

## BUSI 3700 – A CROSS-CULTURAL COMMUNICATION

<b>Term:</b>	Fall / Winter 2014-15
<b>Instructor:</b>	Virginia Taylor
<b>Contact:</b>	Virginia.taylor@carleton.ca
<b>Virtual Office Hours:</b>	by email
<b>Course Delivery:</b>	cuLearn
<b>Prerequisite(s):</b>	restricted to Business students who are participating in an academic exchange of at least one semester.

### COURSE DESCRIPTION

This course supports the development of intercultural competencies for students enrolled in the Bachelor of International Business program. The course is offered entirely online over a period of 8 months. During the year, you will be engaged in individual and group activities that will allow you to learn more about intercultural communication and practice a way of thinking, acting and being while living and studying in a diverse community.

More specifically, the learning objectives of the course are:

- Develop intercultural competence through a process of critical, reflective thinking and action;
- Explore the influence of culture through the examination of everyday activities and interactions with others;
- Explore how experiences shape cultural identity;
- Develop effective communication skills through interaction with others in the host country and through group work; and
- Develop a basic understanding of ethnography through application of basic ethnographic tools and the completion of an independent research project

### COURSE DESIGN

While living and studying abroad, you will have the opportunity to interact in a broad range of activities, both formal and informal, that provide you with the unique opportunity to examine culture from the inside out. This experience also provides you with an opportunity to engage in critical, reflective thinking and action as you navigate through complex and challenging interactions with others. This course is designed to provide you with the necessary framework to support the learning objectives and to provide you with an opportunity to interact with other BIBers as you complete a range of learning activities in an online learning environment.

The key assumption driving the design of this course is that the development of intercultural understanding comes from awareness of self and 'others', through experience, and through critical reflection. To this end, we will focus on the following:

- **Sharing experiences:** time will be spent sharing observations and experiences across the different cultural environments so that we might all benefit from the interactions. It is expected that everyone will contribute to the dialogues with the understanding that some topics may relate more or less to your personal experience.
- **Interaction with others:** activities and assignments are designed to foster interaction with 'others', to encourage you to practice your language skills and to listen to 'others' so that you might understand the situation from an insider's perspective. This can be demanding for some of you as you transition into a new culture; hence, the activities at the beginning of the course allow you to spend more time observing without direct contact.
- **Creating a learning community:** to be effective interculturalists, we must be open to new ideas, experiences and points of view. We must examine issues using a different frame of reference. We must be willing to listen. We must be willing to take risks and yes, make mistakes and then learn from these mistakes. This will require a supportive learning environment that is characterized by mutual respect, curiosity and engagement.

Over the course of the next eight months, you will have a chance to participate in a variety of learning activities including group discussions, independent and group activities, online lectures, and an independent research project. It is expected that you will review the requirements of each unit in a timely manner (as close to the release date and time as possible), review the course materials, come to the discussion groups prepared to interact, and above all, ask questions if you are confused. Given that the course is offered over an 8 month period, there will be occasions where there is no scheduled unit in order to provide you with additional time to explore, observe, and interact in your host culture.

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## REQUIRED READING

All readings are available through cuLEARN. Students are required to review these before completing activities/assignments. A Reading Schedule for the each term is posted on cuLEARN.

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## COURSE REQUIREMENTS

*Experiential Activities (each activity 5%, total 30%)*

Over the course of the year, you will be expected to complete six (6) mini activities that are designed to give you an opportunity to interact with members of your host culture, develop an appreciation for ethnographic data collection methods, and provide a rich learning environment for others in this course as you share text and visuals of your experiences.

The activities are spread out over the length of the course and include:

### September - November

- Reflection and Vision
- Observation
- Communicating across cultures

### February - April

- Mapping
- Visual Ethnography
- Coming Home

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#### *Group Projects (30%)*

Each term, you will be required to complete a group project with other students in a virtual environment.

**November 2014:** as part of the Communication Unit, you will work in small groups (3-4) to complete a group presentation. You will draw on information from your host culture, share information with others, and collaborate on a final presentation that will be uploaded to cuLEARN. You will also be required to complete an individual paper on collaborating and working with others in an online environment.

Group Project # 1: 15%

**March 2015:** as part of the Space and Design unit, you will be working in a small group (4-5). Each group will be examining the topic within a specific space while drawing on personal experiences in their host country.

