

**DEPARTMENT OF MARKETING AND BUSINESS ECONOMICS  
ALBERTA SCHOOL OF BUSINESS  
BUEC 444 – B1, Winter 2023  
(Virtual) International Study Tour**

**Instructor:** Edy Wong, PhD

**Phone:** 780 492 8137

**Email:** edy@ualberta.ca

**Office Hours:** By appointment

**Class Time** Jan 14 and 21; Feb 18; Mar 11; April 1 (9 am to 4 pm)

**Location:** B3-06

### **COURSE DESCRIPTION**

BUEC 444 is devoted to experiential learning through an international study tour. The aim of this course is to expose students to cross-cultural aspect of international business environment and the challenges it poses. The course content is comprised of an academic component and a study tour component. The learning objective is to familiarize students with the basic principles of cross cultural business practices in an international setting. Destination of the study tour may vary.

For winter 2022, the study tour will be a virtual one. This virtual study tour will include China, Brazil, and France. In addition to cross cultural management and communications, students will learn the current economic and business conditions and their business practices unique to these countries through in-country speakers.

### **EVALUATION**

Class Participation	20%	
Group Project (Presentation)	40%	(April 1, 2022)
Group Project (Final Paper)	40%	(April 15, 2022)
	<b>Total 100%</b>	

### **DESCRIPTION AND REQUIREMENTS OF GROUP REPORT**

The purpose of this project is to demonstrate the learning outcomes of students' participation in this class. The group may research and write on a topic on the cultural or business environment of a country of their choice. The report can focus on the uniqueness or differentiating factors of the country or how their culture or business practices may differ from other countries'. The conclusions of this report

should be instructive to readers who may wish to engage in business activities in this country.

Students will present the results of their report to class in a 30- minute presentation on April 1, 2023. The final report is to be submitted by April 15, 2023. The length of the final report should be between 12 and 14pages (single space/Font size -12) excluding references.

**Note:** The University of Alberta is committed to the highest standards of academic integrity and honesty. Students are expected to be familiar with these standards regarding academic honesty and to uphold the policies of the University in this respect. Students are particularly urged to familiarize themselves with the provisions of the Code of Student Behaviour (online t [www.governance.ualberta.ca](http://www.governance.ualberta.ca)) and avoid any behaviour which could potentially result in suspicions of cheating, plagiarism, misrepresentation of facts and/or participation in an offence. Academic dishonesty is a serious offence and can result in suspension or expulsion from the University.

Policy about course outlines can be found in Course Requirements, Evaluation Procedures and Grading of the University Calendar.

## **COURSE OUTLINE**

### ***I. Academic Preparatory Sessions***

#### ***A. The global business environment today***

- Impetus of and trends in globalization
- The global supply chain
- Canada's international trade and business relations

#### ***B. Intercultural communications as a business skill***

- Relevance of cross-cultural competency
- Principles of cross-cultural communications
- Application of cross-cultural know-how and global awareness

#### ***C. Case Studies***

- See tentative schedule for discussion of case studies

### ***II. Virtual Study Tours***

- A. China – Speakers on cultural, socio-economic and political backgrounds, and business practices.
- B. Brazil – Speakers on cultural, socio-economic and political backgrounds, and business practices.

- C. France – Speakers on cultural, socio-economic and political backgrounds, and business practices.
- D. D. USA – Speakers on cultural, socio-economic and political backgrounds, and business practices.

**Note:** Audio or video recording, digital or otherwise, of lectures, labs, seminars or any other teaching environment by students is allowed only with the prior written consent of the instructor or as a part of an approved accommodation plan. Student or instructor content, digital or otherwise, created and/or used within the context of the course is to be used solely for personal study, and is not to be used or distributed for any other purpose without prior written consent from the content author(s).

## LEARNING RESOURCES

1. Class lectures and Instructor's PPT
2. Virtual speaker series
3. Case studies:
  - Behfar, Kristin J., Thompson, Sylvie, and Yemen, Gerry (2015). *The Influence Of Cultural Values In Business Practice*. Ivey ID: UVAOB1056, <https://www.iveycases.com>
  - Grainger, Stephen (2008). *Roaring Dragon Hotel*. Ivey ID: 9B08M004\_P. <https://www.iveycases.com>
  - Rosenzweig, Philip M. (1994). *National Culture and Management*. Ivey ID: 394177.
  - Wong, Gilbert, Chan, Scarlet, and Ho, Mary (2001). *Establishing an ECL Culture in China: Organizational Difference or National Difference?* Ivey ID: HKU155. <https://www.iveycases.com>
  - Wong, Edy, *Doing Business in China*, Asia Pacific Foundation, October 2022. (Available from Instructor)

