

IBH 3AD3 – Winter 2024

**IBH 3AD3  
Cross-Cultural Communication  
Winter 2024 Course Outline**

**DeGroote School of Business  
McMaster University**

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***COURSE OBJECTIVE***

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*In this course students will explore the links between language and culture and learn skills necessary to be intermediaries between cultures. On completion of the course students should be aware of the role of their own cultural filters, i.e., how their own culture affects the way they perceive the world, and they should become better equipped to interpret other cultures. They will learn to analyze how linguistic behaviour reflects complex cultural values and how to deconstruct culture-specific rituals in order to represent them in terms of another culture.*

*Three overarching questions that are addressed in the course are: 1. What is culture? 2. What specific tools does linguistics bring to cross-cultural communication? 3. What are the intersections between communication theory and formal linguistics?*

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***INSTRUCTOR AND CONTACT INFORMATION***

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**Instructor**

Dr. Wendy D'Angelo

[dangelo@mcmaster.ca](mailto:dangelo@mcmaster.ca)

Office: TSH 504

Office Hours: after class (or by  
appointment)

Class Location:

**TA**

Rudaina Hamed

[hamedr1@mcmaster.ca](mailto:hamedr1@mcmaster.ca)

Office Hours on Zoom:  
Mondays 10-11am (or by  
appointment)

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***COURSE ELEMENTS***

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Credit Value: 3	Leadership: Yes	IT skills: No	Global view: Yes
A2L: Yes	Ethics: Yes	Numeracy: No	Written skills: Yes
Participation: Yes	Innovation: Yes	Group work: Yes	Oral skills: Yes
Evidence-based: No	Experiential: Yes	Final Exam: No	Guest No speaker(s):

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***COURSE DESCRIPTION***

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*Students will engage in weekly informal discussion in lecture, produce five reflections, present four group inquiries and write one term-end test. Group inquiries will give students the opportunity to teach the class through example by applying communication theory frameworks and the tools of linguistics to resolve a problem in cross-cultural business communication. The final exam will reflect topics covered during the term and will be based on critical thinking about cross-cultural issues. Topics include, but are not limited to, communication across genders and cultures, communication in Global English and other varieties of English, cultural metaphors and symbols, considerations on non-Western forms of argumentation, the use of gestural language and other modalities of expression, the understanding of language in identity construction, linguistic bias, and cultural stereotyping.*

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***LEARNING OUTCOMES***

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Upon successful completion of this course, students will be able to complete the following key tasks:

- Understand broader and more nuanced definitions of culture and heritage
- Reflect on their own cultural background as a benchmark for understanding their own cultural and linguistic biases and stereotypes
- Use the tools of formal linguistics to examine how language shapes social realities and personal identities
- Use frameworks from communication theory to reread cultural conflict, ambiguity, misunderstanding in language

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***COURSE MATERIALS AND READINGS***

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**Required:**

“Intercultural Communication: A Canadian Perspective” by Elizabeth Suen and Barbara A. Suen published by Canadian Scholars Women’s Press 2019. ISBN 9781773381510.

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**COURSE OVERVIEW AND ASSESSMENT**

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Missed tests/exams will receive a grade of zero unless the student has submitted and been approved for a Notification of Absence or MSAF. Late assignments will be penalized 10% for each day they are late. Your final grade will be calculated as follows:

GRADE COMPONENT	WEIGHT	DESCRIPTION
<b>Inquiry Presentations x 4</b>	<b>30%</b>	[1] Jan. 23, 25; 2) Feb. 13, 15; 3) Mar. 5, 7; 4) Mar. 27, 29] Submitted in class as a presentation with an accompanying paper as per the rubric (Rubric supplied on A2L). The paper must be submitted to A2L. Group evaluation: groups of 3 assigned by instructor
<b>Peer Reflections x 4</b>	<b>20%</b>	[1] Jan. 25; 2) Feb. 15; 3) Mar.7; 4) Mar. 29] Submitted in class through A2L These are based on questions posed by your peers on their inquiry presentation content, so you must take notes during their presentations. A rubric will be supplied. Individual evaluation
<b>Final Test x1</b>	<b>40%</b>	[Apr. 4] Cumulative Test consists of 25 M/C and 10 Short Answer questions. Submitted in class through A2L Individual evaluation
<b>Final Reflection x1</b>	<b>10%</b>	[Apr. 9] Submitted in class on paper Individual evaluation

