

2403284 Cross-Culture Management Course syllabus



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PGS 4th year students

Tuesday 09:00-12:00 Term 2/2024

By: Kunphatu Sakwit, PhD.

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Classroom: 613/POL 3

Objectives

The first half of the module looks at the term of 'cross-culture' through sociological lens. The course aims to equip students with knowledge and understanding of the issue of cross-culture; especially forms of cultural globalisation. The first half of the course covers the global culture industry, McDonaldization, Glocalisation and Hybridisation. Students will be able to discuss those issues both in theoretical and practical aspects. Also, the course offers understanding of affect and capitalism; along with global museum management. At the end of this course, students will be able to conceptualise sociologically how people have managed cross-culture and cultural globalisation in different contexts and how we have been managed by forms of cultural globalisation.

Modes of teaching: Seminar, class discussion and class activity

Students are expected to read weekly materials before classes. **Please note that all reading materials are compulsory for all students.** Each pair will lead weekly seminar class; followed by my summary on each class topic. In the second half of the class, students will be assigned to work on class activities.

Students can access course materials via [2/2566 PGS Cross-cultural management.Group | General | Microsoft Teams](#)

Assessment

Aj.Kunphatu

- Seminar leading. 10 pts
- Seminar participation 10 pts
- Mini research design 15pts

Aj.Pimsiri

- ASEAN culture presentation 15 pts
- Diversity issues reflection 10 pts
- Attendance 10 pts

Aj.Kunphatu + Aj.Pimsiri (co-graded item)

- Final exam: Podcast (With Ajarn Dr. Pimsiri) 30 pts

ASEAN culture presentation

This assignment is meant to scaffold your knowledge on a few of Thailand's neighboring country a little better through the cross-cultural management lenses. In pair, you will choose an ASEAN country (designated in week10-13) and describe the assigned country's culture (core values of the culture), personality of their people, business etiquette, their sense of humor,

communication style, potential conflict/misunderstanding when working with people from the assigned country. Feel free to add any other pieces of interesting information to your presentation. Please be innovative in your approach to this assignment. Feel free to use games, card games, interview video, a part of short films as your medium. No Kahoot pls! The goal is to make the presentation informative and fun. Plan for 15 mins of presentation and 15 mins of activity and discussion at the end. **30 mins MAX. 10 pts for content/delivery; 5 pts for how engaging your presentation is.**

Time: 30 mins, going over time will result in 1 pt deductible per minute.

Submit your ppt on class's MS Team on your presentation day, by noon.

Diversity issues reflection

Watch video series in the link [Under Our Skin | The Seattle Times](#) and write a 700-word reflection, Times New Roman size 12 double spaced. To submit, go to Files-->**Diversity issues reflection**, then create your folder (student id followed by first name)

Reflection questions

1. Which part of the video resonates with you the most? Summarize video content and explain why it resonates with you?
2. Choose two videos (2 different diversity keywords) and discuss whether or not you agree with points mentioned in the video. (Cannot be videos you chose to respond to Q1)
3. Share personal experience with some of these diversity issue when you were abroad, describe how it made you feel, and how did you respond to it?

(if you don't have a personal experience, you may talk about your friend's experience instead)

Individual assignment. Post on MS Team by Apr 16th 23.59 pm

Podcast

Synthesize the learning gained from both lecturers into a podcast series (co-organized by everyone in class). This means students will have to talk about 2

concepts learned from each lecturer, describe main ideas of the concepts one at a time and connect it to the podcast theme. For this assignment, the whole class will decide on topics of 9 total podcasts under the same theme. One student will be responsible for one podcast. If you choose to interview someone for your podcast, make sure that you tie theoretical concepts with what your interviewees mention.

Ideas for podcast theme: Dos and Don'ts in ASEAN business culture

Diversity management

Voices of migrants in Thailand: cross-cultural adaptation

Attendance is MANDATORY

Each week is worth two points. Attendance entails your preparation in terms of assigned readings and class activity) as well as participation in the guest speaker's session. Total attendance points will be divided by 1.4 to make the full attendance score 10 points. ONLY one unforeseen circumstance with credible proof is allowed.

