

School of Information Management

MMIM541

CROSS-CULTURAL INFORMATION MANAGEMENT

Trimester Two 2007

COURSE OUTLINE

Design and Instructor	Associate Professor Dr Lalita Rajasingham Room Easterfield 215
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Availability:	Tuesdays: 10-3 pm; Thursdays 11-3 pm; or times by appointment. E-mail messages will be answered daily.
Location:	RWW 128
Trimester 2	Course dates 9 July – 8 October 2007 (mid trimester break August 20-September 2. Changes may be made for academic or other reasons in consultation with enrolled students
Seminar Times:	Monday: 5.40 pm - 7.30 pm. Change of times may be made for academic or other reasons in consultation with enrolled students

COURSE DESCRIPTION

The course content reflects rapid developments in the internet and global communications in intercultural and cross-cultural information management.

Against the background of globalisation, the internet and the increasing value of knowledge, this course will explore recent theoretical and empirical advances in the internet, communications, and management of information and knowledge across diverse cultural environments and organisations.

The Course uses the Neo-Vygotskian model of instruction developed by John Tiffin and Lalita Rajasingham (1995; 2003) and focuses on two critical levels of problem-based instruction at Masters level. These are:

1. That there is some **domain** of problems
2. That there is some **knowledge** that can be applied to the domain of problems under study

COURSE OBJECTIVES

Learning Outcomes

At the end of the course, students will be able to:

- To demonstrate the ability to critically evaluate the impact of the internet and multimedia on diverse cultural, cross-cultural environments and organisations.
- To demonstrate a clear understanding of the impact of cultural difference and diversity on the operations of international and national based companies and organisations
- To develop communications and analytical skills to successfully manage knowledge as a critical business resource, and interact locally and globally at a time of rapid technological change.

Enabling Objectives

1. To understand the role of culture in communications and information management at intrapersonal, interpersonal, group, organisational, national and global levels;

2. To explore the role of the internet on cross-cultural knowledge creation, storage, processing and dissemination.

COURSE CONTENT

UNIT 1	Topics
Week 1 9/7	Introduction to the Course
Week 2 16/7	Communications, Culture and knowledge (Information theory, cybernetics, culture- a semantic and linguistic approach)
Week 3 23/7	Systems Theory: Differences in Eastern and Western cultural constructs
Week 4 30/7	Managing knowledge: Learning Organisations as knowledge systems and networks
Week 5 6/8	Changing knowledge paradigms and epistemes in diverse cultural settings-a Sapir Whorf hypothesis approach

UNIT 2

Week 6 13/8	Mediated communications across cultures: Intrapersonal, Interpersonal, Intercultural and Group levels <u>Assignment 1 due</u>
	MID-TRIMESTER BREAK: Aug 20-Sept 2
Week 7 3/9	Contextual knowledge as a global management concept
Week 8 10/9	The Internet and Cross-Cultural knowledge management
Week 9 17/9	Cross-cultural issues
Week 10 24/9	Assignment 2 (in class exercise)

UNIT 3

Week 11 1/10	Review of course and application to empirical research
Week 12 8/10	Assignment 3 Final Case Study

NB: This schedule is subject to change for academic or other reasons

Ass. 1	Due Aug13	30%
Ass.2	Due Sept 24	30%
Ass.3	Due Oct 8	40%

All assignments relate to the stated objectives, lectures and readings

Assignment 1

Each student will be required to find an article or book chapter (not from the recommended readings, but from the Web or the Library) that relates to one, or a body of topics in UNIT 1 and provide a written critique. You will be required to respond to the questions of 1. who is the author; 2. what is the purpose of the article; 3. what is its thesis; 4. what evidence does it offer to support its thesis; 5. your own evaluation including the article's relevance to the course.

Due: Aug 13 (3000 Words) Mark 30%

Assignment 2

In class critique /review of video provided to match the topic of intercultural knowledge management. Each review should **discuss**:

- Three positive outcomes of globalisation AND
- Three negative outcomes of globalisation

These should be examined from the perspectives of:

1. A developed country
2. A developing country

Due: 24 September

(90 minutes) Mark 30%

Assignment 3

You are required to write a Case Study addressing cultural issues encountered, and suggest how they were or could be resolved.

Due: 8 October (4-5000 words) Mark 40%

Some Readings

These will be placed on closed reserve in the Pipitea Library. The most useful and current resources can be found on the Web and VUW Library's online databases. Use a search engine and enter key words.

Cross-Cultural Management: A Knowledge Management Perspective, (2002) by Nigel Holden

Cross-Cultural Perspectives on Knowledge Management (2007) Edited by David Pauleen. ((Available form VIC Bookshop) or multiple copies are placed in the 3-day loan in the Pipitea Library

Theories of Human Communication 8th Edition, (2005) Stephen Littlejohn and Karen Foss.

