INSTRUCTOR AND COORDINATOR INFORMATION

Instructor: Prof. Constantine Polychroniou, International Business & Marketing
Lindner 417 (constantine.polychroniou@uc.edu)

Coordinator: Lee Armstrong, Assoc. Director International Programs (armstrla@ucmail.uc.edu)

CLASS LOCATION/TIMES
M 3:35-4:30 pm (Lindner Hall 223)

OFFICE HOURS
by appointment

COURSE OVERVIEW & OBJECTIVES
This course seeks to develop “savvy” cultural insights and skills with which to do business in the European Union. Students will be exposed to, and gain an appreciation for, the impact culture has on business and interpersonal relations through interactive, immersive, experiential and reflective learning opportunity greater confidence for conducting business in cross-cultural environments, greater awareness of themselves and their own cultural make-up.

GRADING SCALE

<table>
<thead>
<tr>
<th>Score</th>
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<tbody>
<tr>
<td>94.00+</td>
<td>A</td>
<td>87.00-89.99</td>
<td>B+</td>
<td>77.00-79.99</td>
<td>C+</td>
<td>67.00-69.99</td>
<td>D+</td>
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<tr>
<td>90.00-93.99</td>
<td>A-</td>
<td>84.00-86.99</td>
<td>B</td>
<td>74.00-76.99</td>
<td>C</td>
<td>64.00-66.99</td>
<td>D</td>
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<tr>
<td>80.00-83.99</td>
<td>B-</td>
<td>70.00-73.99</td>
<td>C-</td>
<td>60.00-63.99</td>
<td>D-</td>
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STRUCTURE
The following evaluative standards will be applied:

- Team presentation (40 points) (4 presentations: 10 pts. Each) (see below)
  - 9-10 – Exceptional (Exceptionally insightful, polished presentation; mastery of assigned topic; extremely valuable and professional slides and handouts)
  - 8-8.9 – Excellent (Thoughtful and well-organized presentation; well-prepared and knowledgeable about assigned topic; useful slides and handouts)
  - 7-7.9 – Good (Solid presentation; ample preparation; good slides and handouts)
  - 6-6.9 and below (Needed added depth/clarity; missing elements)

- Journal Entries (40 points) (4 journals: 10 pts. Each) (see below)
  - 9-10 – Exceptional (Exceptionally insightful observations and rich reflection; excels at each step of Kolb’s learning cycle; excellent illustrations and examples)
  - 8-8.9 – Excellent (Nice observations and thoughtful reflection; addresses each step of Kolb’s learning cycle; good illustrations and examples)
  - 7-7.9 – Good (General observations and reflection; missing some aspects of Kolb’s learning cycle; includes illustrations and examples; more depth/insight needed)
  - 6-6.9 and below (Needed added depth/clarity; missing elements)

- Essay exam (10 points)
  In-class exam (team-based): Three [3] questions on the pdfs. THE PREPARATION STAGE and CULTURAL PATTERNS IN INFORMATION EXCHANGE, regarding cross-cultural negotiations)
Participation and Contribution during the travel portion (10 points)

Whether you and your classmates make the most of this exceptional experience depends first and foremost on what you all put into it! Your preparation for, and your active contribution in, class and on site discussions is critical. In France, you must be well-prepared, contribute to, and engage in, discussions. GET INVOLVED!

Presentations
Preparation is essential for developing an understanding of how to conduct business abroad and to getting the most out of your study abroad program. Working in teams on presentations on the people, places, and companies we will visit will not only help you to better get to know the local culture, but it will also enable you to get to know each other! Presentations will be on the following:

- **European Culture Presentation (10 minutes max)**
  - What makes cultures different? What distinguishes doing business in the United States versus in the European Union? Through guided readings and team presentations, we will identify important cultural competencies that could determine the success of marketing efforts in an increasingly global business environment. What cultural differences should businesses keep in mind when marketing to consumers across different cultural contexts? How might marketers modify their marketing efforts to effectively account for these differences?

- **Cultural Immersion Presentation (10 minutes max)**
  - How do you understand your consumers’ cultural context? Planning and researching your destinations will help you understand the local values and economy. Teams will identify particular ‘specialties’ and challenges—what products, food, sites/features, experiences are an integral part to Paris and why? What issues might be especially challenging for you and for businesses in this region?

