

GLOBAL LEADERS PROGRAM

Global Business Management and Cross Cultural Communication, March 2021

Delivered exclusively to students of Keio University, Japan



EXECUTIVE SUMMARY

The [University of Sydney](#) is a leading comprehensive research and teaching university located in the Asia Pacific region. For more than 160 years we have been producing the next generation of thought leaders and innovators to discover, create and lead. Our core strengths lie in the excellence and breadth of our research, the quality of our staff, our global outlook and extensive domestic and international networks. The cross-disciplinary nature of our faculties allows us to offer the widest range of academic programs of any Australian university. Our multidisciplinary research approach brings together the complementary expertise of the University of Sydney's faculties, centres and institutes with that of our affiliated teaching hospitals, institutes and international research partnerships.

RANKINGS

The [QS 2020 subject rankings](#), rate 31 University of Sydney subjects in the top 50 globally, including

- 2nd in Australia and 4th in the world for sports-related subjects
- 2nd in Australia and 18th in the world for medicine
- 4th in Australia and 28th in the world for anatomy and physiology

We are 1st in Australia and 4th in the world for Graduate Employability; 1st in Australia and 27th in the world for our Master of Management.

OBJECTIVES OF THE PROGRAM

The University of Sydney will develop and deliver a 2-week online education program (non-award) in **Global Business Management and Cross Cultural Communication** for participants from Keio University, Japan. Keio University students will learn about Australian history, politics and culture as well as global business management and cross cultural communication.

PROGRAM DELIVERY

The program will be delivered on **Thursday 11th March to Wednesday 24th March 2021 inclusive** (10 weekdays). The program is expected to cover the following subject areas:

- Global Business Management
- Business English and Cross Cultural Communication

PROGRAM INCLUSIONS

- Academic tuition (total 33.5 hours), administration, course development, course materials, assessment marking, assessment reports, certificate of completion
- Access to University of Sydney online educational platforms
- Virtual tours and online extra-curricular activities including professional experiences and cultural activities
- Course book, cultural study pack, international postage and direct delivery
- Each student will be assigned to a small group with a local Student Cultural Ambassador to get to know personally; and whom will lead some of the cultural activities.

PROPOSED TOPICS

The program will be drawn from the below list. The below list is for reference only and not exhaustive of all possible topics. The final program content is subject to change and the availability of University of Sydney academics.

Component I – English language classes

- **English Language classes for cross cultural and business environments:**

The aim of this component is to enhance overall English proficiency across all skills i.e. speaking, listening, reading and writing skill, as well as to develop confidence in having informal conversations with native English speakers within both the university environment (academics and university students) and the broader community (external guest speakers). Students are expected to actively engage in one-on-one conversations with the teacher as well as ‘break-out-room’ group discussions with fellow students; which will be facilitated by online learning platforms.

Component II – Academic and guest lectures

- **Australian History, Politics, Culture and Society**

An introduction to understanding Australia this session will look at the indigenous history, Australia's political system and the historical formation of our multi-cultural society.

- **International Business Strategy and Management**

This module will examine the impact of globalization on business and business on globalization. It will explore to what extent people are globally connected. We will also question what we mean by the concept of distance and the extent to which it impacts on the internationalization of business. In particular, is the impact of distance on internationalization most importantly assessed inter-regionally, intra-regionally, or country-by-country. The latter half of this module, will examine the extent to which multinational enterprises adopt global or regional strategies. It will explore how firms globalise in practice and how they overcome barriers to globalisation. In particular, it will assess the extent to which globalisation is good for business performance.

- **Leadership and Teamwork**

Understanding self-leadership and emotional intelligence theory will allow participants to evaluate their own strengths and weaknesses in leadership. There will also be a number of interactive activities to enable students to improve their skills in teamwork and leadership. In this increasingly globalized world, it is essential to have strong communication skills and intercultural understanding in order to be successful. Students will learn how to understand and work with people from different cultural backgrounds as well as using different types of communication skills. Through workshops and team activities, students will discover the importance of culture and diversity.

- **Business Negotiation and Stakeholder Management**

The purpose of this module is to build students' understanding of the theory of negotiation as it is practised in a variety of strategic settings. The aim is to build students' confidence with the negotiation process. The content is relevant to the broad spectrum of negotiation problems that are faced by managers and specific examples from international strategy such as M&A and joint ventures are used. The unit provides participants with an opportunity to develop skills experientially and to understand negotiation in useful analytic frameworks. Considerable emphasis is placed on role-playing exercises and case studies.

- **Global Products, Services and Cross Cultural Marketing Management**

This module is about how a business can integrate and function successfully in international market environments. The module delves into the international macro environment including political, economic, social, cultural, technical and regulative environments with an emphasis on culture. The module is about how these macro environmental factors affect the firm and its micro environment comprising the firm, its suppliers, competitors, and its stake holders. Students will learn how to develop and imply an international strategy by investigating stages in internationalization and factors affecting international and multi-national global strategy with an emphasis on adaptation versus global marketing strategy with an emphasis on standardization.

- **Managing Multi-level Marketing in a Global Marketplace**



This module directly looks in the business in relation to marketing mix elements and delves into which product and services to market in a foreign country market (product strategy) and distribution and logistics re decisions including wholesaler, retailer decision making in international markets (distribution strategy). It further deals with pricing of the products in international markets (pricing policy) and how to use the integrated marketing communication; i.e., promotional tools in foreign markets (promotional strategy). These involve advertising, PR, e-marketing and personal selling.

○ **Guest Lectures**

We invite different industry leaders to speak with Keio University students to give both aspirational and practical guidance about managing a career in start-ups, small businesses or major companies that have a global reach. Guest speakers discuss the current trends, challenges and areas for innovation in their respective fields, and will be on hand to answer questions regarding career development and choice.

