



## Ewha International Summer College

# Course Syllabus

### [International Business]

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**Dept.:** Communication Studies

In our globalized economy which is characterized as increased interconnectedness and interdependence, global managers face an increasingly challenging business environment. For successful international business, global managers should be able to analyze the international business environment and develop intercultural competencies to sensitively interact and to effectively manage cross-cultural differences encountered in the workplace.

**Description:** By focusing on people, values and cultures, this course offers an understanding of international management in the context of a global work setting. Examining the theory behind why cultural dynamics affect business and management, this course will provide insights on how global managers promote global competence to a path towards international business success.

This course will be beneficial and fitting for students who are planning to work in global organizations and/or be effective and successful global managers/leaders in the future.

- Objective:**
- Present and analyze different meanings and dimensions of culture
  - Describe and analyze the influence of culture on business
  - Examine decision making across cultures
  - Understand intercultural communication and the concepts of business negotiation across cultures
  - Explain how leadership differs across cultures.
  - Examine the issues related to managing a multicultural workforce
  - Understand how to manage culture shock and adapt effectively in overseas assignments.
  - Formulate strategies to train global managers doing business in the global market place.
- Prerequisite:**
- Course textbook used: Cross-cultural Management: Essential Concepts (4<sup>th</sup>ed.) (2017) by David C.Thomas and Mark F. Peterson. Sage.
  - Class handouts will be provided

<b>Credits</b>	3.0	<b>Contact Hours</b>	
<b>Week 1</b>	6/25(Thu)	Course Overview and Introduction	

Week 2	6/29(Mon)	CH 2 Describing culture
	6/30(Tue)	CH 3 Comparing cultures: systematically describing cultural differences-1
	7/1(Wed)	CH 3 Comparing cultures: systematically describing cultural differences-2
	7/2(Thu)	CH 4 How culture works: fundamentals of cross-cultural interaction
Week 3	7/6(Mon)	CH 5 The Manager as Decision Maker
	7/7(Tue)	CH 6 The Manager as Negotiator: communicating and negotiating across cultures
	7/8(Wed)	CH 7 The Manager as Leader: Motivation and Leadership Across Cultures
	7/9(Thu)	CH 8 The Challenge of Multicultural Work Groups and Teams
Week 4	7/13(Mon)	CH 10 The Challenge of International Assignment-Managing Culture Shock and Expatriate Adjustment
	7/14(Tue)	CH 10 The Challenge of International Assignment-Managing Culture Shock and Expatriate Adjustment
	7/15(Wed)	Training Global Manager
	7/16(Thu)	Global Competence Group Project Presentation
Week 5	7/20(Mon)	Global Competence Group Project Presentation
	7/21(Tue)	Final Exam

Evaluation(%)	Midterm	Final	Attendance	Assignments	Participation	Etc.
		25%	15%	50%	10%	

**※ Applicants with intent for more than one course are asked to make up a syllabus for each, repeatedly using the above template.**