



UNIVERSITY OF CENTRAL ARKANSAS
COLLEGE OF BUSINESS
VISION, MISSION, AND CORE VALUES STATEMENT

Department of Marketing & Management

COB Vision

Our vision is to be a recognized leader in developing business talent and ideas that create growth and opportunity in Arkansas and globally.

COB Statement of Mission and Core Values

We educate a diverse population of current and future business professionals to successfully and ethically meet the challenges of the global business environment. Through active engagement with the local, regional, national, and global communities, our faculty strive to deliver a high-quality business education via experiential education, a relevant curriculum, and scholarly contributions. We pursue continuous improvement opportunities to add value for our College and its stakeholders.

In carrying out this mission, the College of Business is guided by the following core values and expects the following outcomes:

1. Intellectual Excellence.

- 1.1. Educate students: We promote intellectual and professional development of students by emphasizing communication, critical and analytical thinking, collaboration, information management and a broad exposure to key business disciplines.
- 1.2. Scholarship: We believe that faculty and students should engage in professional development and scholarly endeavors that promote and impact the application, creation and dissemination of knowledge through contributions to business practice, learning and pedagogical research, and discipline-based scholarship.
- 1.3. Cultural competence: We maintain and develop current and responsive curriculum that prepares students for the global business environment through broad exposure to key business disciplines.
- 1.4. Physical learning environment: We strive to provide a physical infrastructure with appropriate technology that provides an environment in which our students and faculty can thrive professionally and intellectually.

2. Community.

- 2.1. Collegiality: We encourage transparency in our decision making practice through a process of shared governance based on interactions among faculty, staff, and students.
- 2.2. Service: We pursue collaborative partnerships between our internal and external stakeholders to impact and promote life-long and experiential learning, research, service, and community engagement.

3. Diversity.

- 3.1. We value the opportunity to work, learn, and develop in a community that embraces the diversity of individuals and ideas.

4. Integrity.

- 4.1. Ethics: We are committed to ethical and responsible behavior in our own actions and to developing the same commitment in our students by promoting the awareness of professional ethical responsibilities.
- 4.2. Responsibility: We commit to being responsible and accountable in our operations at all levels, including assessment and continuous improvement of our academic programs and transparency in our fiscal and operational proceedings.

Learning Goals

Our graduates shall possess:

1. Critical Thinking & Analytical Thinking Skills;
2. Awareness of the Global Business Environment;
3. Ethical Reasoning Abilities;
4. Effective Communication Abilities;
5. Effective Collaborative Skills;
6. Understanding of a Broad Range of Business Disciplines.

Course Syllabus

Course Information:

Course Number:	MGMT 3315
Course Name:	International Business Communications
CRN:	26663
Location:	Online
Class Hours:	Online Blackboard (BB)

Instructor Information:

Name:	Dr. Vance Johnson Lewis
Office Location:	COB 305M (Located in MIS Department)
Work Email:	vlewis@uca.edu
Phone:	I no longer use my office phone. Please do not call it as I would hate to miss your message.
Preferred Contact Method:	vlewis@uca.edu
Office Hours:	T/Th 11:00am to 1:15pm; Online as needed <i>Appointments are strongly encouraged!!!</i>
Class Moto:	Develop your sense of humor and eventually it will develop you. ~~Walt Disney

Prerequisites:

MGMT 2301; or WRTG/ENGL 1320 with consent of instructor.

Textbook and Instructional Materials Required:

Intercultural Communications in Contexts: 7th Edition. By Judith Martin & Thomas Nakayama
McGraw Hill Publishers ISBN: 9781259951664

You need only get the Connect Access Code for *Intercultural Communications In Contexts*. You must have this in order to complete the course assignments; however, this access code will also provide you with an E-Book. If you need a printed copy, once you have the code, you can order a loose-leaf version for roughly \$20.

Course Description:

This course is designed to increase the effectiveness of communication across cultures in today's global business environment. Course content focuses on the application of theory and research in multicultural communication. Specific topics addressed include: multicultural communication, culture-biased assumptions, contrasting cultural values, communication and negotiation strategies, verbal and nonverbal patterns, culture shock, and country-specific information.

Course Objectives:

Specific course objectives include, but are not limited to:

1. Increasing students' understanding of how culture influences communication, and how it interacts with social and psychological factors to influence communication;

2. Increasing students' ability to explain cultural differences in communication and to identify barriers to effective multicultural communication as well as problematic issues resulting from cultural differences such as concepts of time, personal space, body language, family, religion, and social behaviors;
3. Developing students' cognitive, affective and behavioral skills that would create and/or improve cultural awareness, sensitivity, appreciation, tolerance and multicultural communication competence;
4. Increasing students' understanding of the role of communication in multicultural adaptation;
5. Developing a cultural knowledge base.

Course Delivery Method:

- This is an **online class** that utilizes the Blackboard platform.
- Students are responsible for checking Blackboard daily for notices and assignments due.
 - If you need assistance with either your email, myuca, or Blackboard, please contact the UCA Help Desk at 501-450-3117 or uca.edu/it
 - If you need assistance with CONNECT, please contact McGraw/Hill
 - If you need any technical assistance, do not contact the Professor...he cannot help!

