BUSI 3344 COURSE SYLLABUS
College of Business Administration
Texas A&M University - Central Texas

Course Information

Course Number/Section  BUSI 3344-115
Course Title               Global Business
Term                      Summer 2018
Days & Times              Online
Class Location            Canvas

Instructor Contact Information

Instructor  Soo Jung Kim, PhD.
Email       Soojung.kim@tamuct.edu
Student-instructor interaction
The easiest way to contact me is through email. I will be out of the country for the semester but I will respond within 48 hours to emails. I will make an announcement on Canvas if I will be out of contact for an extended period of time. Please check Canvas periodically for announcements and course content.

Mode of Instruction and Course Access

This course is a 100% online course and uses the TAMUCT Canvas Learning Management System: [https://tamuct.instructure.com]. There are instructions that will follow in this to assist you with gaining access and technical support. It will be essential that you have a familiarity with the general use of Power Point, Microsoft Word and the Internet at a minimum.

911 Cellular:

Emergency Warning System for Texas A&M University-Central Texas 911Cellular is an emergency notification service that gives Texas A&M University-Central Texas the ability to communicate health and safety emergency information quickly via email, text message, and social media. All students are automatically enrolled in 911Cellular through their myCT email account.

Connect at 911Cellular [https://portal.publicsafetycloud.net/Texas-AM-Central/alert-management] to change where you receive your alerts or to opt out. By staying enrolled in 911Cellular, university officials can quickly pass on safety-related information, regardless of your location.
COURSE INFORMATION

**Course Description:** Broad coverage of key concepts and issues in the modern global business environment. Emphasis will be placed on political, financial, cultural and regulatory effects on the operations of businesses in the global environment.

**Course Objectives:** This course is designed to increase the student's understanding of the complexity and the continuously evolving nature of Global Business. The course will introduce topics, such as the role of trade, investment liberalization, economic integration, and the multinational enterprise. The influence of cultural, social, religious, economic, political, geographic, philosophical, and environmental forces on the competitiveness of an international business will be examined.

**Student Learning Outcomes:** At the conclusion of the course the student should be able to:

1. Develop cross-cultural sensitivity to interact with individuals from different cultures in a business setting.
2. Analyze the cultural, legal, political, and economic forces of international business environment.
3. Understand specific trade and investment theories.
4. Understand the impact of government intervention and trade agreements on global business decisions.
5. Explain the reasons and methods of entering international business through foreign markets and through domestic import/export markets.
6. Select appropriate entry modes and business organization models to match strategic international business marketing and/or production objectives.
7. Apply basic marketing, management, and human resource principles to doing business in various countries.

**Required Reading and Textbook**

International Business: The Challenges of Globalization, 8/E  
Authors: John J. Wild & Kenneth J. Wild  
Publisher: Pearson  

**Reference Guide for Professional Writing**


**NOTE:** A student of this institution is not under any obligation to purchase a textbook from a university-affiliated bookstore. The same textbook may also be available from an independent retailer, including an online retailer.
COURSE REQUIREMENTS

**Introduce Yourself - Meet and Greet!** Using the Canvas Discussion forum, introduce yourself to the class - who, where, what, why, etc.; include your work experience, international experience, goals for taking this course, and anything else you would like to share with the class (See Appendix A).

**Discussion Questions Participation:** You are required to participate in weekly discussion forums consisting of messages you post discussing your ideas and perspectives, follow-up responses, etc. relating to the discussion topics.

**Examinations:** There are two multiple-choice, true/false, fill-in the-blank, essay examinations during the semester. Exams are non-cumulative - each exam will include materials covered in prior sections of the course. Exams will be CLOSED BOOK and CLOSED NOTES.

**Cultural Interview:** A cultural interview is conducted with a person who has a different nationality from yours and documented in a 2-3 page, 12-font report, double-spaced and professionally formatted. (See Appendix B).

