

# Business Administration

Course Number:	<b>BUAD 308</b>
Course Title:	<b>MULTICULTURAL MANAGEMENT</b>
Credits:	3

Calendar Description: 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.

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. *(also offered by Distance Education)*

**Professors**

Michael Conlin



## Course Schedule

Week 1	Course Introduction; Group Formation	Ch 1
Week 2	Assessing the Environment: PELT Understanding the Role of Culture	Ch 1, 3
<b>Week 3</b>	The Role of Culture (cont)	Ch 1, 3
Week 4	Social Responsibility & Ethics	Ch 2
Week 4	Communicating Across Cultures	Ch 4
Week 5	Cross-cultural Negotiation & Decision Making	Ch 5
Week 6	Applied Exercise focusing on use of theory in work setting	
Week 7	<b><i>Applied Exercise focusing on use of theory in work setting Media:</i></b>	
Week 8	Formulating Strategy Global Alliances & Strategy Implementation <b><i>1<sup>st</sup> In-class Examination (Chs 1-5)</i></b>	Ch 6, 7 & 8
Week 9	Staffing, Training and Compensation	Ch 9
Week 10k 1		

**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