ACTIVITY	DELIVERY	DESCRIPTION	TOOL(S)
<b>Lecture Core Content</b>	In-person	Live in-person lectures	The instructor will use <i>Mentimeter</i> for engagement or links in A2L
<b>Readings</b>	Asynch	Tied to weekly discussion/lecture	Readings, videos linked in Avenue, from coursepack, or in assigned textbook
<b>Group Discussions</b>	In-Person	In class	The instructor will use <i>Mentimeter</i> for engagement or links in A2L.

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## ***COURSE DELIVERABLES***

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### ***Inquiry Presentations***

These four assignments are worth 7.5% each for a total of 30% of your final grade. They will each be marked as a group project. There is a report to submit on A2L at the time of your presentation. Please follow the rubric supplied on A2L. The question/inquiry project for your group will be assigned on A2L. Groups will be created by the instructor so that you work with as many classmates as possible in this course.

The goal of this task is to teach the class through example. You must apply a framework in order to resolve a problem in cross-cultural business communication. You must outline the issue, the context, and the process used for resolution. **Topics will be assigned to groups on A2L.**

Your write up of your plan should include language, theories, and frameworks studied in our course. To ensure that your lesson has been received, you must ask your peers one question to answer about your presentation that shows that they understand your approach and the terminology that you have used. **A rubric will be supplied on A2L.**

### ***Peer Reflections***

The four reflections are based on your peers presentations and are worth 5% each of your final grade for a total of 20% of your final grade. **A rubric will be supplied on A2L.**

### ***Final Test***

This is worth 40% of your final mark and will be cumulative. **A detailed breakdown will be reviewed in class.**

### ***Final Reflection***

This reflection is worth 10% of your final mark and will be cumulative. You will be asked a question for which you will write a long response answer. **A rubric will be supplied on A2L.**

Name cards and class pictures are used to help give credit for your participation. You must have a name card, or log in, with your **full first and last name** clearly written and displayed for every class.

Since student participation is an important component of this course, official McMaster student ID photographs will be used to ensure that each student is assessed accurately. The instructor will use the photograph to ensure the accuracy of participation marks, group work, and for identifying students for grading purposes.

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## **COMMUNICATION AND FEEDBACK**

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Students who wish to correspond with instructors or TAs directly via email must send messages that originate from their official McMaster University email account. This protects the confidentiality and sensitivity of information as well as confirms the identity of the student. Emails regarding course issues should NOT be sent to the Area Administrative Assistants. All students must receive feedback regarding their progress prior to the final date by which a student may cancel the course without failure by default.

- *For Level 1 and Level 2 courses, this feedback must equal a minimum of 20% of the final grade.*
- *For Level 3 courses and above, this feedback must equal a minimum of 10% of the final grade.*

Instructors may solicit feedback via an informal course review with students by Week #4 to allow time for modifications in curriculum delivery.

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## **REQUESTING RELIEF FOR MISSED ACADEMIC WORK**

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In the event of an absence for medical or other reasons, students should review and follow the Academic Regulation in the Undergraduate Calendar [“Requests for Relief for Missed Academic Term Work”](#) and the link below;

<http://ug.degroot.mcmaster.ca/forms-and-resources/missed-course-work-policy/>

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## **ACADEMIC INTEGRITY**

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You are expected to exhibit honesty and use ethical behaviour in all aspects of the learning process. Academic credentials you earn are rooted in principles of honesty and academic integrity. **It is your responsibility to understand what constitutes academic dishonesty.**

Academic dishonesty is to knowingly act or fail to act in a way that results or could result in unearned academic credit or advantage. This behaviour can result in serious consequences, e.g. the grade of zero on an assignment, loss of credit with a notation on the transcript (notation reads: “Grade of F assigned for academic dishonesty”), and/or suspension or expulsion from the university.