1. Identify your own cultural background as the basis of cultural comparison. Provide a brief introduction of how you meet the interviewee and the interviewee’s demographic information, such as age, education, family, or occupation.

2. Describe BOTH similarities and differences between your own culture and his/her culture. The similarities and differences can be in diet, attire, etiquette, government, education system, family structure, etc.

3. Reference chapter 2 and describe the cultural dimensions using Hofstede’s cultural framework. Reflect on your interview experience and suggest how the interviewee’s culture is relatively lower or higher on Hofstede’s cultural dimensions compared to your own culture. The interpretation of each dimension should incorporate supporting evidence based on what you learn from the interviewee’s culture.

4. Recommendations for handling cultural differences between your own culture and the interviewee’s culture.

**Country Project:**

For this project you may work individually or as a team of 2, 3, or 4 members - your choice.

You will select a foreign country to research including the political, economic, legal, cultural, trade, monetary, sustainability, and regional environment. In addition, you will select a product or service and describe the challenges and opportunities of introducing your product into the country and provide relevant guidelines for a successful international business venture based on your research about the country.

Each section (1-9) of the report needs to be at least three pages of content (not including
cover page, references or charts), double-spaced, and with 12-point font. For each section, in addition to the three pages of double-spaced content, you need to include a list of references, and other pages as needed. Finally, you will combine all the sections into your final report and add a table of contents and 1 page single spaced executive summary. All references should be properly cited using the American Psychological Association (APA) format.

Canvas uses the VeriCite plagiarism checker. I consider anything above 20% to be problematic. Be sure to review your VeriCite report and fix any problems with plagiarism before each of your submissions on their due dates.

Note that each topic within the following sections is to be the headings within that section.

**Section 1, Cultural Analysis**

1. Location, Topography, Climate, Natural Resources
2. Cultural Determinants (language, non-verbal communications, business etiquette, art, music, folklore, religions, attitudes, beliefs, families, associations, technology)
3. Cultural Dimensions (compare to USA on each dimension)
4. Values and Norms
5. Trends

**Section 2, Political Environment**

1. Political System, Political Parties
2. Structure
3. Government Ownership of Business, Privatization
5. Country Risks
6. Trends

**Section 3, Economic Environment**

1. Economic System
2. GDP, Growth, Taxation, Fiscal Policy
3. Major Market Opportunities: Products and Services
4. Population, Density and Distribution, Age, Growth
5. Per Capita Income, Income Distribution
6. Trends

**Section 4, Legal Environment**

1. Legal System
2. Intellectual Property Laws and Customs
3. International Legal Issues
4. Antitrust, Accounting Laws, Corruption, Legal Risks
5. Trends
Section 5, Trade Environment

1. Exports/Imports
2. Trading Partners
3. Tariff and Trade Barriers
4. Government Incentives
5. Trends

Section 6, Monetary Environment

1. Currency System / Monetary Policy / Interest Rates
2. Currency Risk
3. Inflation
4. Debt
5. Trends

Section 7, Regional Integration

1. Trade Agreements
2. Regional Markets
3. Regional Economic / Monetary Policies
4. Regional Political Issues
5. Immigration
6. Trends

Section 8, Sustainability Issues

1. Water
2. Waste
3. Food
4. Land Use
5. Pollution
6. Trends

Section 9, Proposed Product for Entry

1. Proposed Product (Describe why you selected this product. Specify what you see in this country as an opportunity and how your proposal will benefit the country).
2. Challenges and Opportunities of doing business in the country (i.e. analysis and integration of information from other parts of the paper and other country data).
3. Entry mode
4. Promotion Methods
5. Trends for your proposed product
Final Submission

1. Cover Page
2. Table of Contents
3. Executive Summary - one page, single spaced
4. Sections 1 - 9 above, including any needed corrections
5. Appendices if needed
6. List of References

PowerPoint Presentation

Prepare a PowerPoint Presentation of your report covering key points. It is not necessary to include everything in your paper: you should focus on a sub-set of the most interesting and relevant points in each section of the paper and include major challenges and opportunities as well as recommendations for a successful business venture in the country.

