INTB 2014 Cultural Competence

(3 Credit hours)

Fall Semester 2017

Class Meetings:

<table>
<thead>
<tr>
<th>Regular meetings</th>
<th>Wednesdays 4:40 – 5:35 pm in Room 220</th>
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<tbody>
<tr>
<td>UC International pre-departure meeting</td>
<td>To be announced</td>
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<tr>
<td>Experience in Mexico</td>
<td>December 9 – 17, 2017</td>
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Course Instructors

Lead Instructor: Margaret Reed, Ph.D., CPA, CMA
Email: margaret.reed@uc.edu

Office Location: 312 Lindner Hall
Office Hours: MWF 1:30 – 2:20pm and by appointment
Phone: 513-556-7054

Course Description

Designed for business students in the first two years of study, this study abroad program will introduce some key cultural differences between the US and Mexico and explore how they impact business. Equally important, students will explore facets of cultural differences through homestays, visits to markets and historical sites, and tours of businesses in Queretaro. Assignments before we depart for Mexico are designed to develop students’ cultural competence or intelligence, a set of competencies that are becoming vital for successful business careers. The experience in Mexico and the cultural journal due after the experience in Mexico are a vital part of the class. If you are unable to travel with the group, you will not be able to pass the course. You will need to withdraw and take the course another time.

Student Learning Outcomes

- Demonstrate an understanding of cultural competence and its importance in navigating global business.
- Identify personal strengths and limitations relative to cultural competence, and develop a plan for personal development of this critical capability.
- Understand and apply techniques for conducting a preliminary assessment of a global locale relevant for business -- including geographical, historical, political, demographic, economic, and legal aspects.
- Demonstrate knowledge of the logistics of traveling internationally

Course Format

The class will require weekly class sessions prior to the week of travel to Mexico. These class sessions will include lectures, team presentations and discussion of the textbook readings and chapters.
Required Texts and Course Materials

- Additional readings and team presentations will be posted on Blackboard

Required Experience in Mexico

- 12/9/2017 United flight to Houston (time to be posted)
- 12/9/2017 United flight to Queretaro (time to be posted)
- 12/17/2017 United flight to Houston (time to be posted)
- 12/17/2017 United flight to Cincinnati (time to be posted)
- If you haven’t told us that you are opting out of the group flight, the airfare cost has been or will be posted on your student accounts. You must tell us by October 1 if you are opting out of the group flight in order to get a full refund of the flight cost.

Course Assignments and Deliverables

Pre-travel

- Cultural Competence/Intelligence Readings and Assignments
  Using the textbook, *The Cultural Intelligence Difference*, as a guide, you will have 4 short writing assignments that will help you assess and understand your own CQ and how to strengthen the areas of CQ that need attention. The 4th and final assignment will be an action plan for you to use over the next 2-3 years to further develop your CQ. Each of these should be no more than 3-4 pages in length (normal margins, normal font size, double-spaced).
- Team Presentation and associated quiz: We will organize teams to research several topics about Mexico and Queretaro. Teams will select a topic in during our first class meeting, research the topic and prepare a 15 minute presentation for the full class, during the month of November. Presentations will be submitted to the instructor 24 hours before the class presentation to be posted on Blackboard. Within a week after the presentation, students will complete a Blackboard quiz on the content of the presentation.

During/after travel

- Participation and ambassadorship while in Mexico will count for a significant part of your grade. You must attend all events and demonstrate engagement our contacts in Mexico, your homestay families and your fellow students. Your actions and attitudes reflect on the reputation of the Lindner College of Business, the University of Cincinnati, the city of Cincinnati and the United States, while we are in Mexico and any misbehavior will be noted and reflected in your grade. More detail is included on page 6.
- Journals on cultural differences experienced are a core activity of all of our study abroad programs. You will write ten-page reflections (normal margins, normal font size, double-spaced) on actual experiences in which you encountered cultural differences. More detailed instructions are included on page 5.
- Revise and update your CQ Action plan to reflect any new cultural insights that you experienced in Mexico.

