

RANCHO SANTIAGO COMMUNITY COLLEGE DISTRICT



Santiago Canyon College
8045 E. Chapman Ave.
Orange, CA 92869



Santa Ana College
1530 W. 17th Street
Santa Ana, CA 92706

ARTICULATION AGREEMENT

College: <u>Santa Ana College</u>	Secondary Partner: <u>Canyon High School / CCROP</u>
Contact: <u>Madeline Grant</u>	Address: _____
Phone #: <u>(714) 564-6789</u>	Contact: <u>S. Damon</u>
Fax #: _____	Phone #: _____

RSCCD Course

High School / ROP Course

Bus 106 Culture & International Business

Global Marketing

Articulation Agreement Effective Dates

2012 - 2013	2013 - 2014	2014 - 2015
 Signature, RSCCD Instructor _____ Madeline Grant Print Name 5/14/13 Date	 Signature, RSCCD Instructor _____ Madeline Grant Print Name 5/14/13 Date	_____ Signature, RSCCD Instructor _____ Print Name _____ Date
 Signature, RSCCD Division Dean _____ Simon B. Hoffman Print Name 5/17/13 Date	 Signature, RSCCD Division Dean _____ Simon B. Hoffman Print Name 5/17/13 Date	_____ Signature, RSCCD Division Dean _____ Print Name _____ Date
 Signature, HS/ROP Instructor _____ Susan Damon Print Name _____ Date	 Signature, HS/ROP Instructor _____ Print Name _____ Date	_____ Signature, HS/ROP Instructor _____ Print Name _____ Date
 Signature, HS/ROP Administrator _____ Jean Gaudreau Print Name 4-25-13 Date	 Signature, HS/ROP Administrator _____ Jean GAUDREAU Print Name 4-25-13 Date	_____ Signature, HS/ROP Administrator _____ Print Name _____ Date

NAME OF STATEWIDE ACADEMIC SENATE TEMPLATE FOLLOWS:

#	TITLE:
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ARTICULATION AGREEMENT

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Phone & Fax #: (714) 564-6789 _____	Contact: S. Damon _____
_____	Phone & Fax #: _____

RSCCD Course

High School / ROP Course

~~Bus 106 Culture & International Business~~ _____

Global Marketing _____

Articulation Agreement Effective Dates

2009 - 2010	2010 - 2011	2011 - 2012 ✓
 Signature, RSCCD Instructor Print Name _____ Date	 Signature, RSCCD Instructor Print Name _____ Date	 Signature, RSCCD Instructor Print Name _____ Date
_____ Signature, RSCCD Division Dean _____ Print Name _____ Date	_____ Signature, RSCCD Division Dean _____ Print Name _____ Date	<i>BART COFINE</i> Signature, RSCCD Division Dean Print Name 5/22/12 Date
_____ Signature, HS/ROP Instructor _____ Print Name _____ Date	_____ Signature, HS/ROP Instructor _____ Print Name _____ Date	 Signature, HS/ROP Instructor Print Name 3/27/12 Date
_____ Signature, HS/ROP Administrator _____ Print Name _____ Date	_____ Signature, HS/ROP Administrator _____ Print Name _____ Date	 Signature, HS/ROP Administrator Print Name 4-3-12 Date

NAME OF STATEWIDE ACADEMIC SENATE TEMPLATE FOLLOWS:

#	TITLE:
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College Course Title <u>Culture and International Business-Kiss,</u> <u>Bow or Shake Hands</u> Course #: Business 106	HS/ROP Course Title International Business Course #: 641133
General Course Description: An introduction to different cultures and their effects on international business. Analysis of cross-cultural attitudes towards management, status, rules, relationships, motivating employees and negotiation.	General Course Description: Global Marketing provides an overview of the culture of international marketing with a global perspective on international trade. Students will learn global marketing fundamentals as they apply to North, Central and South America, Europe, Asia, Australia and New Zealand, the Middle East and Africa. Varying cultures, demographics, geography and economics will be compared.
College Units: 3 units, 48 Lecture Hours	HS/ROP Hours: Up to 108 Hours
College Prerequisite(s):	HS/ROP Prerequisite(s): None
College Advisories/Recommendations:	HS/ROP Advisories/Recommendations:

REQUIRED CONTENT FOR ARTICULATION

<p>Section 1-4 Hours Introduction to Culture & International Business Definition of Culture How Cultures affect international business. Generalizations & Stereotypes.</p> <p>Section 2-8 Hours Cultural Determinants in International Business Relationships & Rules, High/Low Context, Group/Individual Status, Time, Nature, Gender & Language</p> <p>Section 3-4 Hours International Business Negotiations How cultures affect negotiations</p> <p>Section 4-4 Hours International Business Strategies How different cultures use different business strategies to develop & grow their businesses</p> <p>Global Tour – 28 Hours Analysis of the cultural characteristics of countries around the world and their affect on international business</p>
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INITIALS

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COMPETENCIES AND SKILL REQUIREMENTS REQUIRED FOR ARTICULATION

(Use additional pages as necessary) Where appropriate, please incorporate standards being used (e.g. CTE standards). At the conclusion of this course, the student should be able to:

- A. Participate in class and group discussions. They will synthesize information from lectures in order to clearly and concisely participate in discussions.
- B. Topic content and vocabulary associated with the course by completing the text, handout and case study reading assignments.
- C. Solve problems based on the course content and how it applies to the current global business environment.
- D. Cultural, political and economic structures found around the world and their affect on business.
- E. Communicate with others utilizing key signals found in culture as it relates to language, religion, business, social institutions, and material elements.
- F. Communicate with individuals in a business situation from different countries and the need for clear, concise and effective communication.
- G. Careers in all areas of International Business.

MEASUREMENT METHODS

(Includes any industry certification or licensure):

- 1. Case Studies
- 2. Class Discussions
- 3. Electronic Delivery
- 4. Group Study & Exercises
- 5. Guest Speakers
- 6. Handouts
- 7. Hybrid
- 8. Instructor Demonstrations
- 9. Lecture
- 10. Media Presentations
- 11. Oral Presentations
- 12. Reading Assignments
- 13. Research Projects
- 14. Visual Aids
- 15. Writing Projects & Reports

Comment [WU1]: Under Measurement Methods, Both RSCCD and High School have different comments

TEXTBOOKS OR OTHER SUPPORT MATERIALS (Including Software):

College	High School / ROP
Morrison, Conaway, Borden. Kiss, Bow or Shake Hands, 2 nd ed. Adams Media Corporation, 2006	

Comment [WU2]: The old agreement reads 2066 should this be 2006?

COMMENTS:

College	High School / ROP

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