## References

### France

<https://www.oecd.org/environment/country-reviews/Highlights%20France%20ENGLISH%20WEB.pdf>

<https://investinfrance.fr/doing-business-in-france/business-environment-in-france/>  
<https://www.imf.org/en/Countries/FRA>  
<https://santandertrade.com/en/portal/country-profile/20,france>  
<https://businessculture.org/western-europe/business-culture-in-france/>  
[https://europa.eu/european-union/about-eu/countries/member-countries/france\\_en](https://europa.eu/european-union/about-eu/countries/member-countries/france_en)  
<https://www.hofstede-insights.com/country-comparison/france/>  
<https://culturalatlas.sbs.com.au/french-culture/french-culture-core-concepts>  
<https://www.todaytranslations.com/consultancy-services/business-culture-and-etiquette/doing-business-in-france/>

### Brazil

<https://www.imf.org/en/Countries/BRA>  
<https://santandertrade.com/en/portal/analyse-markets/brazil/economic-political-outline>  
<https://businessinsurrey.com/wp-content/uploads/2016/03/DoingBusinessinBrazil-Overview.pdf>  
<https://www.hofstede-insights.com/country/brazil/>  
<https://www.worldbusinessculture.com/country-profiles/brazil/>  
<https://culturalatlas.sbs.com.au/brazilian-culture/brazilian-culture-business-culture>

### China

<https://www.imf.org/en/Countries/CHN>  
<https://santandertrade.com/en/portal/analyse-markets/china/economic-political-outline>  
<https://www.hofstede-insights.com/country-comparison/china/>  
<https://culturalatlas.sbs.com.au/chinese-culture/chinese-culture-references>  
<https://www.todaytranslations.com/consultancy-services/business-culture-and-etiquette/doing-business-in-china/>

## TENTATIVE CLASS SCHEDULE (SPEAKERS ARE TO BE CONFIRMED)

### JAN 14, SATURDAY

---

#### 9:00 am - 3:00 pm

Introduction and Class lecture; Speaker: Edy Wong

- a. The global business environment today
  - Impetus of and trends in globalization
  - The global supply chain
  - Canada's international trade and business relations

b. Intercultural communications as a business skill

- Relevance of cross-cultural competency
- Principles of cross-cultural communications
- 

References:

- Behfar, Kristin J., Thompson, Sylvie, and Yemen, Gerry (2015). *The Influence Of Cultural Values In Business Practice*. Ivey ID: UVAOB1056.
- Rosenzweig, Philip M. (1994). *National Culture and Management*. Ivey ID: 394177.

c. Application of cross-cultural know-how and global awareness

Case Studies:

- Wong, Edy, *Doing Business in China*. Asia Pacific Foundation, 2022

**JAN 21, SATURDAY**

---

**9 – 10:30 am**

Class lecture: China's Economy and Business Environment

Speaker: Edy Wong

**10:30 am – 12:00 noon**

Presentation on Doing Business in China and Q&A

Speaker: Mr. Myron Keens, CEO, Edmonton International Airport

**1:00 to 3:00 pm**

Case Studies:

- Grainger, Stephen (2008). *Roaring Dragon Hotel*. Ivey ID: 9B08M004\_P. <https://www.iveycases.com>
- Wong, Gilbert, Chan, Scarlet, and Ho, Mary (2001). *Establishing an ECL Culture in China: Organizational Difference or National Difference?* Ivey ID: HKU155. <https://www.iveycases.com>

**FEB 18, SATURDAY**

---

**9:00 am – 10:am**

Country Overview: France (part 1)

Expert Presentation with Q&A

Speaker: Patricia Madingou

Commercial Manager at Aggregate Industries UK

**10:30 – 12:00 noon**

Speaker: Patricia Madingou

Executive Presentation: France (part 2)

Speaker: Patricia Madingou

**1:00 – 3:00 pm**

Class discussions and review of presentations and lessons from presentations on France

## **MARCH 11, SATURDAY,**

---

### **9:00 pm – 10:00 am**

Country Overview: Brazil (part 1)

Expert Presentation with Q&A

Speaker: Evodio Kaltenecker

<https://www.linkedin.com/in/evodiokaltenecker/>

### **11:00 am – 12:00 pm**

Executive Presentation: Brazil (part 2)

Speaker: Evodio Kaltenecker

### **1:00 – 2:00 pm**

Class Discussions on Expert Presentation on Brazil and business differences between Canada and Brazil.

## **APRIL 1, SATURDAY**

---

### **9:00 – 10:00 am**

Presentation: Innovation in the USA

Speaker TBC

### **10:00 – 11:00 am**

Class discussions of lessons from presentation on USA

### **11:00 to 12:00/1:00 -3:00 pm**

Class presentation on group projects.