A. Course Materials

All of the course materials are found on the blog “Cultural Aspects of Business”: http://kelmcultural.wordpress.com/

Recommended Book:

B. Course Schedule

August
Week 1
Thursday, 26
   Introduction to course blog
   Introduction to the LESCANT Model
      01lescantkelmespanol.pdf
      Create Study Groups

Week 2
Tuesday, 31
   LESCANT Continued

September
Thursday, 02
   PepsiCo and LESCANT
      02pepsilescant.doc
      Homepage: http://www.pepsi.com/home.php
   Dieste Harmel & Partners
      Homepage: http://www.dieste.com/
   Individual Assignment 1: Assessing Your Own Cultural Orientation (Oddou & Derr)
      03contextsurvey.doc
Week 3
Tuesday, 07
  Group Assignment 1: LESCANT Examples

Thursday, 09
  Geert Hofstede Cultural Dimensions
     Homepage: http://www.geert-hofstede.com/
  Individual Assignment 2: Value Survey Module - Módulo de Encuesta sobre Valores (Hofstede)
     04hofstevms.doc
     05hofstevmsspn.doc
     06hofstedescores.doc

Week 4
Tuesday, 14
  Hofstede Continued
  Gapminder: http://www.gapminder.org/

Thursday, 16
  Group Assignment 2: Hofstede’s Cultural Dimensions

Week 5
Tuesday, 21
  Dilemma Doctors: Charles M. Hampden-Turner and Fons Trompenaars
     BCCC, Introduction, pg 1-12
     Homepage: http://www.thtconsulting.com/
     Homepage: http://www.cultureforbusiness.com/
     07dilemmadoctors.pdf

Thursday, 23
  Cultural Interviews with Latin American and Spanish Executives
     Spain Interviews, 1-13
     URL: http://www.laits.utexas.edu/laexec/laexec.html
  Assignment: Executive Summary #1

Week 6
Tuesday, 28
  Dilemma Doctors: Charles M. Hampden-Turner and Fons Trompenaars
     BCCC, Universalism - Collectivism, (Universalism - Particularidad), pg. 13-67

Thursday, 30
  Universalism - Collectivism, cont.
     Video: Casa Blanca, Les Miserables
  Assignment: Universalism - Collectivism Blog Comment

Week 7
October
Tuesday, 05
Dilemma Doctors: Charles M. Hampden-Turner and Fons Trompenaars
BCCC, Individualism - Communitarianism (Individualismo - Comunidad),
pg. 68-122

Thursday, 07
Individualism - Collectivism, cont.
Video Assignment 1 and 2: High Noon, Ikiru
Assignment: Individualism - Collectivism Blog Comment

Week 8
Tuesday, 12
Cultural Interviews with Latin American and Spanish Executives
Negotiation 1-13
URL: http://www.laits.utexas.edu/laexec/laexec.html
Assignment: Executive Summary #2

Thursday, 14
Dilemma Doctors: Charles M. Hampden-Turner and Fons Trompenaars
BCCC, Specificity - Diffusion, (Específico - Difuso), pg. 123-188

Week 9
Tuesday, 19
Specificity - Diffusion, cont.
Video Assignment 3 and 4: Scarlet Letter, The Apartment
Assignment: Specificity - Diffusion Blog Comment

Thursday, 21
Cultural Interviews with Latin American and Spanish Executives
Language 1-6
URL: http://www.laits.utexas.edu/laexec/laexec.html
Assignment: Executive Summary #3

Week 10
Tuesday, 26
Dilemma Doctors: Charles M. Hampden-Turner and Fons Trompenaars
BCCC, Achieved - Ascribed, (Logrado - Heredado) pg. 189-233

Thursday, 28
Inner Direction - Outer Direction, cont.
Video Assignment 5 and 6: My Fair Lady, Tengoku to Jigoku
Assignment: Achieved/Ascribed Blog Comment

Week 11
November
Tuesday, 02
Dilemma Doctors: Charles M. Hampden-Turner and Fons Trompenaars
BCCC, Inner Direction - Outer Direction (Dirección Interna - Dirección Externa), pg. 234-294

Thursday, 04
Inner Direction - Outer Direction, cont.
**Video Assignment 7 and 8**: The Seventh Seal, The Ballad of Narayama
(Bushiko)
**Assignment**: Inner Direction/Outer Direction Blog Comment

Week 12
Tuesday, 09
Cultural Interviews with Latin American and Spanish Executives
Social Situations 1-10
URL: [http://www.laits.utexas.edu/laexec/laexec.html](http://www.laits.utexas.edu/laexec/laexec.html)
**Assignment**: Executive Summary #4

Thursday, 11
Note: Case Competition at BYU
Special Movie Day

Week 13
Tuesday, 16
Dilemma Doctors: Charles M. Hampden-Turner and Fons Trompenaars
BCCC, Sequential Time - Synchronous Time (Tiempo Monocrónico - Tiempo Sincrónico), pg. 295-343

Thursday, 18
Sequential Time - Synchronous Time, cont.
**Video Assignment 9 and 10**: Groundhog Day, Shall we dansu?
**Assignment**: Sequential Time/Synchronous Time Blog Comment

Week 14
Tuesday, 23
Cultural Interviews with Latin American and Spanish Executives
Time and Schedules 1-6
URL: [http://www.laits.utexas.edu/laexec/laexec.html](http://www.laits.utexas.edu/laexec/laexec.html)
**Assignment**: Executive Summary #5

Thursday, 25
Note: Thanksgiving Holiday

Week 15
Tuesday, 30
Group Assignment #3: Hampden-Turner & Trompenaars Cultural Dilemmas

December
Thursday, 02

Group Assignment #3: Hampden-Turner & Trompenaars Cultural Dilemmas, Continued

Note 1: There is no final exam for this course.