Late Assignments will be reduced by 10% per day (weekend days are included).

Grading Criteria

Grades will be calculated as follows:

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discussion Board Participation (10 @ 10 points each)</td>
<td>100</td>
</tr>
<tr>
<td>Cultural Interview</td>
<td>50</td>
</tr>
<tr>
<td>Exams (2 @ 150 points each)</td>
<td>300</td>
</tr>
<tr>
<td>Country Project – Written (10 @ 50 points each)</td>
<td>500</td>
</tr>
<tr>
<td>Country Project – Summary Presentation</td>
<td>50</td>
</tr>
</tbody>
</table>

1,000 Points

Final grades will be calculated using a traditional scale (900+ = A, 800+ = B, 700+ = C, 600+ = D, less than 600 points = F).
**COURSE OUTLINE AND CALENDAR**

<table>
<thead>
<tr>
<th>Week</th>
<th>Activity</th>
<th>Subject</th>
<th>Assignments Due</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Chapter 1</td>
<td>Course Syllabus Globalization</td>
<td>Introduce Yourself - Discussion forum Discussion question 1</td>
<td>June 6th</td>
</tr>
<tr>
<td></td>
<td>Chapter 2</td>
<td>Cross-cultural Business</td>
<td>Cultural Interview Discussion question 2 Country selection for group project</td>
<td>June 10th</td>
</tr>
<tr>
<td>2</td>
<td>Chapter 3</td>
<td>Political Economy and Ethics</td>
<td>Country Project, Section 1 Discussion question 3</td>
<td>June 13th</td>
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<tr>
<td></td>
<td>Chapter 4</td>
<td>Economic Development of Nations</td>
<td>Country Project, Section 2 Discussion question 4</td>
<td>June 17th</td>
</tr>
<tr>
<td>3</td>
<td>Chapter 5</td>
<td>International Trade Theory</td>
<td>Country Project, Section 3 Discussion question 5</td>
<td>June 20th</td>
</tr>
<tr>
<td></td>
<td>Chapter 6</td>
<td>Political Economy of Trade</td>
<td>Country Project, Section 4 Discussion question 6</td>
<td>June 24th</td>
</tr>
<tr>
<td>4</td>
<td><strong>EXAM #1</strong></td>
<td><strong>Chapters 1-6</strong></td>
<td>Last day to take exam: July 1st</td>
<td>July 1st</td>
</tr>
<tr>
<td>5</td>
<td>Chapter 16</td>
<td>Hiring and Managing Employees</td>
<td>Country Project, Section 5 Discussion question 7</td>
<td>July 5th</td>
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<tr>
<td></td>
<td>Chapter 9</td>
<td>International Financial Markets</td>
<td>Country Project, Section 6 Discussion question 8</td>
<td>July 8th</td>
</tr>
<tr>
<td>6</td>
<td>Chapter 11</td>
<td>International Strategy and Organization</td>
<td>Country Project, Section 7 Discussion question 9</td>
<td>July 11th</td>
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<tr>
<td></td>
<td>Chapter 12</td>
<td>Analyzing International Opportunities</td>
<td>Country Project Section 8 Discussion question 10</td>
<td>July 15th</td>
</tr>
<tr>
<td>7</td>
<td>Chapter 13</td>
<td>Selecting and Managing Entry Modes</td>
<td>Country Project, Section 9</td>
<td>July 22nd</td>
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<tr>
<td></td>
<td>Chapter 14</td>
<td>Developing and Marketing Products</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td><strong>EXAM #2</strong></td>
<td><strong>Chapters 9, 11-14, 16</strong></td>
<td>Last day to take exam: July 26th</td>
<td>July 26th</td>
</tr>
<tr>
<td></td>
<td>Report</td>
<td>Country Project</td>
<td>Country Project Final Submission Country Project PowerPoint</td>
<td>July 26th</td>
</tr>
</tbody>
</table>

