

ILLINOIS INSTITUTE OF TECHNOLOGY
Stuart School of Business

BUS 381 – Understanding Cultures

Monday and Wednesday 10:00 – 11:15 a.m. - Fall 2009

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COURSE OVERVIEW

Knowledge of different cultures is vital in our rapidly changing world. Culture can be defined in many different ways, including national culture, socioeconomic culture, community culture, and family culture. In this course we will focus on three dimensions of culture: 1) the macro dimensions, which include national-level historical, political, and economic aspects, 2) the intermediate dimensions, which are centered on more local aspects, including family dynamics, gender and ethnicity, language, sports teams, personal identity, etc, and 3) the micro dimensions associated with individual households and their inhabitants. As we explore these dimensions we will bring to the forefront the relationships and influences culture has on business creation, development, growth and sustainability.

We will explore the essence of culture by looking at how faith, values, and attitudes shape socioeconomic systems. Special attention will be placed on emerging markets that are at the forefront of radical transition and culture change. You will also explore your own heritage, ethnicity, and unique cultural attributes.

COURSE DESCRIPTION

The primary objectives of the course are three fold: 1) To provide students with an introduction and overview of the components and complexities of culture, 2) To gain insights and knowledge on how culture impacts, shapes, and influences socioeconomic development, and 3) To develop critical thinking skills that can be used and practically applied.

The course blends theoretical concepts, functional business components, and creative thinking with practical applications that can be used to foster creativity, innovative thinking, and good citizenship in different cultural business settings.

Through a series of exercises and projects, students will use their personal knowledge and experiences to make strategic decisions and justify those decisions through oral and written communications.

COURSE OBJECTIVES

1. Learn how to dissect, analyze, and understand how history, faith, politics, economics, and community shape socioeconomic behavior.
2. Learn how to frame, differentiate between, and assess the macro, intermediate, and micro dimensions of culture and how they shape socioeconomic development.
3. Learn how the arts, entertainment, media, and technology shape and impact cultural aspirations, actions, and beliefs.
4. Learn how culture impacts entrepreneurship, business development, and socioeconomic growth and prosperity.
5. Use cultural awareness skills to accelerate one's ability to gain employment and contribute to the community.

CONDUCT OF THE COURSE

The course will be conducted on a lecture, discussion, workshop, and project basis. Participation in classroom discussions is highly encouraged since it is a significant part of the grading process.

Be flexible. The syllabus is a guideline. There will be some changes in direction as we proceed through the term, the course, and the materials. Be ready for - and not surprised by - change. Chaos, stress, and uncertainty are all aspects associated with entrepreneurship and all enterprise developments, large or small.

Some sections of the course will be led by other professors, experts, and business leaders. Be extra prepared prior to these course meetings as these very special guests are taking time to share and help us learn.

Create balance. The course will include both structured classroom learning and independent activities and projects. Students are encouraged and expected to undertake tasks, activities, and responsibilities that are a normal part of being an engaged cultural savvy global citizen.

COURSE READINGS

The course will draw from the following readings:

Required Text*

“The World’s business cultures and how to unlock them,” by Tomalin and Nicks, Second Edition, 2008, Thorogood Publishing, London, UK, ISBN 1-854183-69-9

*The text book is mandatory. You must bring your book to class and have me sign it by August 31, 2009. Failure to have your own book by August 31 will count as an absence.

Supplementary Readings

"The [Re]-Emergence of Family Business in the Transforming Soviet Bloc: Family Contributions to Entrepreneurship Development in Romania," *Family Business Review*, Journal Of The Family Firm Institute, Family Business in Eastern Europe, Volume X, Number 3, Fall 1997.

“Entrepreneurial orientation and Family Forces in the New Germany: Similarities and Differences Between East and West German Entrepreneurs,” Pistrui, et al. 2000, *Family Business Review*, September 2000.

“Entrepreneurship in China: Characteristics, Attributes, and Family Forces Shaping the Emerging Private Sector,” Pistrui, et al. 2001, *Family Business Review*, June 2001.

“Islam, Entrepreneurship and Business Values in the Middle East,” *International Journal of Entrepreneurship and Innovation Management*, Interscience Publishers, Geneve, Switzerland, forthcoming, 2010.

