



UNIVERSITAS PENDIDIKAN NASIONAL (UNDIKNAS UNIVERSITY)
FACULTY OF BUSINESS AND ECONOMICS

Jl. Bedugul No. 39 Sidakarya Denpasar, Telp (0361) 723868 Fax. (0361) 723077 Kode Pos (3261) 225

SYLLABUS

CROSS CULTURAL UNDERSTANDING

COURSE CODE: 1812202

ECTS: 5

SEMESTER AND YEAR OFFERED: SEMESTER 1/ YEAR 1

LECTURER: 1. LUH PUTU MAHYUNI, PH.D., CA., CSRA.
2. IDA NYOMAN BASMANTRA, S.PD.,M.PD.

1. DESCRIPTION

This unit introduces students to theory, concepts and practices related to understanding cross-cultural management

2. EXPECTED LEARNING OUTCOMES

On successful completion of this unit, students should be able to:

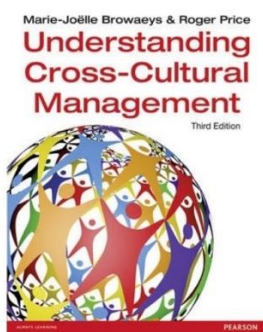
- explain cultural dimensions in the business context,
- identify culture dilemmas when making decisions,
- understand a model of culture based on cultural value orientations,
- understand corporate structures, leadership and strategy, (5) explain cultural change in organisations,
- explain how culture is implemented in international marketing management,
- understand cultural diversity in organisations, business communication across cultures, barriers to intercultural communication,
- understand the methods of negotiating internationally and working with international teams,
- understand how to manage conflicts, cultural differences and develop intercultural communicative competence

Vision:

Becoming a superior study program in 2020 as a center for human resource development in the field of accounting that is professional, global-minded, and has entrepreneurial spirit based on the concept of Tri Hita Karana.

3. REFERENCE:

Marie-Joelle Browaeys & Roger Price. 2015. Understanding Cross-cultural Management. Third Edition. UK: Pearson Education Ltd.



4. METHOD OF ASSESSMENT

No.	Assessment	Marks
1.	Mid-term Test	10 %
2.	Final Test	20 %
3.	Individual assignment	20 %
4.	Group assignment & presentation	15 %
5.	Active participation in discussion	35 %
	Total	100%

5. UNIT GUIDE AND STUDY PLANNER

Meeting	Module Topic
1	Cultural dimensions in the business context <ul style="list-style-type: none">✓ Determinants of culture✓ Dimensions of culture: Hofstede and GLOBE
2	Culture dilemmas when making decisions <ul style="list-style-type: none">✓ Business cultures in the Western world✓ Business cultures in Asia, Africa and the Middle East✓ Cultural dimensions and dilemmas
3	A model of culture based on cultural value orientations Culture and styles of management
4	Case study discussion: The Alizee case
5	Culture - corporate structures, leadership and strategy
6	Cultural change in organisations
7	Culture and international marketing management
8	Mid-term test
9	Cultural diversity in organisations
10	Case study discussion: Making cultural profiles of brands
11	Business communication across cultures
12	Barriers to intercultural communication
13	✓ Negotiating internationally

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	✓ Working with international teams
14	✓ Conflicts and cultural differences
	✓ Developing intercultural communicative competence
15	Case study: Creating chemistry
16	Final test

6. WORKLOAD

CROSS CULTURAL UNDERSTANDING

16 weeks

		Weeks per semester																TOTAL hrs
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	
INDEPENDENT WORK	Homework, assignments		2	2	2	2	2	2			2	2	2	2	2	2		24
	Workshops			4				4										8
	Exam preparation								9								10	19
	Company visits, excursions																	0
	Preparation for presentations and papers				2		2		2			2		2		2		12
	Preparation for class		2	2	2	2	2	2				2	2	2	2	2	2	24
	Follow-up for class		1	1	1	1	1	1				1	1	1	1	1	1	12
	Final essay paper																10	10
	Course evaluation																2	2
	Workshops and Excursion Paper				2				2									4
																	115	
HRS OF EXAMS									2							2	4	
MANDATORY CLASS ATTENDANCE	Class Weekly hrs ~ 2	2	2	2	2	2	2	2			2	2	2	2	2	2	26	
		TOTAL WORKLOAD PER COURSE (HOURS)																145
		TOTAL ECTS																5

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