MINISTRY OF EDUCATION AND TRAINING

**LAC HONG UNIVERSITY**

**COURSE OUTLINE**

**<126037– MULTICULTURAL MANAGEMENT >**

| **1.** | **GENERAL INFORMATION** | |
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| Course name (Vietnamese): | | Quan tri da van hoa |
| Course name (English): | | Multicultural Management |
| Course ID: | | 126037 |
| Types: | | Specialization |
| Faculty/Department: | | Administration – International Economics |
| Main Lecturer: | | Phan Van Hai  Email: [haipv@lhu.edu.vn](mailto:haipv@lhu.edu.vn) |
| Lecturer participating in: | | Vu Duc Cuong (cuongvd@lhu.edu.vn) |
| Number of credits: | | 2 |
| Theory :  Practice :  Exercise : | | 15 periods  0 periods  30 periods |
| Specialty : | | Selective to students in this major |
| Prerequisite course: | | No |
| Previous course: | | No |
| **2.** | **COURSE DESCRIPTION** | |

This course provides the information of culture, multicultural management, the aspects and the impacts of culture to business ; apply knowledge of the organizational culture and the business culture differences, cultural communication and negotiation, the differences between communication and negotiation through the separate culture ; conveys the knowledge and skills to overcome the the cultural differences in the global business environment

| **3.** | **COURSE LEARNING OUTCOMES** | **\ ()** |
| --- | --- | --- |

**Table 1: Course Learning Outcomes (CLOs)**

| **Course Learning Outcomes (CLOs)** | **Course Learning Outcomes Content** | **Bloom domain/Bloom level** | **Program Learning Outcomes PLOs/SOs/PIs (\*)** |
| --- | --- | --- | --- |
| CLO1 | Applying tasks effectively in the global enterprises | Knowledge (3) | PI2.1 |
| CLO2 | Comparing the communicative, negotiable principles in the international business environment | Knowledge (4) | PI3.1 |
| CLO3 | Completing the judgmental evaluative and integrated skills in the multicultural environment | Skills (3) | PI6.2 |
| CLO4 | Paying respects to the multiculture from the nationalities | Attitude (2) | PI7.1 |

| **4.** | **COURSE CONTENT, LESSON PLAN** |  |
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**Table 2: Course Content, Lesson Plan**

| **Week** | **Lesson/**  **Chapter** | **Name/Chapter** | **Lesson Learning Outcomes (LLO)** | | **Lecture and Study activities** | **Teaching methods** | **Assessment methods** | **References (\*)** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 1 | Chapter 1 | THE OVERVIEW OF CULTURE AND CULTURAL MANAGEMENT  1.1 The general overview of culture  1.2 The aspects of culture  1.3 Business culture of some nations  1.4 The effects of culture to business  1.5 The multicultural management | LLO1.1 | Explaining the cultural concepts, cultural contents and multicultural management | Lecturer instructs students to learn about contents, then asks students to find the practical examples  Students approach the new information by listening, observing and questioning | Lecture  Game | Short answer test  Multiple choice test | [1] |
| 2 | LLO1.2 | Obeying the regulations | Lecturer announces the arrival time, participation in class, at home | Lecture | Short answer test |
| 3 | Chapter 2 | Corporate culture and multinational culture  2.1 The overview of corporate culture  2.2 The corporate cultural models  2.3 The organizational structure and typical culture in some nations | LLO2.1 | Explaining the concepts of business culture in different nations | Lecturer asks students to learn about the civilizational contents in each group  Các nhóm thảo luận | Lecture | Short answer test | [1] |
| 4 | LLO2.2 | Distinguishing types of business cultural models in nations around the world | Lecturer instructs students to learn about these contents, then asks students to find the practical examples and lessons to themselves | Discussion | Presentations |
|  | LLO2.3 | Obeying the international culture regulations | Lecturer asks all students follow the samples | Didactic questioning | Short answer test |
|  | LLO2.4 | Obeying the regulations | Lecturer announces the arrival time, participation in class, at home | Discussion | Short answer test |
| 5 | Chapter 3 | PHONG CÁCH LÃNH ĐẠO QUA CÁC NỀN VĂN HÓA Leadership styles in every culture  3.1 The overview of leader  3.2 Types of leadership styles  3.3 Leadership styles in some nations around the world | LLO3.1 | Explaining the different leadership styles content | Lecturer instructs students to learn about these contents, then asks students to find practical examples and lessons for themselves. Each group has to discuss. | Lecture  Discussion | Short answer test | [1] |
| 6 | LLO3.2 | Applying the leader and leadership styles around the world into practice | Lecturer instructs students to learn about these contents, then asks students to find practical examples and lessons for themselves. Each group has to present. | Discussion | Presentations |  |
| 7 | Chapter 4 | Communication and commercial negotiation in every culture  4.1 Communication and the impacts of culture to communication  4.2 International trade negotiation and effects of culture to the international trade negotiation | LLO4.1 | Applying the cultural understanding of several countries in behavioral communication for the commercial negotiation | Lecturer instructs students to learn about these contents, then asks students to find practical examples and lessons for themselves. Each group has to present the false situation. | Lecture  Discussion | Short answer test Presentations | [1] |
| 8 |
| 9 | LLO4.2 | Identifying the principles, communicational, negotiable arts in order to approach the globally environmental jobs | Lecturer instructs students to learn about these contents, then asks students to find practical examples and lessons for themselves. Each group has to discuss. | Discussion | Presentations | [1] |
| 10 | LLO4.3 | Completing judgmental, evaluative and integrated skills in the multicultural environment | Lecturer instructs students to learn about these contents, then asks students to find practical examples and lessons for themselves. Each group has to discuss. | Discussion | Presentations |
| LLO4.4 | Paying respects to international multicultural | Asking students to list the notable conditions in communicating with other different cultures. | Didactic questioning | Short answer test |  |
| 11 | Exam | Self-study 30% | LLO5.1 | Obeying the regulations | Lecturer asks students to do test on papers | Lecture | Essay |  |