- **Industry/Firm Presentation (10 minutes max)**
  - How do you prepare for a business visit? Preparing for those visits by researching those industries and firms will help make the most of your experience. Through team presentations, we will build knowledge of the industries/firms we will visit (fashion, diamonds, chocolate, beer). Teams will provide an insightful overview of the key strategy or strategies, competitive advantage(s), challenges and opportunities faced, enabling richer insights from our specific visits. What key facts and trends distinguish this industry? What meaningful questions and insights could be answered via access to these firms?

- **Impact of Culture on Business Negotiations (10 minutes max)**
  - How do you successfully conduct business across cultures? What do you think might be the philosophical underpinnings to such differences? What behaviors did you observe during your company visits? How such business behaviors help you conduct more effective negotiations in that culture? How do you think cross-cultural negotiations might be successful? What do you think the impact of social culture on business culture might be?
Journals help you purposefully learn from your experience. You will write 4 entries while overseas, and upon return we will use Kolb’s Learning Cycle as a guide. Creativity is highly encouraged. Use photos or other items to illustrate your observations/insights.

- **Kolb’s Learning Cycle:**
  - **Experience**: What cultural clues did you experience? Describe what happened. This component of your journal requires cultural sensitivity. Thoughtfully observe and describe related cultural clue(s).
  - **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.
  - **Experimentation**: Based on your experience and reflection, what do you think you “know” now? Explain the cultural differences which you identified. How could you account for the differences?
  - **Implications**: How might understanding these differences affect your social or professional interactions with people from this culture? How would you use this insight to manage cultural differences?

- **Journal Entries (Team-based):**
  - **Services/Products (1 page max)**: How do services and products differ in the EU? Think about a particular service or product experience you had while abroad. How was it different than what you might experience in the US? Why? How might you test this theory? How should marketers adapt their products/services for a European market?
  - **Advertisements (1 page max)**: How do marketers promote their offerings in different cultural contexts? Think about an ad you encountered. What was distinctive about it? How might it have reflected the local culture? Is this a cultural difference or something specific to the product or brand? What does the ad reveal about its audience?
  - **Values (1 page max)**: What did you learn about cultural values? Think about a value that seems to be prioritized differently in the EU versus at home. How could you ascertain whether this a meaningful cultural difference or a stereotype? How might marketers use this insight to better position marketing efforts to different audiences?
  - **You (1 page max, upon returning)**: What did you learn about yourself and your own culture? Focus on yourself and the overall experience: How did this experience affect understanding of yourself, your worldview, your perspective on business and on culture? (Have fun thinking back and ahead!)
Course Expectations

PACE
This course builds on PACE, the Lindner College of Business strategy for developing a complete business professional:

<table>
<thead>
<tr>
<th>P - Professionalism</th>
<th>Students will acquire and refine the soft-skills necessary to express ideas clearly and persuasively in both oral and written formats and to effectively lead and perform in business and social situations.</th>
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<tbody>
<tr>
<td>A - Academics</td>
<td>Students will gain a breadth and depth of knowledge in the theory and practice of conducting business in the US vs. the EU and will hone strong analytical and problem-solving skills.</td>
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<td>C - Character</td>
<td>Students will develop an understanding of individual and cultural differences that is essential to thrive in a diverse workplace and an appreciation for social responsibility in a global business community.</td>
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<td>E - Engagement</td>
<td>Students will build a network through interactions with instructors, peers, and business professionals and will practice service, citizenship, and active engagement in the classroom and study abroad trip.</td>
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Attendance Policy
Students are expected to attend and actively engage in all scheduled activities. Students will be held accountable for participating in course activities and submitting assignments at their scheduled times unless an excused absence is arranged in advance. For an absence to be excused, you must 1) notify me of your intention to miss class via email at least 24 hours in advance and 2) provide a legitimate reason for the absence.

Classroom Conduct
Being late to class and letting your phone ring during class are disruptions that are a nuisance to everyone—and they are easily avoided. Please be on time, and when you arrive, turn off anything that may beep, ring, play music, sing, yodel, quack, or chirp! Furthermore, please refrain from text messaging or checking email or Facebook in class. Not only do your fellow students notice this disruptive practice, but I do as well. Finally, I reserve the right to ban laptops if their use becomes distracting to the class.

