



Sungkyunkwan University (SKKU) International Summer Semester (ISS) 2017  
"New Experience, New Engagement"

## Cross-Cultural Business Management, 跨文化管理

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### SHORT COURSE DESCRIPTION

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With the globalization of the world economy, it is imperative that managers, both present and future, be sensitive to differences in intercultural communication. This course is aimed at demonstrating how the theory and insights of cultural anthropology can positively influence the conduct of international business.

跨文化管理指的是企业在跨国经营中，对各种存在文化差异的人、事、物和产、供、销开展灵活变通的管理，包括在不同文化背景下设计出切实可行的组织结构和管理机制，妥善处理文化冲突、融合给企业造成的竞争劣势和优势，最大限度地挖掘员工的潜力和实现企业的战略目标的管理科学。本课程立足于“文化”、“管理”等概念，以“跨国公司”为核心，以“文化差异”为重点，侧重于学习分析与其关系比较密切的人力资源管理。

### READING MATERIALS

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글로벌비교경영학 - 글로벌경영·다문화관리 -, 박영배, 2015, 도서출판 청람.

跨文化管理, 王朝晖, 2009, 北京大学出版社.

Intercultural Business Communication 7e Chaney, Lillian H. and Martin, Jeanette S. 2005 *Prentice Hall*.

The cultural dimension of international business Ferraro, Gary P 2006 *Prentice Hall*.

### COURSE REQUIREMENTS AND GRADING

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**All the courses and PPT materials will be delivered in Chinese language, and the student who wants to learn this course must be a fluent Chinese speaker.** All ISS classes are pass/fail, but students can request a letter grade if their home university requires it. SKKU regulations require students to attend at least 80% of all the classes.

**Grading percentages:** attendance: 20%, exam: 40%, presentation & team project: 40%

本课程的授课语言，以及PPT材料均使用汉语。因此希望选本课程的学生需要具备中国语原语民的语言水平。所有的ISS课程均使用P/F制评分，但在母校要求的前提下可以向学生提供信函成绩。根据成均馆大学的规定，学生出席率要达到80%以上。

成绩换算比率（出席：20%，考试：40%，发表与小组课题：40%）

### COURSE SCHEDULE

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#### – WEEK I –

##### Tuesday (27 June)

Orientation, Cultural Anthropology and International Business,  
课程介绍，文化与管理

##### Wednesday (28 June)

Culture and International Business: A Conceptual Approach,  
文化差异，企业文化

Thursday (29 June)

Communicating across Cultures: Language,  
跨文化管理理论，文化维度

Friday (30 June)

Communicating across Cultures: The Nonverbal Dimension,  
个人主义-集体主义理论

– WEEK II –

Monday (3 July)

Contrasting Cultural Values,  
几种典型的管理模式，美国式，日本式，欧洲式管理

Tuesday (4 July)

Negotiating across Cultures, 跨文化谈判

Wednesday (5 July)

Coping with Culture Shock,  
跨国公司的文化整合，文化环境以及文化管理

Thursday (6 July)

Developing Global Managers,  
跨文化沟通，文化差异对跨文化沟通的影响

Friday (7 July)

The Nature of Intercultural Communication,  
口头，非口头语言沟通的跨文化差异

– WEEK III –

Monday (10 July)

Universal Systems,  
跨文化团队的特点，建设和管理

Tuesday (11 July)

Contrasting Cultural Values,  
跨文化营销，市场调研

Wednesday (12 July)

Cultural Shock,  
跨文化产品的定价，促销，分销

Thursday (13 July)

Written Communication Patterns  
跨文化人力资源管理

Friday (14 July)

Global Etiquette,  
全球化经理人的文化底蕴

**- WEEK IV -**

Monday (17 July)

Final Exam, 期末考试]