Group Project # 2: 15%

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#### *Independent Research Project (35%)*

You will be required to complete an ethnographic research project that you will be working on over the next 8 months. The purpose of this project is for you to participate actively in intercultural research while also gaining an appreciation for ethnography and its application to business. Using the required readings as a framework for the project, you will need to identify a 'site' in your host country for the project. The research project will include the following:

a) Overview: 2-3 pages focusing on a general description of the location, your reasons for selecting the location, and an awareness/strategy for addressing issues you might encounter. This will be submitted in December 2014. (5%)

b) Report: a comprehensive paper that integrates the application of multiple ethnographic tools (i.e., observation, interviews, visuals) and comprehensive analysis. The final report is due in April 2015. (30%)

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#### *Group Discussions (5%)*

Participation of all students is critical in this course. The success of your own learning and others depends on your level of engagement in all aspects of the course. You are expected to 'check in' regularly to the course on cuLEARN, actively participate in the discussions by sharing intercultural 'moments', interact with others and explore connections between our everyday encounters and the

theory of intercultural communication. Recognizing that students will be logging in at different times, the discussions are open for extended periods of time to allow for some flexibility. A rubric for the discussion groups has been set up and you are encouraged to review expectations and set a learning target for yourself.

<b>Course Requirements</b>	<b>Grading</b>
Experiential Activities Six mini-activities, each one worth 5%	30%
Group Projects Two group projects, each one worth 15%	30%
Independent Research Project Overview (5%) and Final Paper (35%)	35%
Group Discussions	5%
<b>TOTAL</b>	<b>100%</b>

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## GRADING

Completion of all course components is required and the final grade will be stated as a letter grade (see Additional Information section).

Students can access information about their grades on any assignment throughout the year by accessing the grade book on the BUSI 3700B course page in cuLEARN.

\*\*\* students are required to keep a hard copy of any assignment submitted online. There may be occasions where the assignment is not received by the Instructor due to technical problems.

\*\*\* students are responsible for following the calendar and submitting assignments on time. As this is a course offered across many time zones, EST (Ottawa time) will be used as a reference point. This means that assignments will be accepted up to midnight EST on the scheduled date.

\*\*\* cuLearn provides confirmation of assignment submissions, but it is the final responsibility of the student to ensure that the instructor has received the assignment.

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## TECHNOLOGY

Students will have access to all course materials and assignments through cuLEARN ([www.carleton.ca](http://www.carleton.ca)). Should you need support with cuLEARN, you should review information on the Carleton website: Student Support for cuLEARN.

Any unresolved questions can be answered by Carleton's Computing Services (CCS) [ccs\\_service\\_desk@carleton.ca](mailto:ccs_service_desk@carleton.ca); Tel: 613-520-3700.

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## COURSE SCHEDULE

### September

- Access to the course including calendar, notices, welcome from the instructor and more.
- Review Course Outline; familiarize yourself with the course requirements and structure.
- Complete introduction
- Connecting with other students

### The Sojourn Experience

- Online lecture and readings
- Participate in discussion forum
- Complete experiential activity #1

### October

#### Exploring Culture 1

- Online lecture and readings
- Participate in discussion forum
- Complete experiential activity #2

### November

#### Communication 1 and 2

- Online lectures and readings
- Complete experiential activity #3
- Complete Group Project #1

### December

- Complete Independent Research Project proposal

### February

#### Exploring Culture II

- Online lectures and readings
- Participate in discussion forum
- Complete experiential activity #4 and #5

### March

#### Space and Design Unit

- Online lectures and readings
- Participate in discussion forum
- Complete group project #2

### April

- Complete experiential activity #6
- Submit Independent Research Project

The work will ideally correspond with your experiences as a sojourner including transition in and out of the host culture, adjustment to new experiences, and interaction with others.

Students should check the dates on cuLearn for all units, review the academic dates for their host university, and notify the instructor immediately of any conflicts with the schedule.

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## GROUP PARTICIPATION

Where numbers warrant, students may be assigned to a group to facilitate discussion and team work. Each member's contribution to the group is vital. Participation in the group means:

- Joining in the group discussions scheduled for each module (*on line* and *on task*).
- Offering a question, answer, information, or opinion that helps others to explore the situations and issues presented.
- Listening carefully to others in the group, eliciting the opinions and knowledge of other students, and helping each person feel comfortable as they contribute.

While students may be working in pre-determined groups, every effort will be made to ensure students have a chance to talk across cultures and share information and experiences throughout the year. If you have a group assignment, you may find the information about group work on the Spratt website useful.

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## ADDITIONAL INFORMATION

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### *Medical certificate*

Please note that in all occasions that call for a medical certificate you must use or furnish the information demanded in the standard university form.