**Note** that changes to this schedule and to assignments could occur during the semester.
Important University Dates:

Mon, June 4th  | Class begins (1st 5 week, 10 week and 8 week)
Mon, June 4th  | ADD/DROP/LATE REGISTRATION BEGINS (8-week sessions) ($25 fee assessed for late registrants)
Mon, June 11th | Last day to drop 8-week classes with no record
Fri, June 29th  | Last day to drop a 8-week class with a Q or withdraw with a W
Wed, July 4th   | Independence Day
Fri, July 6th   | Deadline to Submit Graduation Application for Ceremony Participation
Fri, July 13th  | Student End of Course Survey Open (8-Week Classes)
July 23rd-27th  | Finals Week - Summer 8 week session
Fri, July 27th  | Last day to withdraw from the University (8 weeks session students)
Fri, July 27th  | 8 week classes end
Sun, July 29th  | Student End of Course Survey Close (8-Week Classes)
Mon, July 30th  | Grades due from faculty by 3pm (8 week classes)

General Class Policies

Demonstrate PROFESSIONAL INITIATIVE at all times by taking responsibility for one’s own performance in the course, as well as for any opportunities one may be able to take to enhance the course for others. This should be demonstrated vis-à-vis course assignment details, course deadlines (and personal time management, generally), contributions to group work, use of required course technology, and the anticipation and competent management of contingencies relating to oneself and to others that may affect one’s performance in the course (e.g., job, family, other courses).

Demonstrate PROFESSIONAL COURTESY at all times by maintaining a professional tone in all communication with all persons involved with this course: peers, professor, teaching assistant, etc. This includes any communication that may involve reporting interpersonal conflict, engaging in discussions or disputes, or giving / responding to negative feedback. Professional courtesy also includes a commitment to listening well, and to engaging in meaningful dialogue where other parties are given ample opportunity to contribute to the discussion or assignment at hand without fear of disruption, retribution, or unwarranted criticism. Finally, it also includes common courtesies such as letting group members know in advance if you going to be unavailable for a scheduled meeting, or if you are going to miss an agreed-upon deadline due to an unforeseen disruption.

Demonstrate PROFESSIONAL INTEGRITY at all times by complying with all guidelines and restrictions regarding the completion of student work, the use of external sources, and the general compliance with the TAMUCT academic integrity policy, and the giving of specific, accurate, and timely peer performance evaluation.

Demonstrate a commitment to PROFESSIONAL DEVELOPMENT at all times by reading, comprehending, integrating, and applying all textbook and other reading materials, audio and video supplements to all course assignments and activities (as measured by exams, cases, simulation, reviews etc.), and by successfully completing all assignments and activities to the best of one’s abilities at the present time.

Demonstrate PROFESSIONAL MATURITY at all times by accepting the circumstances under which one has chosen to attempt to complete this course, and by accepting the evaluation of one’s work by one’s peers and/or instructor without complaining or resorting to irrelevant appeals (e.g., “this could hurt my GPA,” “I was really
busy,” etc.). This is notwithstanding any exceptional situations in which a student is able to provide written
documentation that a legitimate, objective evaluation error has been made, or in which normal evaluation policy
should be set aside because of a documented emergency.

Copyright Notice.

Students should assume that all course material is copyrighted by the respective author(s).
Reproduction of course material is prohibited without consent by the author and/or course instructor.
Violation of copyright is against the law and Texas A&M University-Central Texas’ Code of Academic
Honesty. All alleged violations will be reported to the Office of Student Conduct.

TECHNOLOGY REQUIREMENTS AND SUPPORT

Technology Requirements

This course will use the A&M-Central Texas Instructure Canvas learning management system.
Logon to A&M-Central Texas Canvas [https://tamuct.instructure.com].
   Username: Your MyCT username (xx123 or everything before the "@" in your MyCT e-mail
         address)
   Password: Your MyCT password

Canvas Support

Use the Canvas Help link, located at the bottom of the left-hand menu, for issues with Canvas. You can
select “Chat with Canvas Support,” submit a support request through “Report a Problem,” or call the
Canvas support line: 1-844-757-0953.