Date	Week	Content	Instructor
9 January	1	The course in a nutshell	Ajarn Dr. Kunphatu Sakwit
16 January	2	<p>Global Culture Industry</p> <p>Compulsory reading Lash, S. and Lury, C. (2007). Introduction: Some Signposts; in Lash, S. and Lury, C. <i>Global Culture Industry: The Mediation of things</i>. Cambridge: Polity. (Read only chapter 1 pp, 1-15)</p> <p>Class activity: Taylor Swift is presented as music industry of the present times. How would you help Taylor and her team to be dubbed as the representation of the global culture industry?</p>	Ajarn Dr. Kunphatu Sakwit

23 January	3	<p>McDonaldization society and its latest trends</p> <p>Compulsory reading Ritzer, G. and Miles, S. (2019). The Changing Nature of Consumption and the Intensification of McDonaldization in the Digital Age. <i>Journal of Consumer Culture</i>, 19 (1), 3-20.</p> <p>Class activity: Each pair will be randomly assigned to manage a type of business with principles of McDonaldization.</p>	Ajarn Dr. Kunphatu Sakwit,
30 January	4	<p>Hybridisation and hybridised culture</p> <p>Compulsory Reading Nederveen Pieterse, J. (1993). Globalization as Hybridization. <i>ISS Working Paper Series/ General Series</i>, 152, 1-18.</p> <p>Class activity: How would you help Thailand's leaders campaign in favour of Thailand soft power?</p>	Ajarn Dr. Kunphatu Sakwit
6 February	5	<p>Glocalisation</p> <p>Compulsory reading Robertson, R. (1994). Globalisation or glocalisation? <i>Journal of International Communication</i>, 1(1), 33-52.</p> <p>Class activity: How should Song Kran festival be managed to depict the idea of Thai culture,</p>	Ajarn Dr. Kunphatu Sakwit

		while simultaneously to captivate global audience?	
13 February	6	Global Museum Management	Ajarn Dr. Nuntamon Kutalad Mahidol University
20 February	7	<p>Affect and Capitalism</p> <p>Description: Lecture on ‘Affective Capitalism’ will take students to explore the concept of affect and how it works in the capitalist society. The lecture starts by giving students an overview of what affect and capitalism are and how these two concepts are intertwined within the context of digital media consumption. Examples of affective capitalism study surrounding social media will be given to allow students to see real-life examples of this abstract concept. The lecture will take around one and a half hour. After the lecture, students are encouraged to participate in a critical thinking activity. They will be assigned to either watch a 5-10 minute video clip or read a 2-page article. Then they will be asked to discuss the materials they have watched or read in relation to the affective capitalism concept. The lecture aims to (1) introduce the concept of ‘Affective Capitalism’ to students from the sociological point of view; (2) enable students to understand how social media users are subjected profit-seeking by big tech companies employing users’ emotions and their affective engagement with digital media as a tool and (3) encourage students to critically engage with the concept and think of how affective capitalism impact on them and their social media use.</p> <p>(Pattamanan Poonseripipat, 04/01/2024)</p>	Ajarn Dr. Pattamanan Poonseripipat from Naresuan University
27 February	8	Design mini research plan (individual work)	Ajarn Dr. Kunphatu Sakwit
Midterm exam	Midterm exam	Midterm exam	Midterm exam

Mar 12	9	Lecture: Identity	Ajarn Dr. Pimsiri Aroonsri
Mar 19	10	Lecture: Hofstede's cultural dimensions Dimensionalizing Cultures: The Hofstede Model in Context (gvsu.edu) Country comparison tool (hofstede-insights.com)	Ajarn Dr. Pimsiri Aroonsri
Mar 26	11	ASEAN culture presentation 1: Indonesia (15 pts) Progress report: Podcast Meet Ajarn Pim individually 15 mins/person. 9.30-9.45; 9.45-10.00; 10.00-10.15; 10.15-10.30; 10.30-10.45; 10.45-11.00; 11.00-11.15; 11.15-11.30; 11.30-11.45	Ajarn Dr. Pimsiri Aroonsri
Apr 2	12	ASEAN culture presentation 2: Singapore (15 pts) Lecture: Organizational culture The 4 Types of Organizational Culture & Their Benefits Built In	Ajarn Dr. Pimsiri Aroonsri
Apr 9	13	ASEAN culture presentation 3: Vietnam* (15 pts) Lecture: Selling your cross-cultural skills Bring your resume and think about a job you'd like to apply for	Ajarn Dr. Pimsiri Aroonsri
Apr 16	14	ASEAN culture presentation 4: Philippines (15 pts) Watch video series in the link and write a reflection. To submit, go to Files--> Diversity issues reflection , then create your folder (student id followed by first name)	Ajarn Dr. Pimsiri Aroonsri

		<p>Lecture: Diversity 10 pts</p> <ol style="list-style-type: none"> 4. Which part of the video resonates with you? And Why? 5. Share personal experience with some of these diversity issue when you were abroad, describe how it made you feel, and how did you respond to it? <p>(if you don't have a personal experience, you may talk about your friend's experience instead)</p> <p>Topic: Diversity issues Under Our Skin The Seattle Times</p>	
Apr 23	15	<p>Field trip – Muslim community in Bang Aor Submit podcast by Apr 25th 23.59 pm</p>	<p>Ajarn Dr. Pimsiri Aroonsri Ajarn Dr. Kunphatu Sakwit</p>