“Outliers: The Story of Success,” Little Brown & Co., NY, NY, 2008, ISBN 978-0-316-01792-3

“Made in China,” by Sull, Harvard Business School Press, Boston, MA, 2005, ISBN 1-59139-715-4

“Let Fury Have The Hour: The Punk Rock Politics of Joe Strummer,” Edited by D’Ambrosi, Nation Books, NY, NY, 2004, ISBN1-56025-625-7

“Trust, The Social Virtues and the Creation of Prosperity,” by Fukuyama, Simon and Schuster, NY, NY, 1995, ISBN 0-684-82525-2

“Culture Matters: How Human Values Shape Human Progress,” Edited by Harrison and Huntington, Basic Books, NY, NY, 2000, ISBN 0-465-03175-7

“Dubai & Co. Global Strategies for Doing Business in the Gulf States,” McGraw Hill, NY, NY, 2008, ISBN 978-0-07-149413-7

“The New Gulf: How Modern Arabia is Changing the World For Good,” Motivate Publishing, Dubai, UAE, 2008, ISBN 978-1-86063-229-7

List of Periodicals

- Financial Times*
- WSJ*
- International Herald Tribune*
- Chicago Tribune*
- New York Times*
- Crain’s Chicago Business*
- Economist*
- Family Business Magazine*
- BusinessWeek*
- National Geographic*
- Current History*
- Foreign Affairs*
- Monocle*
- Foreign Policy*

SUGGESTED GRADE COMPUTATION

The Culture of You and I and Us	30 points
Cultural Microcosms that Shape Our World	30 points
Integrating Project and Presentation	30 points
Attendance, Engagement and Contributions	10 points

EXTRA CREDIT OPPORTUNITY

You have an excellent opportunity to earn up to 10 in extra credit points toward your final grade by doing one of the following:

1. Attend 3 Innovation and Entrepreneurship Academy events (IEA) 10 points
and the CEO Conference (October 22-24, McCormick Place)
2. Attend 3 IEA events or the CEO Conference 5 points
3. Write a short paper (10-12 pages) on an agreed upon topic 5-10 points

You may choose only one out of the three for a total of 10 points.

GENERAL POLICIES

1) Attendance, Punctuality, and Participation: Prompt and regular attendance is important and required. All students are expected to actively and regularly participate in class discussion. Please take special note that you get one (1) unexcused absence. If you miss more than two (2) classes your grade will be reduced by one (1) grade level (for example, from a B to a C). Prompt attendance is important. You get one (1) free tardy pass for coming late (after 10:05 am) to class. If you are late for class by 5 minutes or more a total of three (3) times your grade will be lowered by one (1) grade level (for example from B to a C).

2) Late Assignments: No assignments will be accepted after their due date without prior excuse unless the circumstances responsible are such that, in the judgment of the instructor, prior excuse could not have been obtained.

3) Collaboration: Developing teamwork and communication skills are important elements of this course. Group work, discussion and in-class exercises are important.

4) Self-directed learning is an important aspect of the course. Working independently on the three assignments will provide some valuable learning and insights into entrepreneurship and new venture formation.

COURSE OUTLINE

Date, Topics and Ideas	Assignment(s)/Activities	Things You Need to Know
8/24 Introduction & Overview, What is Culture? Dimensions, Themes and Forces	Who am I and where do I come from? Chapter 1 Risky Business	Attendance is Key Buy the Book Engage & Enjoy
8/26 Culture Starts With You Culture and Enterprise – Chapter 1 Risky Business	You and Culture Assignment Who am I and where do I come from? – Presentations Read Chapter 2 “The [Re]-Emergence of Family Business” - FBR	30 points and you Get your book signed Start digging & engaging
8/31 Chapter 2 Unlocking Culture The Role of the Family Network System	Mapping Your Family Network System Developing Your Outline and Project Plan Chapter 3 How People Think	Write everything down Listen Employ all senses
9/2 Chapter 3 How People Think The Lives of Others	My Year to Today You and Culture Updates Cultural Microcosms that Shape Our World	Look at the year you were born What cultural dimensions have changed Using your outline – You

