

Course meeting days/times:

M,T,W,R, May 24-June 10, from 12:30 – 4:15 p.m. (Class does not meet Monday, May 31, Memorial Day.)

Course description

Examines business topics requiring an understanding of culture. Includes cultural diversity in the workplace and the experiences of minorities in business. SS/ES/IS

Instructional team

Carolyn Polodna, Business, cpolodna@uwc.edu, 920-929-3648 (answering machine)

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Course objectives

At the end of the course, you will be better able to...

- define culture and identify cultural differences and similarities,
- describe culture shock and its impact on cross-cultural understanding,
- outline the stages in adapting to another culture,
- give a historical overview of how American Indian-government relations affects access to capital and resulting economic development,
- give examples of how American Indian cultural values are reflected in their business enterprises and management styles,
- outline how the experience of African Americans in American corporations has changed historically and how that experience mirrors the US political environment of the time,
- explain the keys to creating successful sustainable development,
- provide statistics identifying discrimination in the hiring, promotion, and compensation of minorities and women in the US workplace,
- explain how minority status negatively affects access to business capital,
- list resources available to minority/women entrepreneurs for start-up and support,
- explain why diversity is valuable to American business.

Course proficiencies

At the end of the course, you will be better able to...

- understand people different from yourself,
- evaluate situations of social responsibility,
- make decisions based on an informed understanding of the issues involved.

Course text

There is no published text. Readings are available in electronic form on the course website. To reach the website, go to the campus home page, click on Desire 2 Learn (D2L), use the same username and password you use for campus email, and select Bus 227.

Final research paper

Choose a visioning question listed in the Course Schedule that interests you. Briefly explain why you selected it and the answer/information/perception you bring to the class regarding it. Use the Internet and/or library sources to find out more. List the steps of your research, including how and what you searched. Provide a bibliography of both Internet and library sources. Comment on the authenticity of your sources. Describe what new information you found, and how it altered/expanded your original answer. Your paper should be a succinct 3-5 pages in length, without grammatical or spelling errors. Create the paper electronically in Word, with 1.5 spacing and a 12 pt font. Use the course website Dropbox to turn in the paper. Also print out and hand in a hard copy of your paper and be prepared to verbally share your paper with the class on June 10. The paper counts 40 points toward your grade.

Course Schedule

Date	Visioning questions	<i>Simulation, Video</i> or PowerPoint or lecture	Reading (listed on day due)	Assignments (on day due or completed in class)
				12 count 5 each = 60 pts total
5-22	Welcome to the course D2L website Instructions for final paper What is culture?	<i>Bafa Bafa</i>	Syllabus	<i>Bafa Bafa</i> questions
5-23	How do cultures differ? How do Native American cultures differ? What were early Wisconsin Indian economies like? How did they change with contact?	Five Cultural Lens Native American cosmology WI Indian Nations history <i>The Penny Game</i> <i>HoChunk Stories</i> <i>When WI was New France</i>	Five Cultural Lens	HW: Final paper topic selection 3x5 card from <i>Penny Game</i>
5-24	What is tribal sovereignty? How has it changed over time?	Tribal Sovereignty	American Indians & Federal Government 1900-2000	Impact of Federal policy on 10 key ingredients of economic development
5-25	What is the relationship between Federal Indian policy and Wisconsin Indian economic development? What is sustainable development? Is tourism sustainable development?	Patti Loew's <i>Weekend</i> (In Deceit) <i>One with the Earth</i> (Oneida) <i>Thunder in the Dells</i>	Federal policy and economic development (Oneida) Cultural tourism, part 1 (Red Cliff) Sustainable development Tourist and Recreational Resources, part 2	HW: Impact of Federal policy on 10 key ingredients of economic development for Oneida and Red Cliff HW: Analysis of <i>Tourist and Recreational Resources, part 2</i> Sust. Dev: Cultural tourism grid
5-29	Memorial Day		No class	
5-30	Is natural resource development "nation-building"? Is gaming sustainable development?	<i>Keepers of the Waters</i> <i>Menominee Past & Present</i> <i>Deborah Doxtator testimony</i> www.oneidanation.org	LCO and Chippewa Valley Resource Rebels Menominee Tribal Enterp. Gaming impacts the Oneida	Nation-building: natural resources Sust. Dev: Gaming
5-31	Midterm test		Individual 120 points; team 30 points	Multiple choice & essay
5-31	What is the minority experience?	<i>Skin Deep</i>	Story in Our Genes Race Matters White Privilege	

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Date	Visioning questions	<i>Simulation, Video</i> or PowerPoint or lecture	Reading (listed on day due)	Assignments (on day due or completed in class)
6-1	What is the minority experience? What are some theories of majority-minority relations? What has been the Black experience in the US and in US corporations?	Some theories of majority-minority relations African American business	Tokens: The First Decade New Black Power 12 Things You Must Know	HW: <i>Skin Deep</i> reaction 8 key ingredients to economic success, begun
6-5	What has been the Black experience in the US and in US corporations, cont? What has been the Latino experience in the US and in US corporations?	African American business, continued <i>Spanish Spoken Here</i>	Hispanics in a Multicultural Society Newsweek Latino Americans The original Mexicans	8 key ingredients, completed HW: Values comparison
6-6	What has been the Latino experience in the US and in US corporations? How can corporations value diversity?	<i>Freedom to Work</i> <i>Hispanics in Green Bay</i> American Ideology at Work <i>The Associate</i> <i>Valuing Diversity</i> at Ford	Employment discrimination How Five Managers Transformed a Culture	HW: Selection decision <i>Valuing Diversity</i> questions
6-7	What are the experiences of minority and women entrepreneurs? Where can minority/women entrepreneurs get financing for new businesses?	<i>Women in business meeting the challenge</i> Why not start a business? <i>Legacy Bank</i> <i>Faith, Hope, Capital</i>	Women's employment Status of Women Lending in Milwaukee	Evaluating the data
6-8	Final test		individual 120 points multiple choice/essay, team 30 points	
6-8	Discussion of research papers Farewell	Thinking outside "the box"		Paper due (40 points) Put Word file in course website Dropbox; print a hard copy to hand in, be prepared to present verbally after Final test
Minimum points required: 93% A, 90% A-, 87% B+, 83% B, 80% B-, 77% C+, 73% C, 70% C-, 67% D+, 63% D, 60% D-, <60% F				