For information on the various types of academic dishonesty please refer to the [Academic Integrity Policy](#), located at <https://secretariat.mcmaster.ca/university-policies-procedures-guidelines/>

The following illustrates only three forms of academic dishonesty:

- plagiarism, e.g. the submission of work that is not one’s own or for which other credit has been obtained.
- improper collaboration in group work.
- copying or using unauthorized aids in tests and examinations.

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### ***AUTHENTICITY/PLAGIARISM DETECTION***

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**Some courses may** use a web-based service (Turnitin.com) to reveal authenticity and ownership of student submitted work. For courses using such software, students will be expected to submit their work electronically either directly to Turnitin.com or via an online learning platform (e.g. A2L, etc.) using plagiarism detection (a service supported by Turnitin.com) so it can be checked for academic dishonesty.

Students who do not wish their work to be submitted through the plagiarism detection software must inform the Instructor before the assignment is due. No penalty will be assigned to a student who does not submit work to the plagiarism detection software.

**All submitted work is subject to normal verification that standards of academic integrity have been upheld** (e.g., on-line search, other software, etc.). For more details about McMaster's use of Turnitin.com please go to [www.mcmaster.ca/academicintegrity](http://www.mcmaster.ca/academicintegrity).

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### ***COURSES WITH AN ON-LINE ELEMENT***

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**Some courses may** use on-line elements (e.g. email, Avenue to Learn (A2L), web pages, TopHat, MS Teams, etc.). Students should be aware that, when they access the electronic components of a course using these elements, private information such as first and last names, user names for the McMaster e-mail accounts, and program affiliation may become apparent to all other students in the same course.

The available information is dependent on the technology used. Continuation in a course that uses on-line elements will be deemed consent to this disclosure. If you have any questions or concerns about such disclosure please discuss this with the course instructor.

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### ***ONLINE PROCTORING***

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**Some courses may** use online proctoring software for tests and exams. This software may require students to turn on their video camera, present identification, monitor and record their computer activities, and/or lock/restrict their browser or other applications/software during tests or exams. This software may be required to be installed before the test/exam begins.

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## **CONDUCT EXPECTATIONS**

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As a McMaster student, you have the right to experience, and the responsibility to demonstrate, respectful and dignified interactions within all of our living, learning and working communities. These expectations are described in the [Code of Student Rights & Responsibilities](#) (the “Code”). All students share the responsibility of maintaining a positive environment for the academic and personal growth of all McMaster community members, **whether in person or online**.

It is essential that students be mindful of their interactions online, as the Code remains in effect in virtual learning environments. The Code applies to any interactions that adversely affect, disrupt, or interfere with reasonable participation in University activities. Student disruptions or behaviours that interfere with university functions on online platforms (e.g. use of Avenue 2 Learn, WebEx or Zoom for delivery), will be taken very seriously and will be investigated. Outcomes may include restriction or removal of the involved students’ access to these platforms.

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## **ACADEMIC ACCOMMODATION OF STUDENTS WITH DISABILITIES**

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Students with disabilities who require academic accommodation must contact [Student Accessibility Services](#) (SAS) at 905-525-9140 ext. 28652 or [sas@mcmaster.ca](mailto:sas@mcmaster.ca) to make arrangements with a Program Coordinator. For further information, consult McMaster University’s [Academic Accommodation of Students with Disabilities](#) policy.