Course Activities while in Queretaro, Mexico

See official schedule provided in class during the semester
**Class Schedule**

<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
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<tbody>
<tr>
<td>Aug. 23</td>
<td>Introductions, review syllabus, expectations, select teams and topics for presentations</td>
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<tr>
<td>Aug. 30</td>
<td>Discuss <em>The Cultural Intelligence Difference</em> Chapters 1 – 2</td>
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<td>Sep. 6</td>
<td>Discuss <em>The Cultural Intelligence Difference</em> chapters 3-4 and assignments Submit your CQ scores and personal interpretation</td>
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<tr>
<td>Sep. 13</td>
<td>Discuss <em>The Cultural Intelligence Difference</em> Chapters 5-6 and assignments Submit your analysis and reflection on your CQ Drive and CQ Knowledge</td>
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<tr>
<td>Sep. 20</td>
<td>Complete <em>The Cultural Intelligence Difference</em> chapter 7 and assignments and Epilogue, personal insights Submit your analysis and reflection on your CQ Strategy and CQ Action</td>
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<tr>
<td>Sep. 27</td>
<td>Team presentation #1 Following the guide on pg. 185 create your CQ Action Plan (4 page max) and submit before class meets.</td>
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<tr>
<td>Oct. 4</td>
<td>Team presentation #2 and quiz #1</td>
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<tr>
<td>Oct. 11</td>
<td>Team presentation #3 and quiz #2, optional Mexican food dinner (Gomez Salsa)</td>
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<tr>
<td>Oct. 18</td>
<td>Visit with Crown Equipment Vice-president (tentative)</td>
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<td>Oct. 25</td>
<td>Team presentation #4 and quiz #3</td>
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<td>???</td>
<td>UC Pre-departure orientation session (dates not yet announced)</td>
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<td>Nov. 1</td>
<td>Team presentation #5 and quiz #4</td>
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<tr>
<td>Nov. 8</td>
<td>Team presentation #6 and quiz #5</td>
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<tr>
<td>Nov. 15</td>
<td>Class meeting and quiz #6, optional Mexican food dinner (Veracruz)</td>
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<td>Nov. 22</td>
<td>Final schedule review and travel logistics</td>
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<td>Nov. 29</td>
<td>More travel logistics, as needed, optional Mexican food dinner (Mazunte)</td>
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<tr>
<td>Dec. 9-17</td>
<td>Program in Mexico</td>
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**Grades**

- Three CQ assignments (10 points each) 30 points
- CQ Action Plan assignment 20 points
- Team presentation (Powerpoint uploaded to Blackboard, in-class presentation) 20 points
- Quizzes on team presentations (6 quizzes at 5 points each) 30 points
- Ambassadorship/Program Participation 50 points
- Cultural journal assignment (due December 25) 50 points
- Revision of CQ Action Plan after program in Mexico (due December 25) 20 points
- Total 220 points

Grading scale:
- 90-100 % A
- 80 – 89 % B
- 70 – 79 % C
- 60 – 69 % D
- 0 – 59 % F
Course Procedures/Policies

Academic Integrity

While abroad (24/7), you continue to be a student of the University of Cincinnati and as such are subject to the Student Code of Conduct along with other University policies. The Student Code of Conduct, along with other University policies, is available at http://www.uc.edu/conduct/Code_of_Conduct.html. Any violation, including academic misconduct will initiate the College review process.

As with all Lindner College of Business efforts, in this course you will be held to the highest ethical standards, critical to building character. Ensuring your integrity is vital and ultimately is your responsibility. To help ensure the alignments of incentives, the Lindner College of Business has implemented a “Two Strikes Policy” regarding Academic Integrity that supplements the UC Student Code of Conduct. (see: http://www.uc.edu/conduct/Code_of_Conduct.html).

- All academic programs at the Lindner College of Business use this “Two Strikes Policy”
- All cases of academic misconduct (e.g., copying other students assignments, failure to adequately cite or reference, cheating, plagiarism, falsification, etc.) will be formally reported by faculty.
- Students will be afforded due process for allegations as outlined in the policy.

If a student is found guilty of academic misconduct in two instances, the student may be dismissed from the Lindner College of Business.

Special Needs and Accommodations Policy

If you have a disability (e.g., visual impairment, hearing impairment, physical impairment, communication disorder, and/or specific learning disability, etc.) which may influence your performance in this course, you must meet with the Disability Services Office (DSO) to arrange for reasonable accommodations to ensure an equitable opportunity to meet all the requirements of this course. If you require accommodations due to disability, please contact DSO at 513-556-6823, Campus Location: 210 University Pavilion. You will be provided an Accommodation Form indicating your accommodation needs for the quarter. Please present this form to me as soon as possible to ensure your accommodation needs are discussed, agreed upon, and provided.

Weather Related Policy

In the event of campus closures, the instructor reserves the right to reorder the schedule, including subjects, assignment due dates and exam dates. Students will be notified by announcements on Blackboard and emails. In rare circumstances, the instructor reserves the right to assign additional work by electronic means.

Attendance Policy

Students are required to attend on campus class sessions, all visits and program activities in Mexico and all post travel class sessions. While in Mexico, we will use the buddy system at all times. You will be responsible for keeping an eye on your partner and watching out for him/her. In addition, leaders should know where you are going during free time, especially if the group is moving. Do not EVER leave the group without telling the leaders.

