



# UDAYANA UNIVERSITY

Republic of Indonesia State University

## FACULTY OF ECONOMICS AND BUSINESS MANAGEMENT INSTITUT OF INTERNATIONAL BUSINESS STUDIES NETWORK

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### IBSN

#### (BA.06) Syllabus of Cross Culture Management Part 1: Theory (Basic)

This course is composed on Bachelor level (advanced / 3<sup>rd</sup> year / last term). It is part of different full degree study programs at Udayana University

- A. Objective
- B. Method of Instruction
- C. Study Plan
- D. Reference Textbooks
- E. Course Assessment
- F. Workload
- G. ECTS
- H. Lecturer

#### A. Objective:

This course in Indonesian is designed for students who are beginners who have not had any background knowledge of Indonesian culture. It is consistently and intentionally focused on providing the students with the description and information regarding many ethnic and culture of Indonesian. The management aspect of cross culture will be discussed in related concepts such as cross culture communication, negotiation, and managing multicultural organization.

#### B. Method of Instruction:

The course will be run via lectures, discussion, case analysis, interviews, writing paper and presentation.

#### C. Study Plan

WEEK	TOPIC
1	<b>INTRODUCTION</b> Course requirement Getting to know to each other; forming teams, QA
2	<b>CLASSICAL DEFINITION OF CULTURE</b> Views of culture Attitude, perception and interpretation of culture, stereotypes, cutlur shock
3	<b>UNDERSTANDING CROSS-CULTURAL COMMUNICATION</b> Major emphasis of Cross Culture

	Element of culture to be observed Cultural demensions
4	<b>NEGOTIATION IN MULTICULTURAL ORGANISATION</b>
5	<b>UNDERSTANDING ETHNIC CULTURES;</b> ETHNIC CULTURES IN INDONESIA
6	<b>BALI AND ITS CULTURE;</b> CEREMONIES AND ARTS. PERSONAL REPORT DUE 1 <sup>st</sup> report is the description of the theory of cross culture with examples
7	- <i>Semester Break</i>
8	- <i>Semester Break</i>
9	<b>EASTERN INDONESIAN ETHNIC CULTURES</b> Sulawesi, Papua, and surrounding areas.
10	<b>WESTERN INDONESIAN ETHNIC CULTURES</b> Kalimantan, Sumatra and Java
11	<b>CASE ANALYSIS OF CROSS CULTURE IN BUSINESS</b> Group presentation, Part 1 <b>PERSONAL REPORT DUE</b> 2 <sup>nd</sup> report is the description of one of the Indonesian ethnic groups you are interested in
12	<b>EXPATRIATE INTERVIEW IN BALI</b> (Group presentation)
13	- <i>Idem</i>
14	<b>CONCLUSION OF THE LECTURE</b> The Instruction for the final examination.

#### D. References

1. Chaney, Lillian and Martin, Jeanette: Intercultural Business Communication, 2013
2. Cushner, K and R. Brislin. 1996. Intercultural Interaction. Oaks: Sage.
3. Gibson, Robert. 2000. International Business Communication. Oxford: OUP.
4. Indonesian an Official Handbook, Jakarta 2012.
5. Indonesian Heritage Vol I and II, Surabaya 2011

#### E. Course Assessment

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|------------------------|-----|
| 1. Class Participation | 10% |
| 2. Case analysis       | 5%  |

- |                          |          |
|--------------------------|----------|
| 3. Expatriate interview  | 5%       |
| 4. Two Minor assignments | 15% each |
| 5. Final Exam            | 50%      |

**Case Analysis;** the students should Collect the information from a company in Bali;

1. What kinds of case you are observing
2. What is the problems, what needs to be solved etc.
3. What cause the problems and how it should be solved.
4. Can you think the actions to help the situation?

**Expatriate Interview:** Students should interview a business person working in Bali, asking for the difficulties and the advantages working in foreign countries.

1. What is the country of origin of the person and what are the differences in culture between his/her culture and the culture in Bali or Indonesia?
2. What experiences were the most challenging, satisfying and puzzeling?
3. What advices should be given to others for a success.

**Two minor assignments** should be fulfilled for the whole semester. One major assignment for the final test. The topics for those assignments will be discussed in class;

1. The first assignment is the description of the understanding of the basic theory of cross culture with examples.
2. The second assignment concerns with the description of one of the Indonesian ethnic cultures.
3. The major assignment as the final examination will concern with a cultural Analysis.

#### **F. Workload**

Workload: in class 30 hours, in total 102

Attendance: 75% (signature)

#### **G. Credit Point**

4 ECTS

#### **H. Lecturer**

All lecturers in the B.A. program are full accredited at UDAYANA UNIVERSITY. They have been appointed to the Faculty of Economics and Business with all academic duties and rights. Lecturers can be changed without notice. For each term see updated table.

