwards” at the top of the page. Follow the directions to forward email messages to your other account.

Learning Management System (LMS) - Canvas
For all courses that use Canvas, you can access Canvas through the portal by using the myUB link. Faculty post class documents on Canvas e.g. syllabus, power points, discussion
questions, case studies, current event articles, papers, reports etc. (save some trees). All
students have access, and can download and copy the documents.

Canvas Tutorial For Students:  https://bridgeport.instructure.com/courses/985903
For assistance contact the UB Help Desk at 203-576-4606 or email helpdesk@bridgeport.edu
https://bridgeport.instructure.com/courses/829447/

Accessing Your Grades & Schedule Online
The WebAdvisor online information system allows students to search for available classes,
check grades, view semester class schedule and verify your personal profile. Grades are
generally posted 2-3 weeks following the end of a course. To access WebAdvisor, login in to
MyUB and follow the WebAdvisor menu on the right. If you are carrying a financial balance,
access to WebAdvisor will be restricted.

Using the Library
Access to the Digital Library is through MyUB. On the MyUB home, in the central column, click
on “myEureka Digital Library.” Research tools available:
- Search for books held at the library.
- Search the online databases for your academic field; business, counseling, human
  services, psychology, etc.
- Send questions to the Reference Librarian for assistance in research topics and
  searching strategy.

Using Computers
Open access computer labs are available at three locations:
- Bridgeport – 1st floor of the Wahlstrom library. Check library hours of operation at:
  http://www.bridgeport.edu/library.
- Stamford – Room D; Check open hours at:
  http://www.bridgeport.edu/stamford
- Waterbury – Computer Lab; Check open hours at:
  http://www.bridgeport.edu/waterbury

Course Cancellation
Any emergency necessitating the canceling of courses will be announced by the University
through the Emergency Notification Telephone Line, (203) 576-4159. Please call this number for
information on course cancellations. Also, information will be posted under “Latest News” on the
UB home page, (www.bridgeport.edu). Canceled classes will be made up either the week
following the end of the course or in consultation between the instructor and the students as to
day and time availability. Course cancellations are also announced on television and radio
stations.

IMPORTANT CONTACT INFORMATION

<table>
<thead>
<tr>
<th>Office</th>
<th>Telephone</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bridgeport Campus Security</td>
<td>(203) 576-4911</td>
<td><a href="mailto:ubsecurity@bridgeport.edu">ubsecurity@bridgeport.edu</a></td>
</tr>
<tr>
<td>Bursar</td>
<td>(203) 576-4692</td>
<td><a href="mailto:bursar@bridgeport.edu">bursar@bridgeport.edu</a></td>
</tr>
<tr>
<td>Cashier</td>
<td>(203) 576-4682</td>
<td><a href="mailto:cashier@bridgeport.edu">cashier@bridgeport.edu</a></td>
</tr>
<tr>
<td>Financial Aid</td>
<td>(203) 576-4568</td>
<td><a href="mailto:sfs@bridgeport.edu">sfs@bridgeport.edu</a></td>
</tr>
<tr>
<td>Registrar</td>
<td>(203) 576-4635</td>
<td><a href="mailto:registrar@bridgeport.edu">registrar@bridgeport.edu</a></td>
</tr>
<tr>
<td>Emergency Notification Phone</td>
<td>(203) 576-4159</td>
<td></td>
</tr>
<tr>
<td>IDEAL Office</td>
<td>(203) 576-4800</td>
<td><a href="mailto:idealinfo@bridgeport.edu">idealinfo@bridgeport.edu</a></td>
</tr>
</tbody>
</table>
CAMPUS CONTACT INFORMATION

<table>
<thead>
<tr>
<th>Campus</th>
<th>Address</th>
<th>Telephone</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bridgeport</td>
<td>126 Park Avenue</td>
<td>(203) 576-4800</td>
<td><a href="mailto:idealinfo@bridgeport.edu">idealinfo@bridgeport.edu</a></td>
</tr>
<tr>
<td></td>
<td>Bridgeport, CT 06604</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Stamford</td>
<td>5 Riverbend Drive</td>
<td>(203) 358-0700</td>
<td><a href="mailto:ubstamford@bridgeport.edu">ubstamford@bridgeport.edu</a></td>
</tr>
<tr>
<td></td>
<td>Stamford, CT 06750</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Waterbury</td>
<td>84 Progress Lane</td>
<td>(203) 573-8501</td>
<td><a href="mailto:ubwaterbury@bridgeport.edu">ubwaterbury@bridgeport.edu</a></td>
</tr>
<tr>
<td></td>
<td>Waterbury, CT 06705</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Directions to IDEAL Campus locations [http://www.bridgeport.edu/pages/2260.asp](http://www.bridgeport.edu/pages/2260.asp)

To fill out your financial aid report to the Federal Government, please go online to [www.fafsa.ed.gov](http://www.fafsa.ed.gov). The school code for the University of Bridgeport is **001416**. Federal Student Aid Information: 1-800-433-3243.