Extra Credit

The concept of extra credit can be traced back to the earliest Colonial Divinity Schools and it was an exercise offered to motivated students to further their learning...it had nothing to do with helping desperate individuals get a higher grade. There will be no extra credit offered in this course; however, please note that the amount of points available to earn far exceeds the maximum amount of points counted; thus, "extra credit" is already built into the course

POLICIES AND PROCEDURES*Attendance and Drop Policies:*

- Your active participation in this course is expected and required for you to learn the material and earn a passing grade.
- Follow UCA policies for dropping class. *The final day to drop this course with a "W" is November 9th.*
- Though this is an Online course, continued participation in the class is essential. The Professor of this course reserves the right to drop students who fail to complete four assignments OR fail to log-in to the course for a period longer than 7 days.

Assignments, Quizzes, and Tests:

- A time limit has been established for each exam (75 minutes) and quiz (30 minutes) with one attempt each. You will not have time to look-up answers to questions so study before taking exams and quizzes.
- Quizzes, exams, and assignments must be completed by the due date. Ample time is allowed to complete all course components and thus no late assignments will be accepted.

Assignment Submission:

- All cut-off dates for assignments are at 11:59 PM before midnight on due date. Please know that even if you start the assignment before 11:59PM, the computer will automatically submit your assignment at 11:59PM and you can only get credit for what you have completed by that time.
- Do not submit assignments to the Professor via e-mail! Written assignments must be uploaded on Blackboard as attachments in MS Word, using Times New Roman 12pt font.
- After the deadline has passed, you will not be able to submit assignments except when you have a technical problem that is documented by Blackboard and/or UCA. Student Internet problems will not be considered. Assignments not completed will result in a grade of zero.
- Assessments can be completed early (before the exact due date, but NOT after). You are strongly encouraged to complete assessments EARLY.
- All written assignments will be evaluated for content, completeness, accuracy, spelling, and grammatical correctness.

Exams and Quizzes:

- Assigned materials must be read prior to completion of exams and quizzes.
- All quizzes and exams are due no later than the date scheduled on syllabus.
- Quizzes and exams not completed will result in a grade of zero.
- Quizzes cannot be made up except for technical problems documented by UCA.
- The Professor of the course may utilize his own judgement in allowing exams to be completed late; however, the determination of a truly compelling excuse is totally at his discretion and is unlikely to be offered.

Classroom Policies:

- Students MUST check their Blackboard email daily to receive current class information and notification of changes in class.
- As this is a totally online course, our classroom is online! Please be prepared to use mediums such as Skype and Google Hangouts...the professor is learning these right along with you!

Student Responsibilities and Etiquette Policy:

- Students should maintain a professional disposition throughout this course.
- All written, oral, and nonverbal communication is to meet the standards of business professionals.
- While text messaging is a common method of communication, the language and abbreviations used in this nonprofessional communication practice will not be allowed in this course.
- Showing professionalism and respect is important in business.
- In addition to the subject of the communication, all emails are to include:
 - a subject line with the course number (i.e. MGMT 3315)
 - salutation (i.e. Dear Dr. Lewis or Prof. Lewis) and
 - a closing (i.e. Thank you, Respectfully, John Doe)
- Be patient: just as you are not expected to be in your role as a student 24/7, neither are faculty members required to work 24/7, particularly where email is concerned. I do my

best to answer emails in a timely fashion but I do not live on my email nor do I have my email forwarded to my phone. Please allow enough time in regards to your question/need for me to have time to give you the assistance you need while maintaining work-life balance. Again, we can also use platforms such as Skype and Google Hangouts because honestly, the professor hates email!

Evaluations (Fall & Spring)

Student evaluations of a course and its professor are a crucial element in helping faculty achieve excellence in the classroom and the institution in demonstrating that students are gaining knowledge. Students may evaluate courses they are taking starting on the Monday of the thirteenth week of instruction through the end of finals week by logging in to myUCA and clicking on the Evals button on the top right.

Academic Integrity Statement:

The University of Central Arkansas affirms its commitment to academic integrity and expects all members of the university community to accept shared responsibility for maintaining academic integrity. Students in this course are subject to the provisions of the university's Academic Integrity Policy, approved by the Board of Trustees as Board Policy No. 709 on February 10, 2010, and published in the Student Handbook. Penalties for academic misconduct in this course may include a failing grade on an assignment, a failing grade in the course, or any other course-related sanction the instructor determines to be appropriate. Continued enrollment in this course affirms a student's acceptance of this university policy.

Disabilities Act Statement:

The University of Central Arkansas adheres to the requirements of the Americans with Disabilities Act. If you need an accommodation under this Act due to a disability, please contact the UCA Office of Disability Services, 450-3613.

Sexual Harassment and Academic Policies:

All students are required to familiarize themselves with the University of Central Arkansas policy on sexual harassment and on academic policies. These policies are printed in the Student Handbook.

