COM550: International and Global Communication

Second Six-Week Online Session (May 30 – July 10, 2016)

Instructor: Prof. Tae-seop Lim (Johnston 230, tslim@uwm.edu, 229-6819)

Description of Course Content

This course deals with fundamental issues in international and global communication, particularly in the area of international business communication. Recently, the acceleration in globalization has increased dramatically the necessity to deal with people from other cultures. This course is purported to provide students with the expertise to deal with people with different cultural backgrounds. The course will help students acquire an integrated knowledge base related to culture, communication, and business. Specifically, the course will discuss (i) the impact of culture on people’s behavior in general and at workplace, (ii) theories and perspectives that explain general cultural differences, and (iii) specific business customs and communication behaviors in eight major cultural blocks.

Course Objectives

1. To understand the natures of the emerging global communication
2. To be aware of the problems of and difficulties in global communication
3. To be aware of the relativity of culture, and the necessity to adjust communication and business practices
4. To be familiar with the key theories in Culture and Communication
5. To be familiar with the specific cultural differences in communication behavior surrounding international business and global encounter
6. To enhance competence in international business and globalization
7. To enhance cultural adaptability

Textbook

None. All reading materials are uploaded on CONTENTS.
## Evaluation

Five examinations: 75%

<table>
<thead>
<tr>
<th>Quiz</th>
<th>Percentage</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quiz 1</td>
<td>15%</td>
<td>June 11-12 (Sat – Sun)</td>
</tr>
<tr>
<td>Quiz 2</td>
<td>15%</td>
<td>June 18-19 (Sat – Sun)</td>
</tr>
<tr>
<td>Quiz 3</td>
<td>15%</td>
<td>June 25-26 (Sat – Sun)</td>
</tr>
<tr>
<td>Quiz 4</td>
<td>15%</td>
<td>July 2-3 (Sat – Sun)</td>
</tr>
<tr>
<td>Quiz 5</td>
<td>15%</td>
<td>July 9-10 (Sat - Sun)</td>
</tr>
</tbody>
</table>

Forum Participation: 25%

Participating in a series of 11 discussion forums

**Examinations (75% of the final grade): Quizzes** will be comprised of multiple-choice and True/False questions. Student will take the exam using the QUIZ function of D2L. The exam will cover the materials discussed between the previous exam, if any, and the current exam. For specific test dates are listed above. The Quizzes will be available for a 48-hour span. Most, not all, exam questions will be made from the PowerPoint Slideshows posted in the CONTENT section of the class website.

**Discussion Forums (25% of the final grade):** To make sure all students follow readings, there will be 2 discussion forums each week. On every Monday and Wednesday, there will be a new discussion forum opened, and each forum will last for 3 days. The instructor will post a discussion question on each forum, and students are required to post at least one response to the question. The grade will be based on the frequency (2/3 of the grade) and quality (1/3 of the grade) of participation. Mutual comments among students are encouraged. If you fulfill the minimum level of participation (posting one response to each forum), the highest grade you will get for Forum Participation is 80%. If you fail to participate in any forum, you will lose 8% of the Forum Participation grade (2% of the final grade) for each missed forum.

The following grading scale will be applied:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>94-100% A</td>
<td>90-93.9 A-</td>
</tr>
<tr>
<td>90-93.9 A-</td>
<td>87-89.9 B+</td>
</tr>
<tr>
<td>87-89.9 B+</td>
<td>84-86.9 B</td>
</tr>
<tr>
<td>84-86.9 B</td>
<td>80-83.9 B-</td>
</tr>
<tr>
<td>77-79.9 C+</td>
<td>74-76.9 C</td>
</tr>
<tr>
<td>74-76.9 C</td>
<td>70-73.9 C-</td>
</tr>
<tr>
<td>70-73.9 C-</td>
<td>67-69.9 D+</td>
</tr>
<tr>
<td>67-69.9 D+</td>
<td>64-66.9 D</td>
</tr>
<tr>
<td>60-63.9 D-</td>
<td>0-59.9 F</td>
</tr>
</tbody>
</table>
Bi-Weekly Topics and Reading Assignments*

Week Topics

Week 1-1 (Mon) Business and culture
Week 1-2 (Wed) Theories on Culture and Communication I Hofstede’s cultural dimensions (Individualism-Collectivism)