Academic Integrity
As with all Lindner College of Business efforts, this course will uphold the highest ethical standards, critical to building character. Ensuring your integrity is vital and your responsibility. LCB instructors are required to report ANY incident of academic misconduct (e.g., cheating, plagiarism) to the college review process, which could result in severe consequences, including potential dismissal from the college. For further information on Academic Misconduct or related university policies and procedures, please see the UC Code of Conduct (http://www.uc.edu/conduct/Code_of_Conduct.html).

Students Needing Special Assistance
For students needing special assistance, contact AESS (Academic Excellence and Support Services: http://www.uc.edu/aess/disability.html) to register for special accommodations. In addition, please contact me as soon as possible about any special assistance demands so I can ensure arrangements are made.
**Course Schedule**

Please consider this schedule your definitive guide to the assignments and exams in this course. Readings should be completed prior to the lecture for which they are assigned so that you are prepared to actively participate in class discussions and activities.

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<thead>
<tr>
<th>DATE</th>
<th>TOPIC</th>
<th>DETAILS</th>
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<tbody>
<tr>
<td>1/09</td>
<td>Course Overview – Syllabus Review – Orientation – Team formation</td>
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<tr>
<td>1/16</td>
<td>MLK DAY – NO CLASS</td>
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<tr>
<td>1/23</td>
<td>On the impact of Cross-Cultural knowledge / Discussion on issues of the European Union (EU)</td>
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<tr>
<td>1/30</td>
<td>Guest speaker, Prof. ANNE CAPPEL (Inter-workings of the European culture)</td>
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<tr>
<td>2/06</td>
<td>European Culture (Team presentation)</td>
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<td>2/13</td>
<td>Cultural Immersion (Team presentation)</td>
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<td>2/20</td>
<td>Industry/Firm (Team presentation)</td>
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<td><strong>2/24</strong>&lt;br&gt;(Fri)</td>
<td>UC International Pre-Departure Orientation – MANDATORY Date and Location: Friday, February 24, 2017: 5:45PM - 6:45PM (112 Lindner)</td>
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<tr>
<td>2/27</td>
<td>Impact of Culture on Business Negotiations (Team presentation)</td>
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<tr>
<td>3/06</td>
<td>Paris Pre-Departure Orientation</td>
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<td>3/13</td>
<td>IN PARIS TBA</td>
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**CONCLUSION**

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<tr>
<th>DATE</th>
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<tr>
<td>3/27</td>
<td>NO CLASS</td>
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<tr>
<td>4/03</td>
<td>Journals due in (hard copy)</td>
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<tr>
<td>4/10</td>
<td>Essay Exam – Team-based (3 questions on cross-cultural negotiations (drawn from the pdf.)</td>
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**Note**

While abroad, you will be representing yourself, your college, and your country. This is no small responsibility when traveling abroad! Being a true ambassador is vital to all! Your contribution to the group’s learning, positive dynamics and image will be critical and it will be based on leader’s observation and relevant reviews.
**Research resources**
The following data resources are offered to you for your research needs:

- Business Library Home page
- One-Stop Business Research
- Industry and Product Information
- Country Information
- Company Information (U.S.)
- Finance and Investments
- Articles and Books (SUMMON)

Langsam library has multiple sources of statistical and other data on foreign markets, such as:
- UN Statistical yearbook
- OECD
- International Marketing data and Statistics (Euromonitor)
- World Development Report
- World Almanac and Book of Facts
- World Marketing Guide
- The National Trade Data bank
- Freedonia Focus Market Research Reports (on country specific industries)

**FOR REVIEW (before departure)**

On culture:
- [https://www.justlanded.com/english/France/Articles/Culture/Social-customs-in-France](https://www.justlanded.com/english/France/Articles/Culture/Social-customs-in-France)
- [http://acad.depauw.edu/~mkfinney/teaching/Com227/culturalportfolios/france/newfrance/traditions.htm](http://acad.depauw.edu/~mkfinney/teaching/Com227/culturalportfolios/france/newfrance/traditions.htm)

We will be visiting:
- [https://www.youtube.com/watch?v=agZcFMcZBU](https://www.youtube.com/watch?v=agZcFMcZBU)

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