

**Kent State University**  
**Study Abroad in China 2010 Summer Program**

**Introduction to International and Intercultural Etiquette**  
**Summer III, 3 credits**

**Choose from one of the following to register:**

RPTM 46095 Selected Topics in Recreation  
HM 41095 Special Topics in Hospitality Management  
ELS 63195 Special Topics in Exercise, Leisure and Sport  
HM 63095 Special Topics in Hospitality Management

**Instructor:**

Dr. Philip Wang, Associate Professor  
Recreation, Park and Tourism Management  
Kent State University  
265-G MACC Annex, 672-0219, [pwang@kent.edu](mailto:pwang@kent.edu)

**Course Description:**

Introduction to cross-cultural understanding of values, customs, and essential knowledge of professional protocol and behaviors needed to survive and succeed in the global community.

This summer course with a travel component is a unique opportunity to observe actual behaviors, discuss cultural literacy issues, and practice etiquette skills. The goal is for the learner to best present the individual and the group at home or abroad. Students in business administration, education, public affairs, international relations, communications, journalism, hospitality, tourism, and other fields which involve international business travel will benefit from the course.

Methods of learning consist of lectures, field trips to American and Chinese businesses and government offices, tours to eight cities and regions across China, a special visit to the 2010 World Expo in Shanghai, and a “Day of Sharing and Service” on Fourth of July in a rural school.

**Course Format:**

A combination of lectures, guest speakers from a Chinese university, discussion sessions, assignment projects, presentations, social and cultural activities, field trips and excursions, and service activities.

**Course Prerequisites:**

Enrollment is open to all students regardless of major. Applicants must be in good academic standing.

**Course Outcome:**

- 1. Increased cultural awareness and sensitivity
- 2. Improved international etiquette skills
- 3. Extended experience in hosting cross-cultural events and entertaining foreign guests
- 4. Enhanced perspective of cultural heritage of the United States and sharing of American culture abroad—4<sup>th</sup> of July celebration with Chinese children and their families
- 5. Increased ability to conduct business in a global environment
- 6. Expanded knowledge of China’s business climate and U.S.-China relations

**Class Policies:**

- 1. Food and cell phone calls are prohibited in the classroom.
- 2. Assignments papers are due at 4:30 p.m. on the due dates. A paper copy is required; electronic submission is unacceptable. Ten points will be deducted for each day beyond the due date. Professional quality of all projects is required. Texts must be typed, in Times New Roman, 12-point, double spaced, with one-inch margins. Points will be deducted for grammatical, spelling and typographical errors.

**Course Requirements:**

- 1. Research, regular attendance, and participation in class discussion are required
- 2. Completion of all assignments is required; assignment details will be explained in class

**Assignments:**

- 1. Manners, Behaviors, and Culture Shock (field observation and written reflections)
- 2. Cross-cultural Communication and Social Grace (task group project and presentation)
- 3. On-site Event: Planning, Implementation, Evaluation (hosting an actual event)

**Evaluation:**

Manners, Behaviors, and Culture Shock.....	30%
Cross-cultural Communication and Social Grace .....	20%
On-site Event .....	20%
Attendance, discussion, exercise.....	<u>30%</u>
	100%

Scores earned in each exam and assignment will be based upon a 100-point scale. Final grades will be determined by tallying the scores according to their designated weight. Final grades will be assigned using the following scale:

A = 93-100	A- = 90-92	
B+ = 87-89	B = 83-86	B- = 80-82
C+ = 77-79	C = 73-76	C- = 70-72
D = 60-69		
F = below 60		

## Course Outline and Schedule:

<u>Date</u>	<u>Destination</u>
June 13	Depart from hometown
14	Arrive in Beijing, orientation
15-17	Classes <u>Part 1: Cultural Sensitivity</u> Course introduction, cultural differences, values/attitudes/beliefs, culture shock, taboos, generalization and stereotypes <u>Part 2: Etiquette for Doing Business</u> The first impression, greeting, conversation and communication, maintaining business relationships, dress and appearance, body language, international meetings and presentations, hosting international guests, business entertaining, gift-giving, dining etiquette Social and cultural activities and Beijing area field trips: Forbidden City, the Great Wall, Olympics Green
18-20	Excursions: Inner Mongolia
21-25	Classes <u>Part 3: The Thoughtful Traveler</u> International manners, business English <u>Part 4: Doing Business in Asia and China</u> Identities in Chinese Asia, time behavior in Asia, “face” respect and apology, status power and Asian hierarchies, negotiating behavior, corruption and bribery, ethical conduct <u>Part 5: Dealing with the uncontrollable</u> Social and cultural activities and Beijing area field trips: Imperial Summer Palace, Tianjin
26-27	Excursions: Shanghai 2010 World Expo
28-30	Excursions: Guilin Lijiang National Park river cruise, biking
July 1-2	Excursions: Xian Terra Cotta Warriors museum
3-4	Shijiazhuang: 4 <sup>th</sup> of July service activities
5	Beijing
6	Return to hometown