

# Business Administration

Course Number:	<b>BUAD 308</b>
Course Title:	<b>MULTICULTURAL MANAGEMENT</b>
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. 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:	<b>Fall 2015</b>
Prerequisite(s):	BUAD 269, 272 or 293, and minimum third-year standing
Corequisite(s):	No
Prerequisite to:	No



**Evaluation Procedure**

<b>Individual Component</b>	
Mid-term Exam	25%
Final Exam	35%
In-class Participation	10%
<b>Group Component</b>	
Group Proposal (for approval)	5%
Group Presentation	10%
Group Report	15%
<b>Total</b>	100%

**Notes**

Course Schedule

Sept	10	Course Introduction & Expectations Course Assessment & Evaluation The Global Manager's Environment	Ch 1
	17	Assessing the Global Business Environment PELT, PEST & CAGE Framework The Role of China and the USA in today's World Economy	Ch 1
	24	Understanding the Role of Culture in Business Intercultural Competence and Fluency Analyzing unique Differences across Cultures Assessing how Canada is perceived by other Cultures	Ch 3
Oct	1	Group Formation & Group Project Guidelines Cross-cultural Management Theories Challenges associated with Outsourcing	Ch 3
	8	Social Responsibility & Ethic.8 532.92 Tm [(&)26 523y C22.	

