

EAST CAROLINA UNIVERSITY
College of Business
Detailed Course Information

I. Course
MKTG 3852 Cultural Environment of International Business
II. Instructor & Textbook Information
<p>All instructors in the College of Business are either academically or professionally qualified to teach their courses. All graduate classes are taught by faculty with terminal degrees in the relevant field of study. Faculty who teach online courses also teach face-to-face campus courses.</p> <p>To review current textbook information visit the bookstore's website: http://epos2.sequoiars.com/ePOS?form=cat.html&cat=1&store=458 and follow the link at the bottom of the page.</p>
III. Expanded Course Description
<p>Cross-cultural differences in international relations and business management. Strategies and tactics to overcome cultural barriers to international trade, investment, and human relationships.</p> <p>Pre-requisites for this class are: Junior standing and completion of 3 s.h. in ECON.</p>
IV. Course Objectives
<p>To provide the student with a basic knowledge of international business environment.</p> <p>To have the student gain perspective in understanding the relationship between culture and business communication patterns, negotiation styles and business practices.</p>
V. Course Topics
<p>Cultural Environment of International Business is ever-changing, and this list of topics may vary from semester to semester:</p> <ul style="list-style-type: none">• Globalization: definition, its causes ,its impacts and its future• Definition of culture, its components and characteristics• Culture shock and management of culture shock• Cultural values systems and the impact of values system differences on management practice.• Cross-cultural verbal and nonverbal communication and its impact on management practice and training• Cross-cultural negotiations: characteristics, styles and its impact on management and training• Economic environment• Political environment• Legal environment
VI. Required Coursework

Exact requirements may vary, but typically, to successfully complete this course, the student is required to submit:

- a written (individual) critical reflection of "Gung Ho, 1985, a movie emphasizing comparison of major cultural value differences of Japanese and Americans
- submit an individual project on a selected country that reports on topics that include cultural value systems and other cultural characteristics such as education, religion, language and rituals, communication characteristics, negotiation characteristics, the political environment and political risk assessment, economic environment, an assessment of country's managerial style and practice and how its value systems impact their management practices
- post on the appropriate discussion boards (individual) written critical reflections for assigned articles by the instructor on all relevant course topics
- interact heavily with other students for the assigned articles on the appropriate discussion boards
- take two proctored exams

VII. Course Communication & Interaction

The course makes extensive use of guided discussion boards for each topic covered (via relevant article assignments) in the course.

VIII. Computer/Technical Requirements Additional Notes/Comments

The university recommends specific technology when taking an online class. These recommendations can be found at: <http://www.ecu.edu/ace> . All online courses require ready access to the Internet and a suitable personal computer.

In addition to the university requirements this class requires:

- a PC that supports Office / Windows 2000 or better (XP or 2003 is recommended)
- MS Office Professional Suite 2000 or better
- reliable Internet access (cable modem is best)

IX. Additional Information

Disabilities: ECU seeks to comply fully with the Americans with Disabilities Act (ADA). The Department for Disability Support Services adapts the generalized services to the specialized needs of individuals with disabilities. Students requesting accommodations based on a disability must be registered with the Department for Disability Support Services located in Slay 138 (252) 737-1016 (Voice/TTY). Additional program information is available at <http://www.ecu.edu/cs-studentlife/dss/>

Calendar: Online classes typically follow the standard ECU [academic calendar](#) for the semester in which they are taken.

X. Additional Notes/Comments

ECU maintains accreditation with [The Association to Advance Collegiate Schools of Business \(AACSB\)](#). To comply with the constant quality improvement objectives of the AACSB, adjustments are made to all course requirements. Contact the instructor for this class the semester you plan to take it to obtain detailed information.