C. Individual Assignments

Assignment 1. Take the Cultural Orientation Assessment from Oddou and Derr (03contextsurvey.doc) and email the results to Prof. Kelm.
Due: Before 12:00 midnight, Wednesday, September 01
Points: 20 points

Assignment 2. Take the Value Survey Module from Hofstede (04hofstedevms.doc, 05hofstedevmspsn.doc, 06hofstedescores.doc) September 08
Points: 20 points

D. Group Assignments

Assignment 1. Similar to the class presentation on examples of the LESCANT model from Spanish-language commercials from PespiCo, each student group chooses a company or LESCANT topic and prepares a 15-minute presentation (in Spanish) for the class. Note: It is not enough to just show multimedia in class. Presentations should demonstrate how each ties into the LESCANT model.
Due: In class, Tuesday, September 07
Points: 30 points

Assignment 2. Each group chooses a company or Cultural Dimensions topic and prepares a 15-minute presentation (in Spanish) for the class. Note: It is not enough to just show multimedia in class. Presentations should demonstrate how each ties into the Cultural Dimensions model.
Due: In class, Thursday, September 16
Points: 30 points

Assignment 3. Each group chooses a company or Cultural Dilemma topic and prepares a 20-minute presentation (in Spanish) for the class. Note: It is not enough to show multimedia in class. Presentations should demonstrate how each ties into the Cultural Dilemma Model.
Due: In class, Tuesday, November 30 or Thursday, December 02
Points: 50 points
E. Executive Summaries: Cultural Interviews with Latin American and Spanish Executives

There are 5 days (Sept 23, Oct 12, Oct 21, Nov 09, Nov 23) when we discuss some of the video clips that make up the cultural interviews. In preparation for this discussion, students write a one-page executive summary (in Spanish) of how the comments in the interviews relate to features of Victor’s LESCANT model, Hofstede’s Cultural Dimensions, or Hampden-Turner & Trompenaars' Dimensions of Cultural Diversity. Each executive summary is worth 50 points. The summary should contain the following features:

- **Introduction:** One paragraph that describes and summarizes the major cultural issues that are most salient or important to you. This should include aspects that seem most different from those norms found in US culture.
- **Statement of the Cultural Conflict:** A specific statement of the cultural conflict (usually not more than two or three sentences).
- **Analysis:** Your analysis of the critical cultural issues.
- **Recommendations:** Based on your analysis, provide recommendations or alternative solutions on how to deal with these cultural issues.

**Due:** At the beginning of class, bring a hard copy with you to class  
**Points:** 50 Points each x 5 = 250

F. Blog Comments

There are 6 days (Sept 20, Oct 07, Oct 19, Oct 28, Nov 04, Nov 18) when you are required to make a comment (in Spanish) to a blog post related to Hampden-Turner & Trompenaars’ dilemmas. Write a brief example and analysis of some aspect of business that reflects the cultural issues presented in the dilemma.  
**Due:** Before 12:00 midnight before the assigned day in class when we will discuss the issue  
**Points:** 20 points each x 6 = 120 points.

G. Video Assignment

There are 5 days (Oct 7, Oct 19, Oct 28, Nov 4, Nov 18) when we review classic movies that demonstrate the cultural issues that are related to Hampden-Turner & Trompenaars’ dilemmas. Each study group is required to lead 2 class discussions on how the movies exemplify these cultural dilemmas. Prepare a written handout for the members of the class that contains the background information necessary and choose brief sections of the movie to show in class. Each presentation should be between 20-30 minutes in length  
**Due:** In class, twice during the semester  
**Points:** 50 points each x 2 = 100 points.
H. Attendance

Each student starts the semester with 60 points for attendance. Each absence reduces the total by 5 points. Absences due to representation and participation in university sponsored activities or religious holidays need to be approved beforehand. Absences related to illness and family emergencies require documentation (e.g., doctor’s note, obituary, etc.).

I. Grading

The final grade is based on the percentage of total points earned (A = 94+, A- = 90+, B+ = 87+, B = 84+, B- = 80+, C+ = 77+, C = 74+, C- = 70+, D+ = 67+, D = 64+, D- = 60+). Scores are not rounded. No make up work is allowed. Points are distributed on the following basis:

<table>
<thead>
<tr>
<th>Points</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>40 pts</td>
<td>Individual Assignments (2 x 20 = 40 pts)</td>
</tr>
<tr>
<td>110 pts</td>
<td>Group Assignments (2 x 30, 1 x 50 = 110 pts)</td>
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<tr>
<td>250 pts</td>
<td>Executive Summaries (5 x 50 = 250 pts)</td>
</tr>
<tr>
<td>100 pts</td>
<td>Video Presentations (2 x 50 = 100 pts)</td>
</tr>
<tr>
<td>120 pts</td>
<td>Blog Comments (6 x 20 = 120 pts)</td>
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<tr>
<td>60 pts</td>
<td>Attendance and Participation</td>
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<tr>
<td>680 pts</td>
<td>TOTAL</td>
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