Required Pre-departure Orientation

Every student who travels abroad with the University of Cincinnati must attend a mandatory UC International pre-departure session. You only need to select one pre-departure orientation from the dates offered by UC International. You can find the complete list of dates and times at studyabroad.uc.edu
**Cultural Journal:** This course is, in part, experiential. The course includes more than the time you spend in the classroom or on company visits. You will be living in the Mexican cultural environment for one week. Although this is a brief exposure, it will give you the opportunity to gain first-hand experience through your home-stay families, company visits, classroom experiences, and other activities. In the study of culture, we speak of “mindfulness.” This means that one must pay attention to the nuances of culture; otherwise we will miss them. The journal assignment will force you to pay attention to various facets of culture, to learn from experience, and become more proactive and purposeful learners. For example, consider use of the term “culture shock.” When managers visit or move to a different country, they often note feeling “very foreign” or “out-of-place,” unsure of what others expect, what is appropriate or inappropriate, what are common work practices, etc. To be successful, managers must learn very quickly, becoming sensitive to potential differences, coming to understand and respect the culture, and managing cultural differences effectively. Being mindful will help you adapt to the culture. You will complete a series of five journal entries. You should take notes and make observations while you are in Mexico. Plan to transcribe those notes when you return. Each journal entry should be 1-2 pages, single-spaced, normal font size (12-point) and normal margins (1 inch on all sides), excluding any photos. The journals will focus on the following topics: family life, business (two – one of these must be observations on one of the firms we visit and one can be based on your experience shopping), food and meals, and social life. Note that these journal entries are not merely descriptions. They are structured and must follow the guidelines below. You will be graded based on the quality of your entries (i.e., thoughtful and well-written) and the extent to which you have followed the assignment guidelines. Due Dec 25, they should be submitted as a Word document on Blackboard and labeled as your last name and Mexico Journal (Last name MexicoJournal.docx). You will be given a provisional B grade at the end of Fall semester. Your grade will be changed to the correct grade after the journal has been submitted.

**Components:**

1. **Experience:** What cultural clues did you experience/observe? Describe what happened or what you saw. This component of your journal requires cultural sensitivity. Thoughtfully observe and describe the related cultural clue(s) (e.g., stories, language, symbols, rites/rituals, norms, attitudes, etc. experienced during plant tours, guest lectures, casual conversations, shopping trips, etc). (Please note that this is NOT a travelogue. Don’t merely recite that today I went to ...) This should be a brief description. Example: The first time I went to a dinner in France, it took nearly three hours. By American standards, the service was very slow. My host detected that I appeared impatient. However, that experience provided me with important insights into French culture. What are meals, business, families, and social life like in Mexico?
2. **Reflection:** What cultural difference do these clues suggest? Why do you think this difference exists (e.g., what value does it have for the individual/group)? Look at the experience from the “local” perspective. Remember, cultures develop and persist because they serve a purpose. What insights from the study of culture can help explain what you observed? This will require that you compare your experience to your home culture. Be careful to not be judgmental (cultures are not necessarily better or worse).
3. **Theory/Cultural Frameworks:** Based on your experience and reflection, what do you think you “know” now? For example: Many observers note that time is more fluid in Mexico and that people tend to be late for meetings. Explain why. What do the various cultural frameworks/theories suggest that would help explain this situation?
4. **Summary/Implications:** How might understanding this difference affect your social interactions with people from this culture? How would you use this learning to manage cultural differences more effectively? How would this aspect of culture affect you if you were doing business in Mexico or with Mexicans?
**Ambassadorship:** Attendance and quality involvement are expected within all class sessions, team meetings and all social interactions in Mexico, including tours and family visits. You are expected to be professional, respectful, positive and supportive. If you are absent from any of the planned classes and activities or fail to act appropriately, it will result in, at the very least, a reduction in points. You are also representing the college and university. We expect you to conduct yourself in a professional and respectful manner towards your leaders, hosts and all others you encounter.

The PACE guidelines are good examples of what we expect from students when traveling officially with the University of Cincinnati.

[Image]

This course aligns with PACE, the Lindner College of Business platform for developing the *total* business professional.

**P – Professionalism**

- Enhance oral & written *communication*, express ideas clearly, logically and persuasively.
- Develop and practice *teamwork* skills through group projects and exercises.
- Practice professional habits of punctuality, preparation, respect and participation.

**A – Academics**

- Develop foundational knowledge of core *business functions* and their interactions within firms.
- Begin applying functional and cross-functional knowledge to *critically analyze business problems*; for example applying techniques for business plan development.

**C – Character**

- Learn and apply *leadership* techniques for project management (plan, brief, execute, debrief).
- Build an understanding and initial skills of *managing diversity*, including understanding cultural differences, and challenges and opportunities of global business.
- Understand importance of *ethics and social responsibility* in business and personal settings.

**E – Engagement**

- Build understanding of importance and practices of *networking* through interactions with business professionals and guest speakers.
- Develop awareness and appreciation of *involvement* in social organizations, community service, and professional group opportunities.