Component III – Extracurricular activities

- Cultural activities, professional experiences, professional development opportunities and networking:

There will be a range of opportunities to meet, discuss and/or be mentored by members of the wider community via online panel discussions, networking sessions and small group discussions via 'break-out-rooms'. This is a chance for students to practice their informal English speaking skills and get to know local Australians personally. Many of these activities will involve local Australian university students but also guest speakers from industry including professional staff from innovation start-ups and global companies.

An emphasis of our program is to allow Keio University students to meet local Australian locals and share authentic experiences together. At least 20% of our online program will include contact hours with University of Sydney student ambassadors. There will be a balance between structured sessions like those mentioned above (as well as Australian trivia competitions, remote taste test of iconic Australian foods such as Vegemite etc.) and non-structured time, to enable for students to have casual natural conversations with one another.

Component IV – Assessment

Assessment and details to be finalised once the final program content is finalised in early 2021.

- Attendance and Participation (10%)
- English Assignment (10%)
- English Presentation (40%)
- Essay on selected lecture (40%)



CONTACT

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SAMPLE ONLY - Global Leaders Program: Global Business Management and Cross Cultural Communication 2021

March 2021

Week 1

Thu 11 March	Fri 12 March
9.00 – 9.30 JPN 11.00 – 11.30 SYD Welcome and Introduction by Global Leaders Program	9.30 – 10.30 JPN 11.30 – 12.30 SYD <u>English Class</u>
9.30 – 11.00 JPN 11.30 – 13.00 SYD <u>English Class</u>	
11.00 – 12.00 JPN 13.00 – 14.00 SYD Lunch Break	10.30 – 10.45 JPN 12.30 – 12.45 SYD Break
12.00 – 13.30 JPN 14.00 – 15.30 SYD <u>Lecture</u>	10.45 – 11.45 JPN 12.45 – 13.45 SYD <u>Lecture</u> <i>Then 60min lunch break</i>
	12.45 – 13.45 JPN 14.45 – 15.45 SYD <u>Cultural Activity</u> Virtual taste test of iconic Australian foods

Week 2

Mon 15 Mar	Tue 16 Mar	Wed 17 Mar	Thu 18 Mar	Fri 19 March
9.30 – 11.00 JPN 11.30 – 13.00 SYD <u>English Class</u>	9.30 – 10.30 JPN 11.30 – 12.30 SYD <u>English Class</u>	9.30 – 11.00 JPN 11.30 – 13.00 SYD <u>English Class</u>	9.30 – 10.30 JPN 11.30 – 12.30 SYD <u>English Class</u>	9.30 – 11.00 JPN 11.30 – 13.00 SYD <u>English Class</u>
11.00 – 12.00 JPN 13.00 – 14.00 SYD Lunch Break	10.30 – 10.45 JPN 12.30 – 12.45 SYD Break	11.00 – 12.00 JPN 13.00 – 14.00 SYD Lunch Break	10.30 – 10.45 JPN 12.30 – 12.45 SYD Break	11.00 – 12.00 JPN 13.00 – 14.00 SYD Lunch Break
12.00 – 13.30 JPN 14.00 – 15.30 SYD <u>Lecture</u>	10.45 – 11.45 JPN 12.45 – 13.35 SYD <u>Lecture</u> <i>Then 60min lunch break</i>	12.00 – 13.30 JPN 14.00 – 15.30 SYD <u>Lecture</u> <i>Then 30min break</i>	10.45 – 11.45 JPN 12.45 – 13.35 SYD <u>Lecture</u> <i>Then 60min lunch break</i>	12.00 – 13.00 JPN 14.00 – 15.00 SYD <u>Lecture</u> <i>Then 30min break</i>
	12.45 – 13.45 JPN 14.45 – 15.45 SYD <u>Cultural Activity</u> Australian general knowledge trivia competition	13.30 – 14.30 JPN 15.30 – 16.30 SYD <u>Cultural Activity</u> Taste test of iconic Australian foods	12.45 – 13.45 JPN 14.45 – 15.45 SYD <u>Professional Experience</u> Young professionals panel discussion, and networking session	13.30 – 14.30 JPN 14.30 – 15.30 SYD <u>Guest Lecture</u>

Week 3

Mon 22 March	Tue 23 March	Wed 24 March
9.30 – 11.00 JPN 11.30 – 13.00 SYD <u>English Class</u>	9.30 – 10.30 JPN 11.30 – 12.30 SYD <u>English Class</u>	9.30 – 11.00 JPN 11.30 – 13.00 SYD <u>English Class</u>
11.00 – 12.00 JPN 13.00 – 14.00 SYD 60min lunch break	10.30 – 10.45 JPN 12.30 – 12.45 SYD 15min break	11.00 – 12.00 JPN 13.00 – 14.00 SYD 60min lunch break
12.00 – 13.30 JPN 14.00 – 15.30 SYD <u>Lecture</u> <i>Then 30min break</i>	10.45 – 11.45 JPN 12.45 – 13.45 SYD <u>Lecture</u> <i>Then 60min lunch break</i>	12.00 – 13.30 JPN 14.00 – 15.30 SYD <u>Guest Lecture</u>
14.00 – 15.00 JPN 16.00 – 17.00 SYD <u>Cultural Activity</u> Careers and future ambitions discussion with Australian student ambassadors	12.45 – 13.45 JPN 14.45 – 15.45 SYD <u>Professional Experience</u> Global business in practice. Meet the CEO or Director/s	13.30 – 14.00 JPN 15.30 – 16.00 SYD Program Closing