Title IX: "If a student discloses an act of sexual harassment, discrimination, assault, or other sexual misconduct to a faculty member, the faculty member cannot maintain complete confidentiality and is required to report the act and may be required to reveal the names of the parties involved. Any allegations made by a student may or may not trigger an investigation. Each situation differs and the obligation to conduct an investigation will depend on those specific set of circumstances. The determination to conduct an investigation will be made by the Title IX Coordinator. For further information, please visit: <https://uca.edu/titleix>."

Emergency Procedures Summary (EPS):

An Emergency Procedures Summary (EPS) for the building in which this class is held will be discussed during the first week of this course. EPS documents for most buildings on campus are

available at <http://uca.edu/mysafety/bep/>. Every student should be familiar with emergency procedures for any campus building in which he/she spends time for classes or other purposes.

Other Required Materials/Competencies/Resources:***Assignment Details:*****Introductory video:**

- Each student is asked to create a brief, 3 to 5 minute video, introducing themselves to the professor and class, stating their background, career goals, reasons for taking the course, expected outcomes for the course, and anything fun or interesting which helps others better know the student.
- This video is a professional endeavor, just the same as if you were attending a job interview or making a speech. Students should take great care to dress appropriately and film their video in a setting which showcases them as a professional, not a sloppy college student. The professor has offered a sample/instructional video for this assignment.
- Students should post the video to Youtube and post the link to their video on the appropriate forum in Blackboard. Each student should post their link by using the “create thread” option in the Student Introductory Videos forum on Blackboard.

Professional Photo:

- For this, students should upload a business-like photograph (similar to the one the professor uses) to their Blackboard profile page AND to their UCA email account page. This picture should not be a “selfie” nor should it be some type of photo with other people cropped out. Students should be dressed appropriately (button-up shirts, jackets, dresses, etc....no hats!) but this need not be a photo taken at a studio. An easy solution is stand in front of a blank wall and have your friend take a picture on your phone. PLEASE NO SENIOR PICTURES...high school is over! Remember, this picture is all that might communicate you as a serious professional to others...keep it tasteful.

Writing task:

- This course will one writing task which will ask the students to provide either personal commentary or researched material on a given prompt.

Discussion Questions on UCA Blackboard:

- From time to time, a discussion question may be added to facilitate better understanding of the material. These question are not for course credit; however, can certainly aid the student in finding a higher level of success in the course.

Disclaimer:

- Though every attempt will be made to follow this syllabus, it may be necessary at times to make adjustments to the schedule and assignments. Ample notice will be given for any changes and, just as in the business world, students should be prepared to be adaptive to any changes.

Evaluated Efforts:

Grade Component	Points Available
<i>Activities</i>	
Professional Photo	25
Introductory Video	50
Introductory Quiz	30
<i>Knowledge Measures</i>	
Chapter Quizzes (12 at 30 pts. Each)	360
Exam 1 (Chapters 1-4)	150
Exam 2 (Chapters 5-7)	150
Exam 3 (Chapters 8-12)	150
<i>Application of Insights</i>	
Writing Task	100
Total	1015

Final Point Total	Letter Grade	NOTES
900-1000+	A	<i>Final letter grades will reflect the grouping for the student's final point total.</i>
800-899	B	
700-799	C	
600-699	D	
0-599	F	

COURSE SCHEDULE			
Date Range	Topic	Material to be Reviewed	Assignment Due by 11:59pm on the final date of the module.
March 4 - March 17	Introductions	Syllabus Prof. Introduction	Quiz over syllabus Student Introductory Video Chapter 1 PRACTICE Quiz Professional Photo
March 18 - March 27 Part 1: Foundations of Intercultural Communication	Why Study Intercultural Communications?	Chapter 1	Chapter 1 Quiz
	The History of the Study of Intercultural Communications	Chapter 2	Chapter 2 Quiz
	Culture, Communication, Context, and Power	Chapter 3	Chapter 3 Quiz
	History and Intercultural Communications	Chapter 4	Chapter 4 Quiz
March 28 - March 31	Exam #1	Chapters 1-4	Chapters 1-4
April 1- April 10 Part 2: Intercultural Communication Processes	Identity and Intercultural Communication	Chapter 5	Chapter 5 Quiz
	Language and Intercultural Communication	Chapter 6	Chapter 6 Quiz
	Nonverbal Codes & Cultural Space	Chapter 7	Chapter 7 Quiz
April 11 - April 14	Exam #2	Chapters 5-7	Chapters 5-7
	Writing Task	Instructions	Writing Task
April 15 – April 24 Part 3: Intercultural Communication Applications	Understanding Intercultural Transitions	Chapter 8	Chapter 8 Quiz
	Popular Culture and Intercultural Communication	Chapter 9	Chapter 9 Quiz
	Popular Culture and Intercultural Relationships	Chapter 10	Chapter 10 Quiz
	Culture, Communication and Intercultural Conflict	Chapter 11	Chapter 11 Quiz
	Striving for Engaged and Effective Intercultural Communication	Chapter 12	Chapter 12 Quiz
April 25 – April 30	Exam #3	Chapters 8-12	Chapter 8-12