



## Master Course Syllabus

For additional course information, including prerequisites, corequisites, and course fees, please refer to the Catalog: <https://catalog.uvu.edu/>

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**Semester:** Spring

**Year:** 2025

**Course Prefix:** MGMT

**Course and Section #:** 332G-X03

**Course Title:** Cross Cultural Comm for Int'l Bus

**Credits:** 3

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### *Course Description*

The course discusses today's business environment, which requires work in a multi-ethnic setting. It overviews critical elements that arise from the various cultural backgrounds, which can impact both domestic and international organizations. It proceeds from a management point of view, with lessons easily derived for the mid-level manager as well as for line personnel. It concentrates on managerial communications, negotiations, cultural change, and management functions.

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### *Course Attributes*

This course has the following attributes:

- General Education Requirements
- Global/Intercultural Graduation Requirements
- Writing Enriched Graduation Requirements
- Discipline Core Requirements in Program
- Elective Core Requirements in Program
- Open Elective

Other: *Click here to enter text.*

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### *Instructor Information*

**Instructor Name:** Peter Warmbier Lecturer

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### *Student Learning Outcomes*

1 - Describe the causes and effects of globalization. 2 - Describe cultural diversity in organizations and its implications. 3 - Detect, understand, and regulate one's own and foreign ethnocentrism. 4 - Describe the effects of culture on global management. 5 - Examine the impact of culture on international business. 6 - Compare and contrast cultural specifics and business/service abroad. 7 - Demonstrate knowledge and recognition of complexities inherent in global and/or intercultural issues. 8 - Interact knowledgeably, reflectively, responsibly, and respectfully with members of different cultural backgrounds.

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### *Course Materials and Texts*

The Cultural Dimension of Global Business by Ferraro & Briody (2024), published by Routledge. We use the 9th Edition (ISBN 978-1032101989) (earlier editions will NOT work). Islam: The Religion and the People by Lewis & Churchill (2008), published by FT-Press. We use the 1st Edition (ISBN 978-0132230858)

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## ***Course Requirements***

### **Course Assignments, Assessments, and Grading Policy**

Percentage Grade A 95-100 A-90-94 B+87-89 B84-86 B-80-83 C+77-79 C 74-76 C-70-73 D+67-69 D 64-66 D-60-63 E 0-59

Description

Quizzes 150

Discussion Boards 150

Reflective Journals 150

Midterm Exam 200

Capstone Project 150

Final Exam 200

TOTAL: 1000

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### **Required or Recommended Reading Assignments**

Course Summary: Date Details Due Sun Jan 12, 2025  Introduction Discussion Board

(<https://uvu.instructure.com/courses/598214/assignments/8072461>) due by 11:59pm  Syllabus Quiz

(<https://uvu.instructure.com/courses/598214/assignments/8072437>) due by 11:59pm  Info Card

(<https://uvu.instructure.com/courses/598214/assignments/8072483>) due by 11:59pm Fri Jan 17, 2025

Ethnocentrism Discussion Board (<https://uvu.instructure.com/courses/598214/assignments/8072462>)

due by 11:59pm Sun Jan 19, 2025  Chapter 1: Quiz

(<https://uvu.instructure.com/courses/598214/assignments/8072449>) due by 11:59pm  Chapter 1:

Reflective Journal (<https://uvu.instructure.com/courses/598214/assignments/8072471>) due by 11:59pm

Fri Jan 24, 2025  IAT Discussion Board

(<https://uvu.instructure.com/courses/598214/assignments/8072465>) due by 11:59pm Sun Jan 26, 2025

Chapter 2: Quiz (<https://uvu.instructure.com/courses/598214/assignments/8072456>) due by 11:59pm

Chapter 2: Reflective Journal (<https://uvu.instructure.com/courses/598214/assignments/8072472>) due by

11:59pm Fri Jan 31, 2025  Facial Expressions Activity Discussion Board

(<https://uvu.instructure.com/courses/598214/assignments/8072464>) due by 11:59pm  Chapter 3: Quiz

(<https://uvu.instructure.com/courses/598214/assignments/8072422>) due by 11:59pm Copying and

pasting without giving proper credit to or properly paraphrasing the source. Unauthorized group work.

Passing off your own past or current work for other assignments, without permission from the instructor.