| **5.** | **MAPPING OF LESSON AND COURSE LEARNING OUTCOMES** |
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**Table 3: Mapping of Lesson and Course Learning Outcomes**

| **Lesson Learning Outcomes** | **Course Learning Outcomes** | | | | **Evaluation Component** |
| --- | --- | --- | --- | --- | --- |
| **CLO1** | **CLO2** | **CLO3** | **CLO4** |  |
| **LLO1.1** | X |  |  |  | A1, A2 |
| **LLO1.2** |  |  |  | X | A1 |
| **LLO2.1** | X |  |  |  | A1, A2, A3 |
| **LLO2.2** | X |  |  |  | A1, A2, A3 |
| **LLO2.3** |  |  | X |  | A1, A2 |
| **LLO2.4** |  |  |  | X | A1 |
| **LLO3.1** | X |  |  |  | A1, A2, A3 |
| **LLO3.2** | X |  |  |  | A1, A2, A3 |
| **LLO4.1** |  | X |  |  | A1 |
| **LLO4.2** |  | X |  |  | A1, A2, A3 |
| **LLO4.3** |  |  | X |  | A1 |
| **LLO4.4** |  |  |  | X | A1 |
| **LLO5.1** |  |  |  | X | A1 |

| **5.** | **COURSE ASSESSMENT** |
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**Table 4: Course assessment**

| **Evaluation Component** | **Assessment** | **CLOs** | **Percentage (%)** |
| --- | --- | --- | --- |
| A1. Process | - Participating in lesson construction  - Class exercices  - Discussion, Role-playing in group | CLO1, CLO2, CLO3, CLO4 | *30%* |
| A2. Midterm | - Doing class exercices | CLO1, CLO2, CLO3 | *30%* |
| A3. Final | - Doing test on papers | CLO1, CLO2 | *40%* |

| **6.** | **COURSE REQUIREMENTS AND EXPECTATIONS** |
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- Attendance: Obeying the regulations

- Students have to read the given study documentation by the lecturer before every lesson on the online learning system (LMS - learn.lhu.edu.vn).

- Students who do homework on Kahoot, Quizizz and quick exercises in class will be given bonus marks for the students' process.

- Finishing given group discussions according to the lecturer's regulations.

| **7.** | **STUDY REFERENCES** |
| --- | --- |

**Textbook**

[1]. Hoang Van Hai, Dang Thi Huong (2022), Giao trinh Van hoa doanh nghiep va dao duc kinh doanh, NXB Dai hoc Dai hoc Quoc gia, Ha Noi.

**References**

[2]. Charlene M. Solomon , Michael S. Schell (Nguyen Tho Nhan dich) (2010), Quan ly xuyen van hoa, NXB Tong hop TP Ho Chi Minh.

| **8.** | **SOFTWARE OR SUPPORTING EQUIPMENTS FOR PRACTICE** |  |
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- Internet, Google Chrome, Kahoot

* **General rules:**

| **Ký hiệu** | **Mô tả** |
| --- | --- |
| **PLO/SO** | Program Learning Outcomes/Standard Outcomes |
| **PI** | Performance Indicators |
| **CLO** | Course Learning Outcomes |
| **LLO** | Lesson Learning Outcomes |

| **Head of Major/ Head of Faculty** | Dong Nai, 2024  Responsible lecturer  (sign and write full name)  **Phan Van Hai** | **Phan Văn Hải** |
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