	<p>Read Chapter 4 Cultural Behavior</p> <p>Read “Entrepreneurial orientation ad Family Forces in the New Germany” - FBR</p>	and Culture due on 9/14
9/7 Labor Day	Work on assignments and readings	Enjoy the Weekend
9/9 Chapter 4 Cultural Behavior Cultural Microcosms – The New Germany The Lives of Others	<p>You and Culture Project Updates</p> <p>Cultural Microcosms that Shape Our World Project</p> <p>Find Articles & Clips</p> <p>Read Chapter 5 Cultural Sensitivity</p> <p>Research the Austrian Trade Commission Chicago web site</p>	<p>Go rent the movie</p> <p>Watch it</p> <p>You and Culture due on 9/14</p>
9/14 FIELD TRIP Franz Roessler Austrian Trade Commission 500 N. Michigan Avenue, Suite 1950 Chicago, IL 60611 T: +1 312 644-5556 F: +1 312 644-6526 chicago@austriantrade.org http://advantageaustria/us	<p>You and Culture due</p> <p>Find Articles and Clips</p> <p>Read Chapter 5 Cultural Sensitivity</p> <p>Read The Ethnic Theory of Plane Crashes</p>	<p>Practice your presentation</p> <p>Dig beyond YouTube</p> <p>Engaging the marketplace can be fun</p>
9/16 Chapter 5 Cultural Sensitivity Cultural Microcosms – The New Germany	<p>You and Culture - presentations</p> <p>Articles, Clips and Discussion</p> <p>Read Chapter 6</p>	<p>Cultural Microcosms is 30 points</p> <p>Read The Ethnic Theory of Plane Crashes</p> <p>Ask yourself... am I a good</p>

	<p>Communication</p> <p>Read The Ethnic Theory of Plane Crashes</p>	communicator?
<p>9/21</p> <p>Chapter 6 Communication</p> <p>The Ethnic Theory of Plane Crashes</p>	<p>You and Culture – presentations – continued</p> <p>The Friendly Skies and Culture</p> <p>Read “Entrepreneurship in China: Characteristics, Attributes, and Family Forces” - FBR</p>	<p>Bring together Cultural Microcosms – The New Germany</p> <p>Employ the tools, techniques, frameworks and methods</p> <p>Influence of Germany on Chicago</p>
<p>9/23</p> <p>Cultural Microcosms – China</p> <p>Confucianism, Communism and Change</p> <p>Sand Pebbles</p>	<p>Cultural Microcosms Project</p> <p>“Entrepreneurship in China: Characteristics, Attributes, and Family Forces” – FBR</p> <p>Read Chapter 7 Leadership and Decision Making</p> <p>Find Articles and Clips</p>	<p>Rent the movie</p> <p>Watch it</p> <p>Get your Microcosms Project under control</p>
<p>9/28</p> <p>Cultural Microcosms – China</p> <p>Chapter 7 Leadership and Decision Making</p> <p>Sand Pebbles</p>	<p>Cultural Microcosms Project</p> <p>The Emerging Breed of Chinese Business Leaders</p> <p>Articles, Clips and Discussion</p> <p>Read “Conduct Reconnaissance into the Future.”</p>	<p>Work on the project</p> <p>Visit Chinatown</p> <p>Check out www.chinadaily.cn</p>
<p>9/30</p> <p>Cultural Microcosms – Germany and China</p>	<p>Cultural Microcosms Project – Time for</p>	<p>Be visual with your project</p>

Engaging Culture like an Anthropologist	<p>Organization and Integration</p> <p>Navigating Emerging Markets</p> <p>Read Chapter 8 Teams Motivation and Feedback</p>	<p>Seek more to make it better</p> <p>Do something!</p>
<p>10/5</p> <p>Cultural Microcosms – The Middle East GCC</p> <p>Islam and Culture</p> <p>Motivation and Feedback</p>	<p>Cultural Microcosms Project – in class updates</p> <p>The Rise of the City-State</p> <p>Gender and Islam in the Middle East</p> <p>Read “Islam, Entrepreneurship and Business Values”</p>	<p>Work on comparing and contrasting cultures</p> <p>Formulate questions and seek answers</p> <p>Work on written communications</p>
<p>10/7</p> <p>Cultural Microcosms – The Middle East GCC</p> <p>Islam and Entrepreneurship</p> <p>Syiana</p>	<p>Cultural Microcosms Project</p> <p>“Islam, Entrepreneurship and Business Values”</p> <p>Find Articles and Clips</p> <p>Read Chapter 9 Meetings and Negotiations</p>	<p>Focus</p> <p>Put in the extra effort</p> <p>Be visual and organized</p>
<p>10/12-10/14</p> <p>Break</p>	<p>Work on assignments and readings</p>	<p>Enjoy the Break</p>
<p>10/19</p> <p>Cultural Microcosms – The Middle East GCC</p> <p>Chapter 9 Meetings and Negotiations</p> <p>Syiana</p>	<p>Cultural Microcosms Project</p> <p>Articles, Clips and Discussion</p> <p>Integrating Project</p>	<p>Project due on 10/26</p> <p>Cites, facts, figures</p> <p>Visual and nice reading</p>