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## **ACADEMIC ACCOMMODATION FOR RELIGIOUS, INDIGENOUS OR SPIRITUAL OBSERVANCES (RISO)**

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Students requiring academic accommodation based on religious, indigenous or spiritual observances should follow the procedures set out in the [RISO](#) policy. Students should submit their request to their Faculty Office **normally within 10 working days** of the beginning of term in which they anticipate a need for accommodation or to the Registrar’s Office prior to their examinations. Students should also contact their instructors as soon as possible to make alternative arrangements for classes, assignments, and tests.

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## **COPYRIGHT AND RECORDING**

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Students are advised that lectures, demonstrations, performances, and any other course material provided by an instructor include copyright protected works. The Copyright Act and copyright law protect every original literary, dramatic, musical and artistic work, **including lectures** by University instructors.

The recording of lectures, tutorials, or other methods of instruction may occur during a course. Recording may be done by either the instructor for the purpose of authorized distribution, or by a student for the purpose of personal study. Students should be aware that their voice and/or image may be recorded by others during the class. Please speak with the instructor if this is a concern for you.

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### ***EXTREME CIRCUMSTANCES***

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The University reserves the right to change the dates and deadlines for any or all courses in extreme circumstances (e.g., severe weather, labour disruptions, etc.). Changes will be communicated through regular McMaster communication channels, such as McMaster Daily News, A2L and/or McMaster email.

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### ***RESEARCH USING HUMAN SUBJECTS***

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All researchers conducting research that involves human participants, their records or their biological material are required to receive approval from one of McMaster's Research Ethics Boards before (a) they can recruit participants and (b) collect or access their data. Failure to comply with relevant policies is a research misconduct matter. Contact these boards for further information about your requirements and the application process.

McMaster Research Ethics Board (General board): <https://reo.mcmaster.ca/>

Hamilton Integrated Research Ethics Board (Medical board): <http://www.hireb.ca/>

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### ***ACKNOWLEDGEMENT OF COURSE POLICIES***

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Your enrolment in IBH 3AD3 will be considered to be an implicit acknowledgement of the course policies outlined above, or of any other that may be announced during lecture and/or on A2L. **It is your responsibility to read this course outline, to familiarize yourself with the course policies and to act accordingly.**

Lack of awareness of the course policies **cannot be invoked** at any point during this course for failure to meet them. It is your responsibility to ask for clarification on any policies that you do not understand.



**COURSE SCHEDULE**

**IBH 3AD3  
Cross-Cultural Communication  
Winter 2024 Course Schedule**

WEEK	DATE	*TOPICS and ASSIGNMENTS
1	Jan. 9, 11	Chapter 1 & 2
2	Jan.16,18	Chapter 3 (30 mins of class time this week is dedicated to your inquiry presentation preparation.)
3	Jan. 23,25	Inquiry 1 Presentations (Chapters 2-3) Peer Reflection 1
4	Jan. 30, Feb.1	Chapter 4
5	Feb. 6,8	Chapter 5 (30 mins of class time this week is dedicated to your inquiry presentation preparation.)
6	Feb. 13,15	Inquiry 2 Presentations (Chapters 4-5) Peer Reflection 2
7	Feb. 20,22	BREAK (No classes)
8	Feb. 27,29	Chapter 6 (30 mins of class time this week is dedicated to your inquiry presentation preparation.)
9	Mar. 5,7	Inquiry 3 Presentations (Chapters 6-7) Peer Reflection 3
10	Mar. 13,15	Chapter 7 & 8
11	Mar. 20, 22	Chapter 9 & 10 (30 mins of class time this week is dedicated to your inquiry presentation preparation.)
12	Mar. 27, 29	Inquiry 4 Presentations (Chapters 8-9) Peer Reflection 4
13	Apr. 2, 4	Final Review (Tuesday April 2nd) Final Test (Thursday April 4th)
14	Apr. 9	Final Reflection (in class)

\*Please read the chapters assigned ahead of lecture. Some chapters may only cover selected topics. The instructor will let you know during lecture which areas of the chapter are of major focus.