This is called "self-plagiarism" or "recycling". Using online test banks. Using AI for assignments or

exams. 1/5/25, 11:04 PM Syllabus for MGMT-332G-X01 | 2025 Spring - Full Term Page 9 of 11

<https://uvu.instructure.com/courses/598214/assignments/syllabus> Sun Feb 2, 2025  Chapter 3:

Reflective Journal (<https://uvu.instructure.com/courses/598214/assignments/8072473>) due by 11:59pm

Fri Feb 7, 2025  Korean Air Discussion Board

(<https://uvu.instructure.com/courses/598214/assignments/8072466>) due by 11:59pm Sun Feb 9, 2025

Chapter 4: Quiz (<https://uvu.instructure.com/courses/598214/assignments/8072450>) due by 11:59pm

Chapter 4: Reflective Journal (<https://uvu.instructure.com/courses/598214/assignments/8072474>) due by

11:59pm Fri Feb 14, 2025  5CoreConcernsOfNegotiation Discussion Board

(<https://uvu.instructure.com/courses/598214/assignments/8072460>) due by 11:59pm Sun Feb 16, 2025

Chapter 5: Quiz (<https://uvu.instructure.com/courses/598214/assignments/8072426>) due by 11:59pm

Chapter 5: Reflective Journal (<https://uvu.instructure.com/courses/598214/assignments/8072475>) due

by 11:59pm Fri Feb 21, 2025  Change Resistance Discussion Board

(<https://uvu.instructure.com/courses/598214/assignments/8072459>) due by 11:59pm Sun Feb 23, 2025

Chapter 6: Quiz (<https://uvu.instructure.com/courses/598214/assignments/8072455>) due by 11:59pm

Chapter 6: Reflective Journal (<https://uvu.instructure.com/courses/598214/assignments/8072477>) due

by 11:59pm Fri Feb 28, 2025 □ Carlos Ghosn Discussion Board  
(<https://uvu.instructure.com/courses/598214/assignments/8072467>) due by 11:59pm Sun Mar 2, 2025 □  
Chapter 7: Quiz (<https://uvu.instructure.com/courses/598214/assignments/8072433>) due by 11:59pm □  
Chapter 7: Reflective Journal (<https://uvu.instructure.com/courses/598214/assignments/8072476>) due by  
11:59pm Fri Mar 7, 2025 □ Global Leadership Discussion Board  
(<https://uvu.instructure.com/courses/598214/assignments/8072463>) due by 11:59pm 1/5/25, 11:04 PM  
Syllabus for MGMT-332G-X01 | 2025 Spring - Full Term Page 10 of 11  
<https://uvu.instructure.com/courses/598214/assignments/syllabus> Sun Mar 9, 2025 □ Chapter 8: Quiz  
(<https://uvu.instructure.com/courses/598214/assignments/8072447>) due by 11:59pm □ Chapter 8:  
Reflection Journal (<https://uvu.instructure.com/courses/598214/assignments/8072479>) due by 11:59pm  
Sun Mar 23, 2025 □ MIDTERM EXAM 9TH EDITION (Remotely Proctored)  
(<https://uvu.instructure.com/courses/598214/assignments/8072441>) due by 11:59pm Fri Mar 28, 2025 □  
African Consumer Discussion Board (<https://uvu.instructure.com/courses/598214/assignments/8072458>)  
due by 11:59pm Sun Mar 30, 2025 □ Chapter 9: Quiz  
(<https://uvu.instructure.com/courses/598214/assignments/8072430>) due by 11:59pm □ Chapter 9:  
Reflective Journal (<https://uvu.instructure.com/courses/598214/assignments/8072478>) due by 11:59pm  
Fri Apr 4, 2025 □ Living in Moscow Discussion Board  
(<https://uvu.instructure.com/courses/598214/assignments/8072468>) due by 11:59pm Sun Apr 6, 2025 □  
Chapter 10: Quiz (<https://uvu.instructure.com/courses/598214/assignments/8072451>) due by 11:59pm □  
Chapter 10: Reflective Journal (<https://uvu.instructure.com/courses/598214/assignments/8072470>) due  
by 11:59pm Fri Apr 11, 2025 □ Dealing with Ethnocentrism Discussion Board  
(<https://uvu.instructure.com/courses/598214/assignments/8072457>) due by 11:59pm Sun Apr 13, 2025  
□ Quiz on Ethnocentrism (<https://uvu.instructure.com/courses/598214/assignments/8072446>) due by  
11:59pm □ Reflective Journal on Ethnocentrism  
(<https://uvu.instructure.com/courses/598214/assignments/8072484>) due by 11:59pm Sun Apr 20, 2025  
□ Book Summary and Reflection (<https://uvu.instructure.com/courses/598214/assignments/8072469>)  
due by 11:59pm Syllabus for MGMT-332G-X01 | 2025 Spring - Full Term 1/5/25, 11:04 PM □ F Mon  
Apr 28, 2025 INAL EXAM 9th (Remotely Proctored) (h due by 11:59pm  
<https://uvu.instructure.com/courses/598214/assignments/8072453>) □ C ourse Evaluation (SRI) (h due by  
11:59pm <https://uvu.instructure.com/courses/598214/assignments/8072480>) Tue Apr 29, 2025 □ G/ I  
Survey

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### **General Description of the Subject Matter of Each Lecture or Discussion**

