1. DESCRIPTION
This course is designed to provide students with an understanding of cultural aspects pertaining to global business, and thereby increasing their awareness of the cultural factors that motivate decisions and behaviour in the business world. Students will gain an understanding of how the business cultures in the rest of the world diverge from their own, and will develop the cultural understanding, attitudes, and communication skills needed to function appropriately within an increasingly global and multicultural working environment.

2. JUSTIFICATION
Students will consider the different cultural aspects in doing business abroad. The students will experience several cultural etiquettes performed around the globe.

3. OBJECTIVES
3.1. GENERAL
The objective of this course is to provide students the general knowledge on how to use cultural factors in order to succeed in international business. Students will be able to analyze and examine several cultural factors and their implications in conducting businesses abroad.

3.2. SPECIFIC
After the completion of this course students will be able to identify issues related to Cross-cultural Communications, global perspectives and ethics in marketing.

4. COMPETENCIES
- To critically analyze culture in business transactions
- To be familiar with world current events related to business
- To analyze and discuss international trade agreements
### 5. COURSE CONTENT OUTLINE

<table>
<thead>
<tr>
<th>Date</th>
<th>Specific Competencies</th>
<th>Content</th>
<th>Homework/projects/ assignments (Non-Contact Hours)</th>
<th>ASSESSMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Week of M, May 3rd</strong></td>
<td>Determine the importance of demography</td>
<td>Rules, Introduction, Diagnostic</td>
<td>Global Rankings Readings</td>
<td>Determines the importance of global rankings Q1</td>
</tr>
<tr>
<td><strong>Week of M, May 10th</strong></td>
<td>Understand current global events</td>
<td>Lecture: Relationship between Demography and International Marketing.</td>
<td>Cereal Box Project</td>
<td>Identifies the relevance of the field of Demography. Q2</td>
</tr>
<tr>
<td><strong>Week of M, May 17</strong></td>
<td>Illustrates cultural differences in advertisement</td>
<td>Cases: Developing a Global Vision</td>
<td>Sharia Law Debate Research</td>
<td>Identifies the importance of assimilating other global views. Q3</td>
</tr>
<tr>
<td><strong>Week of M, May 24</strong></td>
<td>The student constructs techniques to forecast market tendencies</td>
<td>Cases: Market Tendencies</td>
<td>Cultural Etiquettes</td>
<td>Develops techniques to forecast market tendencies. <strong>Midterm</strong></td>
</tr>
<tr>
<td><strong>Week of M, May 31st</strong></td>
<td>Analyzes differences in business transactions in South East Asia</td>
<td>Cases: Religious aspects of international business</td>
<td>Cultural Etiquettes</td>
<td>Assesses the differences among religions and its relationship with i-business. Q4</td>
</tr>
<tr>
<td><strong>Week of J, June 7th</strong></td>
<td>The students identifies perspectives opportunities in international marketing</td>
<td>Cases: Global Perspectives in Market Research</td>
<td>Product Failure Research</td>
<td>Differentiates the global perspectives in international marketing. Q5</td>
</tr>
<tr>
<td><strong>Week of J, June 14</strong></td>
<td></td>
<td>Cases: Ethics in Marketing.</td>
<td>Prearranged Marriages Debate Research</td>
<td>Establishes the relevance in analyzing ethics in marketing. Q6</td>
</tr>
<tr>
<td><strong>Week of J, June 21st</strong></td>
<td></td>
<td>Cases: Global Competition</td>
<td></td>
<td>Illustrates cases of global competition. <strong>FINAL</strong></td>
</tr>
</tbody>
</table>
6. METHODOLOGY
Classes will be conducted by analyzing and discussing cases, and preparing debates and group presentations. A final team presentation will be presented.

7. EVALUATION
EVALUATION METHODOLOGY
Weekly quizzes, class discussion and presentations

7.2 Performance Markers

- Distinguishes between several cultural aspects related to global trade
- Assesses potential business and negotiating techniques related to business transactions

7.3 Weighting

- Every Thursday there will be QUIZ (total 6; 3 for each term): 30%
- Class discussion and class participation: 40%
- Students presentations on a give topic: 30%

- Mid Term on the 4th Week of classes: Thursday, May 27th
- Final on the last week of class: Thursday, June 24th

8. BIBLIOGRAPHY

8.1 REQUIRED:
- Copies of selected cases are in the copy center:

8.2 COMPLEMENTARY:
- What were they thinking? By Robert M. Mc Math y Tom Forbes
- A guide to Cultural Etiquette by Carol Turkington.
- The Economist, National Geographic.

8.3 HANDOUTS/READINGS:
- Foreign Policy Journals
- Economist Daily Charts
8.4 WEBLIOGRAPHY:
- bbcnews.com
- www.cnn.com
- www.ft.com
- www.economist.com
- http://www.revistalideres.ec/

CLASSROOM POLICIES
- No cell phones
- No hats, caps
- No food
- No radios, mp3, etc
- Plagiarism not allowed
- Punctuality
- Notebook required.
- There are no make-up exams.
- For complete class regulations review UEESS rules and regulations.

9. FACULTY INFORMATION

<table>
<thead>
<tr>
<th>NAME: M.B.A. ISIDRO FIERRO</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACADEMIC CREDENTIALS-UNDERGRAD:</td>
</tr>
<tr>
<td>B.S. Molecular Biology, California State University, Fresno.</td>
</tr>
<tr>
<td>GRADUATE:</td>
</tr>
<tr>
<td>M.Sc. Biology, California State University, Fresno.</td>
</tr>
<tr>
<td>M.B.A. Universidad Federico Santa María Campus Guayaquil</td>
</tr>
<tr>
<td>M.B.A. Universidad de Lleida, Cataluña, Spain.</td>
</tr>
<tr>
<td>E – mail: <a href="mailto:isfierro@uees.edu.ec">isfierro@uees.edu.ec</a></td>
</tr>
</tbody>
</table>

10.- FACULTY SIGNATURE AND OR DEAN/DIRECTOR’S APPROVAL (SIGNATURE)

Prepared by: Isidro Fierro Date: April, 2010

Reviewed by: Dean Mónica Reynoso Date: April, 2010