<http://www1.carleton.ca/registrar/forms/>

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### *Grading*

In accordance with the Carleton University Undergraduate Calendar (p 34), the letter grades assigned in this course will have the following percentage equivalents:

A+ = 90-100    B+ = 77-79    C+ = 67-69    D+ = 57-59

A = 85-89    B = 73-76    C = 63-66    D = 53-56

A - = 80-84    B - = 70-72    C - = 60-62    D - = 50-52

F = Below 50    WDN = Withdrawn from the course

ABS = Student absent from final exam

DEF = Deferred (See above)

FND = (Failed, no Deferred) = Student could not pass the course even with 100% on final exam

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### *Academic Regulations, Accommodations, Plagiarism, Etc.*

University rules regarding registration, withdrawal, appealing marks, and most anything else you might need to know can be found on the university's website, here:

<http://calendar.carleton.ca/undergrad/regulations/academicregulationsoftheuniversity/>

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*Requests for Academic Accommodations*

**Academic Accommodations for Students with Disabilities**

The Paul Menton Centre for Students with Disabilities (PMC) provides services to students with Learning Disabilities (LD), psychiatric/mental health disabilities, Attention Deficit Hyperactivity Disorder (ADHD), Autism Spectrum Disorders (ASD), chronic medical conditions, and impairments in mobility, hearing, and vision. If you have a disability requiring academic accommodations in this course, please contact PMC at 613-520-6608 or [pmc@carleton.ca](mailto:pmc@carleton.ca) for a formal evaluation. If you are already registered with the PMC, contact your PMC coordinator to send me your **Letter of Accommodation** at the beginning of the term, and no later than two weeks before the first in-class scheduled test or exam requiring accommodation (*if applicable*). After requesting accommodation from PMC, meet with me to ensure accommodation arrangements are made. Please consult the PMC website for the deadline to request accommodations for the formally-scheduled exam (*if applicable*).

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*For Religious Obligations*

Students requesting academic accommodation on the basis of religious obligation should make a formal, written request to their instructors for alternate dates and/or means of satisfying academic requirements. Such requests should be made during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist, but no later than two weeks before the compulsory event.

Accommodation is to be worked out directly and on an individual basis between the student and the instructor(s) involved. Instructors will make accommodations in a way that avoids academic disadvantage to the student.

Students or instructors who have questions or want to confirm accommodation eligibility of a religious event or practice may refer to the Equity Services website for a list of holy days and Carleton's Academic Accommodation policies, or may contact an Equity Services Advisor in the Equity Services Department for assistance.

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*For Pregnancy:*

Pregnant students requiring academic accommodations are encouraged to contact an Equity Advisor in Equity Services to complete a letter of accommodation. The student must then make an appointment to discuss her needs with the instructor at least two weeks prior to the first academic event in which it is anticipated the accommodation will be required.

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### *Academic Integrity*

Violations of academic integrity are a serious academic offence. Violations of academic integrity – presenting another’s ideas, arguments, words or images as your own, using unauthorized material, misrepresentation, fabricating or misrepresenting research data, unauthorized co-operation or collaboration or completing work for another student – weaken the quality of the degree and will not be tolerated. Penalties may include expulsion; suspension from all studies at Carleton; suspension from full-time studies; a refusal of permission to continue or to register in a specific degree program; academic probation; and a grade of Failure in the course, amongst others. Students are expected to familiarize themselves with and follow the Carleton University Student Academic Integrity Policy which is available, along with resources for compliance at <http://www2.carleton.ca/sasc/advisingcentre/academic-integrity/>

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### *Assistance for Students:*

Student Academic Success Centre (SASC): [www.carleton.ca/sasc](http://www.carleton.ca/sasc)

Writing Tutorial Services: <http://www1.carleton.ca/sasc/writing-tutorial-service/>

Peer Assisted Study Sessions (PASS): [www.carleton.ca/sasc/peer-assisted-study-sessions](http://www.carleton.ca/sasc/peer-assisted-study-sessions)

### **Important Information:**

- Students must always retain a hard copy of all work that is submitted.
- All final grades are subject to the Dean’s approval.

Please note that you will be able to link your CONNECT (MyCarleton) account to other non-CONNECT accounts and receive emails from us. However, for us to respond to your emails, we need to see your full name, CU ID, and the email must be written from your valid CONNECT address. Therefore, it would be easier to respond to your inquiries if you would send all email from your connect account. If you do not have or have yet to activate this account, you may wish to do so by visiting <https://portal.carleton.ca/>