



## BUS 315-01: GLOBAL AND CULTURAL DEVELOPMENT (1 UNIT)

Online Asynchronous Delivery | Aug 19<sup>th</sup> to Dec 5<sup>th</sup>, 2025

Professor: Rimi Zakaria, Ph.D.	E-mail: r_zakaria@uncg.edu
Office: Webex	
Office Hours: Monday & Thursday (by appointment)	

### COURSE DESCRIPTION

This course facilitates developing skills like teamwork, collaboration, and cultural intelligence through an experiential project. Students participate in activities to improve their professional skills and career readiness in a global environment. The main purpose of this course is for you to work on a global virtual team toward creating a proposal for a real-world client through the X-Culture project. The project offers three opportunities:

- Experience of working with people from different countries, across time zones and cultural differences. You will be working in a team of about 5-6 students, with two of them from the U.S. (different states) and the rest from different countries/continents.
- Gain resume-worthy experience of serving as an international business consultant for company, helping your client solve a real-world challenge.
- Prepare your job search portfolio.

### LEARNING OBJECTIVES

Upon successful completion of this course, you will be able to:

- Formulate appropriate strategies to improve business performance in a global context.
- Work collaboratively and effectively in multicultural virtual teams.
- Develop an awareness of the scope of career opportunities that are globally relevant.
- Prepare yourself to navigate the job search process (e.g., through job matching, resume writing, interviewing).
- Polish your communication and coordination skills.

### COURSE METHOD

The course objectives will be accomplished by implementing the following methods of instructions and evaluations for every module:

- Completing reflections, and self-managed exercises.
- Watching multimedia lectures and video presentations
- Engaging in self-directed and team-based research
- Using technology to communicate and collaborate,
- Learning from and evaluating other class members' work (e.g., peer-reviews)
- Completing interactive/online/collaborative class discussions and assignments

- Preparing an end term final X-Culture project report based on an international business consulting experience

### TEXTBOOK & STUDY MATERIALS

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**Textbook:** [International Business Strategy and Cross-Cultural Management: An Applied Approach by Nicole Richter and colleagues.](#) (available through campus bookstore and first day program)

Check Canvas Home tab for module specific resources.

**Additional Materials:** Articles, simulations, cases, lecture slides, and video links posted on Canvas course website

### COURSE STRUCTURE, ORGANIZATION, GRADING

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Your grade in this course is determined based on your performance on the following items. Details on each of these items follow in the proceeding sections.

EVALUATION ITEM	WEIGHT
<b><i>X-Culture Work</i></b>	
X-Culture Weekly Milestones & Surveys	12%
X-Culture Peer Evaluations	18%
Final Team Report – X-Culture	30%
<b><i>Individual Work</i></b>	
Pre and End Course Surveys	7%
VMock Resume	8%
Etiquette Quizzes	10%
Big Interview	15%
<b><i>Bonus Opportunities</i></b>	
Getting Started Quiz (Bonus)	.25%
Course/Instructor Evaluation (Bonus)	.25%
<b>Total</b>	<b>100%</b>

The letter grades will be assigned based on the following grading scale based on the percent of score you receive:

- A: 94-100%; A-: 90-93.9%;
- B+: 87-89.9%; B: 84-86.9%; B-: 80-83.9%;
- C+: 77-79.9%; C: 74-76.9%; C-: 70-73.9%;
- D: 60-69.9%;
- F: Below 60%

These cut-off points are strictly enforced in finalizing your grades. For example, an 83.9% does *not* turn into a B by negotiating with me at the end of the semester. I already provided some bonus opportunities that allow you earn extra credit. If you have any questions about your grade on an exam or assignment, I will be glad to discuss it *during* rather than at the end of the semester, typically within a week after a grade is posted.

## COMMUNICATING WITH PROFESSOR

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I strongly encourage you to contact me online via Canvas messages with any course-related questions or concerns. I will generally respond within 48 hours (up to 72 hours during university holidays, breaks, weekends, and/or depending on the nature of urgency).

Alternatively, you may schedule to meet with me remotely during my office hours (check Canvas for the hours), should you have further questions.

## CANVAS: COURSE MATERIALS AND ANNOUNCEMENTS

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I will continue to post your grades, updates, and announcements in Canvas throughout the term. Your grades and/or feedback for every evaluation item will generally be available to you within 5-7 business days. All the course and evaluation related materials, such as, quiz/exam guidelines, evaluation criteria for assignments, course handouts, supplementary readings, and lecture slides can be downloaded from Canvas Home tab. You are encouraged to print your individual hard copies and use them to your advantage.

**Important Note:** Please check Canvas and your UWW email on a regular basis. Important reminders and updates will be posted in the announcement/news sections.