Chapters 4& 5 (Communicator and Message)

Chapters 6 & 7 (Conversation and Relationship)

Chapters 8 & 9 (Group and organisation)

Chapters 10 & 11 (Media and Society and Culture)

Intercultural Communication, (2000) 3rd Edition by Fred Jandt

Organisations as Knowledge Systems, (2004) Edited by Haridimos Tsoukas and Nikolaos Mylonopoulos

We also hope to count on the presence of eminent international and national scholars and practitioners in the KM business. They will participate in person or as a telepresence via the Internet and add richness to MMIM 541

Assessment Requirements

This course is internally assessed. Course members will not be assessed against each other.

Assessments Marking Criteria

- Content (breadth and depth of treatment)
- Style (presentation, format, syntax, referencing etc)
- Organisation (structure of argument/thesis)
- Impact (on reader, audience etc)

Extensions for assignment will be granted only in exceptional circumstances and on an individual case basis.

Grading schedule: 85-100% A+; 80-84% A; 75-79% A-; 70-74% B+; 65-69% B; 60-64% B-; 55-59% C+; 50-54% C (pass grade) 40-49% D; 0-40% E.

Grades are awarded for style, originality and elegance. Quality is more important than quantity. Observe Einstein's dictum that one should be as simple as possible but no simpler. Individual viewpoints are respected. Originality treasured.

Management is essentially a communications activity, and hence there is strong emphasis on how you communicate. This accounts for approximately half the marks in any assignment (as distinct from what you communicate). How you communicate is not just the way you write. It includes formatting, presenting, referencing, observing deadlines and targeting the reader/audience.

Penalties

Penalties will be incurred as follows: loss of 1 mark for each day an assignment is over due; 5 marks for every 100 words for exceeding the word limit (will be progressive)

Mandatory Course Requirements

- Attend not less than 8 of the 12 seminars. Unavoidable absences will be considered on an individual basis, and in case of illness, a doctor's certificate may be required
- Student work submitted for assessment in this course may be checked for academic integrity by the electronic search engine Turnitin.

Communication of Additional Information

All students are automatically enrolled on Blackboard. These are the official channels of communication for the course, and students are required to check Blackboard daily, and at least a day or two before each seminar. Students are required to adhere in all respects to the University's [Information Systems Statute](#), and any abuse carries the risk of losing access to the Internet.

Faculty of Commerce and Administration Offices

Railway West Wing (RWW) - FCA Student and Academic Services Office

The Faculty's Student and Academic Services Office is located on the ground and first floors of the Railway West Wing. The ground floor counter is the first point of contact for general enquiries and FCA forms. Student Administration Advisers are available to discuss course status and give further advice about FCA qualifications. To check for opening hours call the Student and Academic Services Office on (04) 463 5376.

Easterfield (EA) - FCA/Education/Law Kelburn Office

The Kelburn Campus Office for the Faculties of Commerce and Administration, Education and Law is situated in the Easterfield Building - it includes the ground floor reception desk (EA005) and offices 125a to 131 (Level 1). The office is available for the following:

- Duty tutors for student contact and advice.
- Information concerning administrative and academic matters.

- Forms for FCA Student and Academic Services (e.g. application for academic transcripts, requests for degree audit, COP requests).
- Examinations-related information during the examination period.

To check for opening hours call the Student and Academic Services Office on (04) 463 5376.

General University Policies and Statutes

Students should familiarise themselves with the University's policies and statutes, particularly the Assessment Statute, the Personal Courses of Study Statute, the Statute on Student Conduct and any statutes relating to the particular qualifications being studied; see the Victoria University Calendar or go to www.vuw.ac.nz/policy.

For information on the following topics, go to the Faculty's website www.vuw.ac.nz/fca under Important Information for Students:

- Academic Grievances
- Academic Integrity and Plagiarism
- Student and Staff Conduct
- Meeting the Needs of Students with Impairments
- Student Support

Manaaki Pihipihinga Programme

Manaaki Pihipihinga is an academic mentoring programme for undergraduate Māori and Pacific students in the Faculties of Commerce and Administration, and Humanities and Social Sciences. Sessions are held at the Kelburn and Pipitea Campuses in the Mentoring Rooms, 14 Kelburn Parade (back courtyard), Room 109D, and Room 210, Level 2, Railway West Wing. There is also a Pacific Support Coordinator who assists Pacific students by linking them to the services and support they need while studying at Victoria. Another feature of the programme is a support network for Postgraduate students with links to Postgraduate workshops and activities around Campus.

For further information, or to register with the programme, email manaaki-pihipihinga-programme@vuw.ac.nz or phone (04) 463 5233 ext. 8977. To contact the Pacific Support Coordinator, email pacific-support-coord@vuw.ac.nz or phone (04) 463 5842.