For issues related to course content and requirements, contact your instructor.

Other Technology Support
For log-in problems, students should contact Help Desk Central.
24 hours a day, 7 days a week:
   Email: helpdesk@tamu.edu
   Phone: (254) 519-5466
   Web Chat: [http://hdc.tamu.edu]
Please let the support technician know you are an A&M-Central Texas student.

UNIVERSITY RESOURCES, PROCEDURES, AND GUIDELINES

Drop Policy.

If you discover that you need to drop this class, you must complete a Drop Request Form
[https://www.tamuct.edu/registrar/docs/Drop_Request_Form.pdf].

Professors cannot drop students; this is always the responsibility of the student. The Registrar’s Office
will provide a deadline on the Academic Calendar for which the form must be completed, signed and
returned. Once you return the signed form to the Registrar’s Office, you must go into Warrior Web and confirm that you are no longer enrolled. If you still show as enrolled, FOLLOW-UP with the Registrar’s Office immediately. You are to attend class until the procedure is complete to avoid penalty for absence. Should you miss the drop deadline or fail to follow the procedure, you will receive an F in the course, which may affect your financial aid and/or VA educational benefits.

**Academic Integrity.**

Texas A&M University -Central Texas values the integrity of the academic enterprise and strives for the highest standards of academic conduct. A&M-Central Texas expects its students, faculty, and staff to support the adherence to high standards of personal and scholarly conduct to preserve the honor and integrity of the creative community. Academic integrity is defined as a commitment to honesty, trust, fairness, respect, and responsibility. Any deviation by students from this expectation may result in a failing grade for the assignment and potentially a failing grade for the course. Academic misconduct is any act that improperly affects a true and honest evaluation of a student’s academic performance and includes, but is not limited to, cheating on an examination or other academic work, plagiarism and improper citation of sources, using another student’s work, collusion, and the abuse of resource materials. All academic misconduct concerns will be reported to the university’s Office of Student Conduct. Ignorance of the university’s standards and expectations is never an excuse to act with a lack of integrity. When in doubt on collaboration, citation, or any issue, please contact your instructor before taking a course of action.

**Academic Accommodations.**

At Texas A&M University-Central Texas, we value an inclusive learning environment where every student has an equal chance to succeed and has the right to a barrier-free education. The Department of Access and Inclusion is responsible for ensuring that students with a disability receive equal access to the university’s programs, services and activities. If you believe you have a disability requiring reasonable accommodations please contact the Department of Access and Inclusion at (254) 501-5831. Any information you provide is private and confidential and will be treated as such.

For more information please visit our Access & Inclusion web page [https://www.tamuct.edu/student-affairs/access-inclusion.html].

Texas A&M University-Central Texas supports students who are pregnant and/or parenting. In accordance with requirements of Title IX and related guidance from US Department of Education’s Office of Civil Rights, the Dean of Student Affairs’ Office can assist students who are pregnant and/or parenting in seeking accommodations related to pregnancy and/or parenting. Students should seek out assistance as early in the pregnancy as possible. For more information, please visit the Student Affairs web page [https://www.tamuct.edu/student-affairs/index.html]. Students may also contact the institution’s Title IX Coordinator. If you would like to read more about these requirements and guidelines online, please visit the website [http://www2.ed.gov/about/offices/list/ocr/docs/pregnancy.pdf].

Title IX of the Education Amendments Act of 1972 prohibits discrimination on the basis of sex and gender—including pregnancy, parenting, and all related conditions. A&M-Central Texas is able to
provide flexible and individualized reasonable accommodation to pregnant and parenting students. All pregnant and parenting students should contact the Division of Student Affairs at (254) 501-5909 to seek out assistance. Students may also contact the University’s Title IX Coordinator.