## ASSESSMENT ITEMS: X-CULTURE & COURSE ASSIGNMENTS

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**Quizzes, Surveys, Peer Evaluations:** You will be expected to take several online quizzes/surveys throughout the term. Some of these are part of the X-Culture projects (surveys, peer evaluations) and others are part of course reflections (Pre and End Term Quizzes). The questions are mostly multiple-choice, true/false, fill in the blank, and short-essay type. The readings/instructions are posted within the Modules tab of Canvas and/or X-Culture platform. Check the Assignments tab to access these quizzes/surveys.

**Career Portfolio Submissions:** You will be expected to prepare and submit several career portfolio deliverables (Resume, Big Interviews, etc.) based on self-directed research and unique career goals.

**Important Note:** No make-up assignments or extensions are provided without acceptable reasons (e.g., religious holidays, university approved trips, documented absences) as described on the Student Handbook (<http://www.uww.edu/handbook/student/>)

## FINAL TEAM REPORT: X-CULTURE

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This is a team report based on your X-Culture project. For this major assignment, you will ***work with a multicultural and multinational team of students to complete a real-world international business consulting project.*** Further directions and team collaboration process are provided through the X-Culture platform.

**Important Note:** Further details and grading criteria for this paper are posted on under the Modules tab.

**A special note on X-Culture deadlines:** I do not have the ability to extend X-Culture deadlines. Soon after you complete the readiness test, you will see that each milestone challenge (weekly deliverable) is detailed in the client instructions PDF. From the onset, every student has a preview of what work is expected each week. You will have a survey due every Sunday. Once teams form, your team members from other universities around the world will depend on you to be an active team member every week. **It is most important you communicate with your team if you have any**

**illness or event that may affect your ability to contribute to the team in a fair and timely manner.** If you inform ahead of time, most people are reasonable and more generous than what we would anticipate. The main thing is to communicate, stay in touch, and work together as a team.

### BONUS OPPORTUNITIES

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*You can earn 0.25% bonus points for completing the Getting Started Quiz by the deadline.* The form can be downloaded from the Course Assignment section (Home tab) of Canvas.

*You may receive 0.25% for completing an anonymous course evaluation survey.* Further details and deadline are posted under the Home tab.

### LEGAL NOTICE FOR ZOOM AND OTHER COURSE MEDIA

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The optional zoom video sessions for the course will be recorded to share with class. The videos will be active for 200-days and only within our course in canvas. If you are participating/viewing a webcast (zoom, google chat, etc.) and do not wish to be recorded, please turn off your camera and mute your microphone. You may still use the chat to participate, and I will not archive the chat. Please note that only the main room, not breakout rooms, will be recorded.

If you participate in optional X-Culture webinars, you will be recorded, and likely, the session will be posted on the website or made public in some way. If you are participating/viewing a webcast (zoom, google chat, etc.) and do not wish to be recorded, please turn off your camera and mute your microphone.

### COURSE CALENDAR

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*\*\*Note that this schedule maybe subject to minor modifications due to unforeseeable circumstances. Your professor reserves the right to revise the syllabus.*

*\*\*Unless stated otherwise, all the readings, videos, quizzes, and assignments are due by 11:59 PM.*

Date	Topic/Module	Resources	What's Due**
Aug 24	Intro to the course module  Review the syllabus, all the assignments and exams (See the Modules tab of Canvas)  <b>Module A: Getting Started &amp; Course Procedure</b>	Review the assigned readings and guest lectures on Canvas Home tab	-Getting Started Quiz (Bonus) -Pre-Course Survey -Mark your personal calendars with important deadlines  <i>Unless stated otherwise, all the readings, videos, quizzes, and assignments are due at 11:59 PM.</i>

Aug 31 /Webex	<p><b>Module B: X-Culture Module</b></p> <p><b>Go to X-Culture page (use the passcode provided by your instructor via Canvas messages)</b></p>	Review the assigned readings and guest lectures on Canvas Home tab	<p>-See X-Culture Modules tab (after first week of the term) for access code to see the weekly X-Culture deadlines</p> <p>-X-Culture Readiness Test</p> <p>-Optional Webex Meeting with Professor (Wait for professor's prompt) due at 11:59 PM</p>
Aug 31 to Oct 12	<p>Continue to work on your X-Culture team collaboration and weekly deliverables. Check your <u>UNCG email AND Canvas messages</u> daily for prompt action.</p> <p><b>IMPORTANT:</b> plan early, as some of the deliverables for the project may fall during your spring break</p>		
Oct 26	<p><b>Module C: Career Preparation – Job Marching &amp; Reflections</b></p>	Review the assigned readings and guest lectures on Canvas Home tab <b>Self-directed research, reflection, &amp; discussions</b>	-NO SUBMISSION required
Nov 2	Optional Submission X-Culture Report – Individual Submission <b>only for those with prior approval due to team difficulties</b>	In case of no team issues and if you are happy with your team submission – take this week to unwind	-Optional Individual Paper is due at 11:59 PM
Nov 2	EVERYONE: Review and get started on the rest of the course modules and their deadlines in Canvas		
Nov 9	<p><b>Module D: Career Preparation – VMock Resume</b> Submit your <i>resume report</i> (not the resume itself) generated by VMock</p>	Review the assigned readings and guest lectures on Canvas Home tab	-Submit your resume report generated by VMock due at 11:59 PM
Nov 16 /Webex	<p><b>Module E: Career Preparation – Etiquette</b></p>	Review the assigned readings and guest lectures on Canvas Home tab	<p>-Etiquette Quizzes 1, 2, &amp; 3 due at 11:59 PM</p> <p>-Optional Webex meeting with professor</p>

