

Measuring Student Learning Outcome 3:

- SLO 3: Show an appreciation for cultural differences of various countries and know their implications for negotiations and successful business strategies
- Revised SLO 3: Demonstrate knowledge of the ideas, customs, and social behaviors of various countries and how these affect negotiations and successful business strategies.

Rationale: <http://futurehrtrends.eiu.com/report-2015/cultural-differences-inevitability-in-a-global-economy/>

The Harvard Business School has over 50 case studies addressing cultural differences and intercultural communication in Business (<http://www.mic.usi.ch/case-studies-intercultural-communication>). Assignments related to these case studies may be used to measure student's appreciation for cultural differences and their impact in the workplace.

In addition, test questions can be used to probe students cross-cultural knowledge and ability to effectively embrace and practice intercultural communication at a professional level.

Example Test Questions:

Essay Questions

Cultural differences from country to country demand corresponding differences in how managers practice human resource management. Discuss how specific cultural dimensions influence human resource management practices. Use theorem from cross cultural management and relevant country specific examples from two different countries in your answer.

The concept of business ethics includes the expectation that Multinational Corporations (MNCs) have an ethical responsibility about the social and economic effects of their decisions on activities in other countries. Discuss how the specific cultural dimensions in countries can make the implementation of universal ethical principles difficult.

The effectiveness of teams in the global business environment can be the results of understanding cultural differences that are expressed in different expectations about the purpose of the team and how the team is supposed to operate. Some of these expectations relate to task strategies and process strategies. Discuss the difference between process strategies and task strategies that could be used by cross cultural teams. Use cross cultural management theory and provide relevant country examples in your discussion.

Effective global leadership involves the ability of managers to inspire and influence the thinking, attitudes, and behaviors of the individuals within their organization. Using Hofstede's dimensions of power distance and uncertainty avoidance, discuss how global managers can gain insight into their leadership-subordinate relationships around the globe. Use cross cultural management theory and relevant examples in your discussion.

True/False Questions about China

1. In China, brands signify your rank and status in the hierarchy.
2. China is one of only five remaining Communist regimes.
3. Chinese family and society-oriented values take higher priority than those of the individual.
4. According to the IMF, adjusted for purchasing power, China's economy overtook the U.S. in 2014 (it will be some time before China surpasses the U.S. in raw terms).
5. The concept of Guanxi originated in China and refers to networks of trust and relationships with reciprocal obligations.
6. In China, decisions are made during negotiations because on-site participants have the authority to do so.
7. Handshakes in China are not as firm as in the West; expect a softer and briefer handshake.
8. The People's Republic of China includes more than 6,500 islands.
9. In China, an executed contract may be modified later because it's only a set of specifications.

Multiple Choice Questions

In which country are people generally most comfortable giving direct, negative feedback to colleagues at work?

- Brazil
- Germany
- Japan

In which culture would you most typically see "high fives" at the office?

- Great Britain
- USA
- Korea

In which culture are you most likely to go out drinking with your boss?

German
Japan
France

In which of these cultures are you most likely to share personal information with colleagues at work?

Brazil
Korea
Germany

In which culture are people most likely to directly critique a boss' idea?

France
Korea
Israel

most comfortable, in general, promoting themselves to people they don't know?

Mexico
USA
England

people

Where are you most likely to find a very "top down," hierarchical boss?

Sweden
Mexico
USA

How likely would it be for a Japanese colleague to ask you about your age or how much money you make at a bar after hours in Japan?

Depends
Pretty Likely
Very Unlikely

In which of the following cultures are modesty, self-control, and reserve key cultural values?

China
Italy
USA