Chapter 1 Cultural Anthropology and Global Business  
Chapter 2 Lenses for Understanding Culture  
Chapter 3 Communicating across Cultures: Nonverbal  
Chapter 4 Communicating across Cultures: Language  
Chapter 5 Negotiating across Cultures  
Chapter 6 Organizational Culture  
Chapter 7 Partnering across Cultures  
Chapter 8 Transforming Business Cultures  
Chapter 9 Consumers  
Chapter Ethnocentrism

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### ***Required Course Syllabus Statements***

**Generative AI**

Purely Yours: All submitted work must be entirely your own, with no input or assistance from AI tools. You are allowed to use AI to facilitate your personal learning, but you must not use AI-generated texts in any of the assignments or exams in this class. Detection Mechanisms: Be aware that sophisticated tools will detect AI-generated content. Integrity in submissions is essential. Consequences: Any detected use of AI tools against this polic

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### **Using Remote Testing Software**

This course does not use remote testing software.

This course uses remote testing software. Remote test-takers may choose their remote testing locations. Please note, however, that the testing software used for this may conduct a brief scan of remote test-takers' immediate surroundings, may require use of a webcam while taking an exam, may require the microphone be on while taking an exam, or may require other practices to confirm academic honesty. Test-takers therefore shall have no expectation of privacy in their test-taking location during, or immediately preceding, remote testing. If a student strongly objects to using test-taking software, the student should contact the instructor at the beginning of the semester to determine whether alternative testing arrangements are feasible. Alternatives are not guaranteed.

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## ***Required University Syllabus Statements***

### **Accommodations/Students with Disabilities**

Students needing accommodations due to a permanent or temporary disability, pregnancy or pregnancy-related conditions may contact UVU [Accessibility Services](#) at [accessibilityservices@uvu.edu](mailto:accessibilityservices@uvu.edu) or 801-863-8747.

Accessibility Services is located on the Orem Campus in BA 110.

Deaf/Hard of Hearing students requesting ASL interpreters or transcribers can contact Accessibility Services to set up accommodations. Deaf/Hard of Hearing services can be contacted at [DHHservices@uvu.edu](mailto:DHHservices@uvu.edu)

DHH is located on the Orem Campus in BA 112.

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### **Academic Integrity**

At Utah Valley University, faculty and students operate in an atmosphere of mutual trust. Maintaining an atmosphere of academic integrity allows for free exchange of ideas and enables all members of the community to achieve their highest potential. Our goal is to foster an intellectual atmosphere that produces scholars of integrity and imaginative thought. In all academic work, the ideas and contributions of others must be appropriately acknowledged and UVU students are expected to produce their own original academic work.

Faculty and students share the responsibility of ensuring the honesty and fairness of the intellectual environment at UVU. Students have a responsibility to promote academic integrity at the university by not participating in or facilitating others' participation in any act of academic dishonesty. As members of the academic community, students must become familiar with their [rights and responsibilities](#). In each course, they are responsible for knowing the requirements and restrictions regarding research and writing, assessments, collaborative work, the use of study aids, the appropriateness of assistance, and other issues. Likewise, instructors are responsible to clearly state expectations and model best practices.

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Further information on what constitutes academic dishonesty is detailed in [UVU Policy 541: Student Code of Conduct](#).

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### **Equity and Title IX**

Utah Valley University does not discriminate on the basis of race, color, religion, national origin, sex, sexual orientation, gender identity, gender expression, age (40 and over), disability, veteran status, pregnancy, childbirth, or pregnancy-related conditions, citizenship, genetic information, or other basis protected by applicable law, including Title IX and 34 C.F.R. Part 106, in employment, treatment, admission, access to educational programs and activities, or other University benefits or services. Inquiries about nondiscrimination at UVU may be directed to the U.S. Department of Education's Office for Civil Rights or UVU's Title IX Coordinator at 801-863-7999 – [TitleIX@uvu.edu](mailto:TitleIX@uvu.edu) – 800 W University Pkwy, Orem, 84058, Suite BA 203.

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### **Religious Accommodation**

UVU values and acknowledges the array of worldviews, faiths, and religions represented in our student body, and as such provides supportive accommodations for students. Religious belief or conscience broadly includes religious, non-religious, theistic, or non-theistic moral or ethical beliefs as well as participation in religious holidays, observances, or activities. Accommodations may include scheduling or due-date modifications or make-up assignments for missed class work.

To seek a religious accommodation, a student must provide written notice to the instructor and the Director of Accessibility Services at [accessibilityservices@uvu.edu](mailto:accessibilityservices@uvu.edu). If the accommodation relates to a scheduling conflict, the notice should include the date, time, and brief description of the difficulty posed by the conflict. Such requests should be made as soon as the student is aware of the prospective scheduling conflict.

While religious expression is welcome throughout campus, UVU also has a [specially dedicated space](#) for meditation, prayer, reflection, or other forms of religious expression.