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
## 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>Friday, Sept 3rd</strong></td>
<td>Determines the importance of demography</td>
<td>Rules, Introduction, Diagnostic</td>
<td>Global Rankings Readings</td>
<td>Determines the importance of global rankings</td>
</tr>
<tr>
<td><strong>Saturday, Sept 4</strong></td>
<td>Identifies current global events</td>
<td>Lecture: Relationship between Demography and International Marketing.</td>
<td>Global dos and don’ts debate</td>
<td>Identifies the relevance of the field of Demography. Q1</td>
</tr>
<tr>
<td><strong>Friday, Sept 10</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.</td>
</tr>
<tr>
<td><strong>Saturday, Sept 11</strong></td>
<td>The student constructs techniques to forecast market tendencies</td>
<td>Cases: Market Tendencies</td>
<td>Cereal Box Project</td>
<td>Develops techniques to forecast market tendencies. Q2</td>
</tr>
<tr>
<td><strong>Friday, Sept 24</strong></td>
<td></td>
<td></td>
<td>Midterm Exam</td>
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</tr>
<tr>
<td><strong>Friday, Oct 1st</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.</td>
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<tr>
<td><strong>Saturday, Oct 2nd</strong></td>
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<td></td>
<td>Q3</td>
</tr>
<tr>
<td><strong>Friday, Oct 8</strong></td>
<td>The student 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.</td>
</tr>
<tr>
<td><strong>Saturday, Oct 9</strong></td>
<td></td>
<td></td>
<td>Case: Ethics in Marketing.</td>
<td>Prearranged Marriages Debate Research</td>
</tr>
<tr>
<td><strong>Friday, Oct 15</strong></td>
<td></td>
<td></td>
<td>Case: Standardize Marketing campaign in Kazakhstan.</td>
<td>Establishes the relevance in analyzing ethics in marketing.</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
Two quizzes every term, class discussion, case analysis 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

- Two quizzes every term: 50%
- Class discussion and class participation: 25%
- Students presentations on a give topic: 25%

- Mid Term on the 4th Week of classes: Friday, September 24
- Final on the last week of class: Friday, October 22nd

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 WEBBIOGRAPHY:
- 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 UESS rules and regulations.

9. FACULTY INFORMATION

NAME: M.B.A. ISIDRO FIERRO

ACADEMIC CREDENTIALS-UNDERGRAD:
B.S. Molecular Biology, California State University, Fresno.

GRADUATE:
M.Sc. Biology, California State University, Fresno.
M.B.A. Universidad Federico Santa María Campus Guayaquil
M.B.A. Universidad de Lleida, Cataluña, Spain.

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10. FACULTY SIGNATURE AND OR DEAN/DIRECTOR’S APPROVAL
(SIGNATURE)
Prepared by: Isidro Fierro Date: August, 2010
Reviewed by: Dean Mónica Reynoso Date: August, 2010