Week 2-1 (Mon) Theories on Culture and Communication II Worldviews: Analytic versus Holistic
Week 2-2 (Wed) Factors of Culture I: Holism versus Reductionism

Week 3-1 (Mon) Factors of Culture II: High versus Low-Context
Week 3-2 (Wed) Factors of Culture III: Relativism versus Absolutism

Week 4-1 (Mon) Factors of Culture IV: Relational versus Interactional
Week 4-2 (Wed) Factors of Culture V: Relational versus Interactional Face

Week 5-1 (Mon) Factors of Culture VI: Formal versus Informal
Week 5-2 (Wed) Factors of Culture VII: Individualist versus Collectivist Orientation

Week 6-1 (Mon) Factors of Culture VIII: Diffuse versus Specific
Week 6-2 (Wed) Factors of Culture IX: Holistic versus Analytic Values

Course Policies

Credit Hour Policy

Students are expected to put in minimum 24 hours per week, reading class materials (10 hours), participating in discussion (4 hours), and preparing for the exams (10 hours) to achieve the learning goals of this course. Over the semester, an average student needs to put in at least 60 hours in reading, 24 hours in participating in discussion, and 60 hours in exam preparation, which sums up to 144 hours.

Policy on Due Dates and Late Assignments
All assignments will be accepted until midnight on their due date without penalty. After that time, assignments will be accepted with penalty. The amount of penalty will be dependent upon the length of delay.

Policy on Forum Participation

Late participation should be notified by email to earn partial grade.

Written Assignments

All written assignments must be typed, free of grammatical errors, and follow APA style (Publication Manual of the American Psychological Association).

Academic Misconduct

The university has a responsibility to promote academic honesty and integrity and to develop procedures to deal effectively with instances of academic dishonesty. Students are responsible for the honest completion and representation of their work, for the appropriate citation of sources, and for respect of others’ academic endeavors.

A more detailed description of Student Academic Disciplinary Procedures may be found in Regents Policy Statements, UWS Chapter 14 and UWM Faculty Document #1686.

Complaint Procedures

Students may direct complaints to the head of the academic unit or department in which the complaint occurs. If the complaint allegedly violates a specific university policy, it may be directed to the head of the department or academic unit in which the complaint occurred or to the appropriate university office responsible of reinforcing the policy.

Grade Appeal Procedures

A student may appeal a grade on the grounds that it is based on capricious or arbitrary decision of the course instructor. Such and appeal shall follow the established procedures adopted by the department, college, or school in which the course resides. These procedures
are available in writing form the respective department chairperson or the Academic Dean of
the College/School.

On certain occasions students may experience actions on the part of a faculty member, GTA,
or other instructional staff member assigned to the course that cause the student to consider
filing a grievance or grade appeal. The College of Letters and Science Undergraduate
Grievance/Grade Appeal Procedure can be found at
http://www.uwm.edu/letsci/pdf/grievance_procedure.pdf. Please note that the student has
30 working days from the date of the instructor’s action to initiate a formal appeal.

Students are expected to comply with university policies dealing with student misconduct.
Cheating on examinations or lab activities, turning in material which is not your own, or
using someone else's print and/or non-print material without proper citation, collaborating on
assignments, etc., will not be tolerated. Any evidence of cheating, plagiarism, or
misrepresentation of work will be immediately reported to the College of Letters and Science
for disciplinary action. Please see university guidelines for further explanation of academic
misconduct and disciplinary procedures. A more detailed description of Student Academic
Disciplinary Procedures may be found in Regents Policy Statements, UWS Chapter 14 and
UWM Faculty Document #1686.

Participation by Students with Disabilities

If you need special accommodations in order to meet any of the requirements of this course,
please contact me as soon as possible.

Accommodation for Religious Observances

Students will be allowed to complete examinations or other requirements that are missed
because of a religious observance. (Form UWM Faculty Document #1853)

Additional Policies

Additional uniform policies concerning academic misconduct, accommodation for religious
observances, change of grades, drop policy, equal treatment, financial obligation, grade
appeal and complaint procedures, incompletes, participation by students with disabilities,
sexual and racial harassment, record-keeping, and responsibility for evaluating academic
progress may be found on the bulletin board outside the administrative offices of the Department of Communication, in the University of Wisconsin-Milwaukee library, and at the students services office.

University Policies

Refer to the following link:

http://www4.uwm.edu/secu/SyllabusLinks.pdf