Tutoring.

Tutoring is available to all A&M-Central Texas students, both on-campus and online. Subjects tutored on campus include Accounting, Advanced Math, Biology, Finance, Statistics, Mathematics, and Study Skills. Tutors are available at the Tutoring Center in Warrior Hall, Suite 111.

If you have a question regarding tutor schedules, need to schedule a tutoring session, are interested in becoming a tutor, or have any other question, contact Academic Support Programs at (254) 519-5796, or by emailing Dr. DeEadra Albert-Green at deeadra.albertgreen@tamuct.edu.

Chat live with a tutor 24/7 for almost any subject from on your computer! Tutor.com is an online tutoring platform that enables A&M-Central Texas students to log in and receive FREE online tutoring and writing support. This tool provides tutoring in over 40 subject areas. Access Tutor.com through Canvas.

University Writing Center

Located in 416 Warrior Hall, the University Writing Center (UWC) at Texas A&M University-Central Texas is a free workspace open to all TAMUCT students from 10am-4pm Monday-Thursday during the summer with online hours available Monday-Thursday from 6:00-9:00pm. Students may arrange a one-on-one session with a trained and experienced writing tutor by visiting the UWC during normal operating hours (both half-hour and hour sessions are available) or by making an appointment via WCOnline at [https://tamuct.mywconline.com/]. In addition, you can email Dr. Bruce Bowles Jr. at bruce.bowles@tamuct.edu to schedule an online tutoring session. Tutors are prepared to help writers of all levels and abilities at any stage of the writing process.

While tutors will not write, edit, or grade papers, they will assist students in developing more effective composing practices. By providing a practice audience for students’ ideas and writing, our tutors highlight the ways in which they read and interpret students’ texts, offering guidance and support throughout the various stages of the writing process. In addition, students may work independently in the UWC by checking out a laptop that runs the Microsoft Office suite and connects to WIFI, or by consulting our resources on writing, including all of the relevant style guides. Whether you need help brainstorming ideas, organizing an essay, proofreading, understanding proper citation practices, or just want a quiet place to work, the University Writing Center is here to help!

If you have any questions about the University Writing Center, please do not hesitate to contact Dr. Bruce Bowles Jr. at bruce.bowles@tamuct.edu.

University Library.

The University Library provides many services in support of research across campus and at a distance. We offer over 200 electronic databases containing approximately 250,000 eBooks and 82,000 journals, in addition to the 85,000 items in our print collection, which can be mailed to students who live more
than 50 miles from campus. Research guides for each subject taught at A&M-Central Texas are available through our website to help students navigate these resources. On campus, the library offers technology including cameras, laptops, microphones, webcams, and digital sound recorders.

Research assistance from a librarian is also available 24 hours a day through our online chat service, and at the reference desk when the library is open. Research sessions can be scheduled for more comprehensive assistance, and may take place on Skype or in-person at the library. Assistance may cover many topics, including how to find articles in peer-reviewed journals, how to cite resources, and how to piece together research for written assignments.

Our 27,000-square-foot facility on the A&M-Central Texas main campus includes student lounges, private study rooms, group work spaces, computer labs, family areas suitable for all ages, and many other features. Services such as interlibrary loan, TexShare, binding, and laminating are available. The library frequently offers workshops, tours, readings, and other events. For more information, please visit our Library website [http://tamuct.libguides.com/index].

**A Note about Sexual Violence at A&M-Central Texas**

Sexual violence is a serious safety, social justice, and public health issue. The university offers support for anyone struggling with these issues. University faculty are mandated reporters, so if someone discloses that they were sexually assaulted (or a victim of Domestic/Dating Violence or Stalking) while a student at TAMUCT, faculty members are required to inform the Title IX Office. If you want to discuss any of these issues confidentially, you can do so through Student Counseling (254-501-5955) located on the second floor of Warrior Hall (207L).

