**COURSE DESCRIPTION:**

**LEADERSHIP ACROSS CULTURE: ASIA**

This is an introductory course on cross-cultural leadership designed not just for business or communications majors, but as a practical introduction to cultural competencies that factor in to social, personal and professional exchanges in a global context, with an emphasis on developing the responsiveness, adaptability and creativity that have become of growing importance for individual success in the globalizing and changing world.

The course introduces students to differences among leadership ideas and values across cultures, with a focus on Eastern ways of knowledge and understanding, and conveys the importance of understanding and navigating the expectations of a host country. This course will touch on ideas about entrepreneurialism, design, philosophy, business and communication norms, hierarchies, and family. Students will be presented with an academic understanding of leadership differences and be guided through workshops, excursions to organizations and activities to more deeply enable one’s own navigation of entrepreneurial and leadership concerns. Project work will take students out into the community to explore and gather information firsthand about host-culture organization and behavioral manifestation, allowing students to form a closer relationship to the host country during this study-abroad session. This course is designed to help develop any student looking to function positively in the globalizing and international world.

**COURSE OUTLINE:**

**Lecture 1:** Thinking about Leadership in Different Cultures

Readings: “The One best Way of Organizing Does Not Exist” Trompenaars, F. *Riding the Waves of Culture*. “The Organization as a Cultural Construct” Trompenaars: *Business across Culture*, Hofstede *Exploring Cultures:* Chapter 1.

**Lecture 2:** What is leadership? A look at the individual.

Assignment: Leadership 2.0 Quiz

Confucius *Analects* excerpts

**Lecture 3:** Confucianism and its influence in Asia

Response due for *Analects*

Quiz Reflections

**Lecture 4:** Creativity and Learning

Cross Cultural Group Work Activity

Reading Selections from:

Lucken, M. *Imitation and Creativity in Japanese Arts:* *from Kishida Ryusei to Miyazaki Hayao.* Asia Perspectives. 2017

Trompenaars. *Riding the Waves of Culture*. Chapter 4: Relationships and Rules,

Chandler, et al. *On Effective Leadership.* “Henry Ford and Soichiro Honda: Business

Entrepreneurs”,

**Lecture 5:** Guided Excursion to Local Organization

Response Due

**Lecture 6:** Leadership from Different Positions: Gender, Ages and Nationalities

Readings: Rajasekar.

Excerpt from Rein. *The End of Copycat China: The Rise of Creativity, Innovation, and Individualism in Asia.*

**Lecture 7:** Marketing considerations in international settings

Response Due from Excursion

Readings: Trompenaars. *Marketing Across Cultures.* Chapter 2: Cultural Differences in Marketing Chapter 3: Cultural Differences in a Marketing

**Lecture 8:** Workshop: Marketing Project

Readings: Cateora et al. *International Marketing.* “Chapter 11: The Asia Pacific Region”, Materializing merit: the symbolic economy of religious monuments and tourist- pilgrimage in contemporary Thailand”

**Lecture 9:** **Midterm Projects Presentations**

**Lecture 10:** Religious expressions and leadership West and East**,** Guided Excursion to Temple Site

Read *The Book of Five Rings*

**Lecture 11:** Guest Lecture with Professor Kucukyalcin, PhD on *The Book of Five Rings* and Samurai Ethic

**Lecture 12:** Guided Practice: Kanji Centered on the Book of Five Rings

**Lecture 13:** Virtual Culture and Social Media Communications

Reading: Trompenaars. *Marketing Across Culture*. “Chapter 8: E-Marketing Dilemmas Across Cultures”

Presenting for Employment and Written Exam

Reading: Ed. Francis. “Build your Brand: Chapter 1: Your Unique Sense and Sensibility”

**Lecture 14:** Avoiding Leadership Pitfalls

Readings: Windsor “The Dark Side of Leadership Practices”, Armstrong et al. “The Trouble with Leadership: Theories of Good and Troubled Leadership and their Ethical Implications” from *The Palgrave Handbook of Leadership in Transforming Asia*

Reading: Bachkirov. “Organizational Leadership Decision Making in Asia: The Chinese Ways”

**Lecture 15: Project Presentations**