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| HONG DUC UNIVERSITY  **Faculty of Foreign Languages**  **Division of Linguistics - Culture and**  **English Language Teaching Methodologies** | **SYLLABUS**  **CORPORATE CULTURE**  **Course code:** 132037 |

**I.** [**General information**](https://unitguides.mq.edu.au/unit_offerings/136927/unit_guide#general-information-section)

- Credit points: 3 (27, 36, 0)

- Prerequisites: Listening & Speaking 6, Reading & Writing 6

- Semester:

**II. Course description**

*-*  The study provides basic knowledge about business culture (business philosophy, business ethics, entrepreneurship culture, corporate culture, culture in business activities), trends in business culture development in Vietnam and the world.

- Learners establish and build a business culture in accordance with the characteristics of the business; develop business ethics philosophy and standards for enterprises, develop programs and plans to develop business culture of enterprises.

**III. Learning Outcomes**

***2.1. Knowledge:***

Learners have general knowledge of: business philosophy, business ethics in business chemistry corporate culture, entrepreneurship culture business culture in the integration period.

***2.2. Skills:***

Learners have developed skills related to building business culture, philosophy, business ethics standards for businesses; have developed skills to make programs and plans for the enhancement of business culture of enterprises; have developed communication, problem-solving, and teamwork skills.

***2.3. Mục tiêu về thái độ***

- Students take minimum 80% of classes hours.

- Complete the tests, assessments

- Students are well aware of the importance of the subject.

- Learners have a positive attitude to participate in learning activities

- Learners actively prepare homework and do homework

- Honest learners in examination and evaluation.

**IV. Textbook & Materials**

***\**** ***Required texts:***

[1]. John N. Hooker (2008). *Cultural Differences in Business Communication.* Carnegie Mellon University.

***\**** ***Recommended readings:***

[1]. Dibyendu Prasad Sahu, Tamizhselvam, K. Rajan & Chitra Prasad Rao. (2011). *Cross-cultural Business Management*. India: Pondicherry University.

[2]. Edgar H. Schein. (2004). *Organizational Culture and Leadership (3rd ed.).* Jossey-Bass.

[3]. Simon Sweeny. (2008). *English for Business Communication*. CUP.

**V. Schedule**

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| **Content** | **Topics** | **References** |
| 1 | OVERVIEW OF BUSINESS CULTURE | John N. Hooker (2008), chapter 1 + handout |
| 2 | BUSINESS PHILOSOPHY | John N. Hooker (2008), chapter 2 + handout |
| 3 | BUSINESS ETHICS | John N. Hooker (2008), chapter 3+ handout |
| 4 | BUSINESS ETHICS | John N. Hooker (2008), chapter 3+ handout |
| 5 | ENTREPRENEURSHIP CULTURE | John N. Hooker (2008), chapter 4+ handout |
| 6 | CORPORATE CULTURE | John N. Hooker (2008), chapter 5+ handout |
| 7 | CORPORATE CULTURE | John N. Hooker (2008), chapter 5+ handout |
| 8 | CORPORATE CULTURE IN BUSINESS ACTIVITIES | John N. Hooker (2008), chapter 6+ handout, |
| 9 | BUSINESS CULTURE IN VIETNAM AND THE WORLD | John N. Hooker (2008), chapter 7+ handout |

**VI. Assessment**

***1. Course policies***

- Attending at least 80% of class hours;

- Having a good study attitude, actively self-studying, preparing lessons and actively participating in classroom activities such as paying attention to lectures and participating in group discussions.

- Completing all assignments as required by the instructor;

- Participating in the full test and assessment.

***2. Assessment details***

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| **Assessment Tasks** | **Assessment Form** | **Time** | **Weighting** | **Format** |
| On-going assessment | 1. Attendance, participation | During the course | 30% | Weekly attendance, participation |
| 2. Self-study report | After content 9 | Written test |
| 3. Mini-test 2 | After content 6 | Written test |
| Midcourse test | Written test | After content 6 | 20% | Written test |
| Final test | Written test | After the course | 50% | Written test |