Sexual violence can occur on our campus because predators often feel emboldened, and victims often feel silenced or shamed. It is incumbent on ALL of us to find ways to actively create environments that tell predators we don’t agree with their behaviors and tell survivors we will support them. Your actions matter. Don’t be a bystander; be an agent of change. For additional information on campus policy and resources visit the Title IX webpage [https://www.tamuct.edu/departments/compliance/titleix.php].
Appendix A

Introduce Yourself

Introduce yourself to the class by sharing the following information on the Discussion Board “Meet and Greet!” in our Canvas Classroom.

1. General Information
   a. Hometown, year of undergraduate program and major
2. Work experience
   a. Past work experience that is relevant to what you are doing now
   b. Current employer, position, and length of employment
3. International experience
   a. Study abroad, travel, foreign station, etc.
4. Goals for taking this course
   a. What are your expectations about taking this course?
   b. How is this course related to your academic goal and career goal?
5. Anything else you would like to share with the class.
Appendix B

Cultural Interview Assignment

A cultural interview is conducted with a person who has different nationality from yours. The main purpose of the interview is to discover and evaluate cultural similarity and differences. The interview summary is for you to reflect on your dialogue with the interviewee. The interview summary should be 2-3 pages, double-spaced, 12-font and cover all points listed below.

1. Identify your own cultural background as the basis of cultural comparison. Provide a brief introduction of how you meet the interviewee and the interviewee’s demographic information, such as age, education, family, or occupation.

2. Describe BOTH similarities and differences between your own culture and his/her culture. The similarities and differences can be in diet, attire, etiquette, government, education system, family structure, etc.

3. Reference chapter 2 and describe the cultural dimensions using Hofstede’s cultural framework. Reflect on your interview experience and suggest how the interviewee’s culture is relatively lower or higher on Hofstede’s cultural dimensions compared to your own culture. The interpretation of each dimension should incorporate supporting evidence based on what you learn from the interviewee’s culture.

4. Recommendations for handling cultural differences between your own culture and the interviewee’s culture.

   A. Reflect on your own background and past experience to identify your own cultural identity. Some of you may have a different cultural heritage from American culture, and some of you were born and raised in a foreign country. Which culture influences your values and beliefs the most?

   B. Ask your interviewees to identify his or her national culture. Then you have the reference of comparison between your own culture and your interviewee’s culture.

   C. Do your homework about the national cultural differences before you actually conduct the interview.

      Look up the national cultural comparison on Hofstede’s website at http://geert-hofstede.com/countries.html

Who should I interview?

You may choose any person who has different nationality from yours. The Hofstede’s cultural framework will be the most meaningful when you compare two national cultures. You may have known the person from the past and can go back to him/her for an in depth interview. You can also find your interviewee through the international student association on campus or an ESL program at the community college. As the last resort, you may choose a person who has the same nationality as yours and have a different ethnic background. The person with a different nationality is going to give you a more
interesting comparison of cultural differences since nations usually uphold the culture dearly so you will be more likely to observe more cultural differences when your interviewee has a different nationality from yours.

Sample Interview Questions

1. What should I know of your culture’s recent history, governance and language?

2. What do you understand as the major values and beliefs of your culture?

3. What cultural customs might surprise me?

4. If I were to fall in love with someone from your culture, what would you advise me in terms of dating, courtship and marriage practices?

5. What do different cultural practices look like? For example, understanding of work and leisure?

6. How do you define success?

7. How important is education in your family?

8. Is punctuality important to you? Why or why not?

9. What is the most important meal of the day?

10. What are considered the indigenous foods in your culture?

11. Do you have any eating habits/rituals that are specific to your culture?

12. How is physical contact viewed in your culture?

13. What is considered most disrespectful in your culture?

14. What is considered most respectful in your culture?

15. What would you say is, from your perspective, the most commonly held misconception about people of your culture?

16. What is the best thing about living in the USA?

17. What is the worst thing about living in the USA?

18. Is there anything else you’d like to share?