	Read “Think Again: Addressing Misconceptions about the GCC,” Rehman	
10/21 Cultural Microcosms - Germany, China and the GCC Perceptions and Misconceptions of Emerging Cultures	Cultural Microcosms Project Blending the Microcosms and the Units of Analysis Presenting, Packaging and Promoting “Think Again: Addressing Misconceptions about the GCC,” Rehman Finalize your Project	Hunker down and do it Panic, but just for a minute Make yourself proud
10/26 Cultural Microcosms Project Completion	Hand in Project Presentations Read Chapter 10 Gift-giving and Hospitality	Share Explore Communicate
10/28 Cultural Microcosms Project Completion – continued Chapter 10 Gift-giving and Hospitality	Presentations – continued Integrating Project Outline and Project Map Planning a Business Trip Interviewing a Trade Commission Officer Compiling Data and Artifacts Take Pictures Compile Articles, Clips and prepare for Discussion	Web as a starting place Travel agent Passport & Visa requirements Insurance Schedule Lodging
11/2		

<p>Profiling a Country, its Culture and Economic Opportunities</p> <p>Developing Questions and Preparing for a Cross Cultural Interview</p>	<p>Integrating Project - Update Presentations</p> <p>Articles, Clips and Discussion Q&A and Discussion on Business Trip Planning and Interviewing</p> <p>Read “The Revenge of Geography,” by Kaplan</p>	<p>Is there a local chamber of commerce?</p> <p>Where are the offices of the Consul General?</p> <p>The CIA website</p>
<p>11/9</p> <p>Profiling a Country, its Culture and Economic Opportunities - continued</p> <p>The Role of Geography in Shaping Culture</p>	<p>Integrating Project - Update Presentations</p> <p>Articles, Clips and Discussion</p> <p>“The Revenge of Geography,” by Kaplan</p> <p>Read Is America in Decline? By Zakaria</p>	<p>Persistence</p> <p>Time-lines</p> <p>Effort and deliverables and drafts</p>
<p>11/11</p> <p>USA Are We in Decline?</p> <p>All the Presidents Men</p> <p>Our Chinatown</p>	<p>Integrating Project</p> <p>Is America in Decline? By Zakaria</p> <p>Read Monocle Uniform Approach – The World and Five Alive - New Regions</p> <p>Chinatown Adventure</p>	<p>Solid bibliography</p> <p>More than one “face to face”</p> <p>Facts, figures, numbers</p> <p>Medical conditions and vaccinations</p>
<p>11/16</p> <p>USA Are We in Decline?</p> <p>All the Presidents Men</p> <p>New World Order – Thoughts and Insights</p>	<p>Integrating Project</p> <p>Is America in Decline? By Zakaria</p> <p>Monocle Uniform Approach – The World and</p>	<p>Solid ruff-draft</p> <p>Tying up loose ends</p> <p>Presentation outline</p>

	Five Alive - New Regions	
11/18 Chinatown Adventure	Fieldtrip to Chinatown Compile Articles, Clips, photos and prepare a presentation	Mini class project Be an anthropologist Have fun
11/23 Chinatown Adventure Integrated Project	Integrated Project - updates Chinatown Adventure Presentation and Discussion Supported with Compile Articles, Clips, photos Read "The Punk Rock Politics of Joe Strummer" by D'Ambrosi	Chicago is a great town! Chinatown is important Culture travels
11/25 Integrated Project Rebellion, the Arts and Cultural Change 24 Hour Party People	Integrated Project – updates "The Punk Rock Politics of Joe Strummer" by D'Ambrosi	Project due 11/30 Proof reader – not you Practice the presentation
11/30 Integrated Project Due 24 Hour Party People	Integrated Project – Hand In and Presentations	Don't be printing the document at 9am in the Student Lounge Bring it together Enjoy
12/2 Integrated Project Presentations Course Wrap-up	Integrated Project Presentations – continued Q&A and Discussion	More confidence Better listener and better communicator Cultural knowledge and sensitivity