

University of Arkansas – Fort Smith
5210 Grand Avenue
P. O. Box 3649
Fort Smith, AR 72913-3649
479-788-7000

General Syllabus

MGMT 32043 Cross Cultural Relations

Credit Hours: 3 Lecture Hours: 3 Laboratory Hours:

Prerequisite: Admission to the College of Business or consent of instructor

Effective Catalog: 2019-2020

I. Course Information

A. Catalog Description

Studies how organizations, both profit and not-for-profit, deal with people of different cultures internally and externally. Emphasizes how cultural sensitivity and awareness of different perceptions, values and traditions are critical for success. Students come to understand these differences and learn not to rely on self-referential criteria.

II. Student Learning Outcomes

A. Subject Matter

Upon successful completion of this course, the student will be able to:

1. Describe the importance of culture in today's changing environment and the need to study it.
2. Explain the differences in cultural values both within the organization and external to the organization.
3. Demonstrate the avoidance of ethnocentrism and ability to communicate effectively across cultures.
4. Analyze global environment adjustments necessary to increase cross cultural awareness.

B. University Learning Outcomes

This course enhances student abilities in the following areas:

Global and Cultural Perspectives

Students will appreciate and reflect upon cultural differences and their implications for interacting with people from cultures other than their own. Students will demonstrate an understanding of their discipline in a global environment and apply the principles of their discipline within a global environment. Students will demonstrate how their discipline impacts or is impacted by those of different cultures.

III. Major Course Topics

- A. Importance of Culture in Today's Changing Environment
- B. Cross Cultural Myths
- C. Cultural Universals
- D. Ethnocentrism
- E. Communicating Across Cultures
- F. Contrasting Cultural Values
- G. Negotiating Across Cultures
- H. Developing Global managers