TBA	Course/Instructor Evaluation – bonus points	Check Announcements tab of Canvas	-Due date for the Course Evaluation (bonus) to be announced on Canvas
Nov 23	<b>Module F: Career Preparation – Interview – Big Interview</b>	Review the assigned readings and guest lectures on Canvas Home tab	-Big Interview Submissions <i>Unless stated otherwise, all the readings, videos, quizzes, and assignments are due at 11:59 PM.</i>
Dec 7	<b>Course Wrap-Up: End-Course Survey</b>	See Canvas Home tab	-End-Course Survey due at 11:59 PM

### ABOUT YOUR PROFESSOR

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Dr. Rimi Zakaria has been teaching university-level business courses since 2007. She is currently an Adjunct Professor of International Business at the University of North Carolina-Greensboro (UNCG) and a tenured Associate Professor of Management at the University of Wisconsin-Whitewater (UWW).

Prior to joining the University of North Carolina - Greensboro, she has taught as an Associate Professor of Management at the University of Wisconsin-Whitewater. She received her PhD in Business Administration with an emphasis in Strategic and International Management from Florida International University (FIU) and MBA from University of Central Arkansas (UCA). As an instructor, she taught a variety of upper-level undergraduate business courses ranging from behavioral to international in nature. The courses include Negotiation and Persuasion Strategies, Organizational Behavior, and Organization and Management, Strategic Management, Strategic Decision Making, International Management, International Business, Global Environment of Business, and Corporate Social Responsibility and Sustainability.

As a researcher, Prof. Zakaria studies topics within two areas of management: Strategic Management and International Business. She is widely published. She presented numerous research papers on the above topics reputed national and international conferences, namely, Academy of Management (AOM), Strategic Management Society (SMS), and Academy of International Business (AIB) conferences.

Prof. Zakaria has received numerous recognitions, including research grants, teaching awards, and fellowships. In the recent years, she attended prestigious faculty development programs on business pedagogy at the Wharton School, the University of Pennsylvania, Harvard University, and University of South Carolina. She has had the opportunity to travel widely to present her research and pedagogical endeavors. Prior to joining academia, she worked as a management consultant for the RockTenn Company. She has lately been involved in sustainability consulting projects with small and medium sized organizations.

### THE FINE PRINT

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**EMAIL COMMUNICATIONS:** For purposes of this course, you will check your UNCG email daily. Your instructor assumes that you will be aware of any communications or requests sent at least 24 hours prior to an assignment due date.

**PARTICIPATION POLICY:** Although this is an online class, beginning the first day of the semester is required of every student in the course. Logging in to canvas and completing the “**Introduction to the Course**” **Module** by the end of the first week of class are required.

**ACADEMIC INTEGRITY:** Each student is required to comply with the Academic Integrity Policy on all work submitted for the course. By submitting an assignment, each student is acknowledging their understanding and commitment to the Academic Integrity Policy on all major work for the course. Refer to the following URL: <https://osrr.uncg.edu/academic-integrity/>

**GENERATIVE AI:** The use of generative AI tools like ChatGPT or Microsoft Copilot is permitted for this course assignments but must be acknowledged and appropriately cited. You are solely responsible for any AI generated output. Violations will be considered academic misconduct.

**CANVAS AND ELECTRONIC COMMUNICATIONS:** A number of important course documents, will be posted in Canvas Announcements. Please do not turn off your canvas alert system. Typically, an electronic communication will be sent to the class via Canvas announcement indicating that a new posting has been made. Having access to and frequently checking Canvas and your UNCG emails will be important to your success in this course.

**TECHNICAL DIFFICULTIES:** UNCG 6-tech for computer and/or Canvas issues: [6-tech@uncg.edu](mailto:6-tech@uncg.edu) or call 336.256.324 or chat using the link to the following URL: <https://its.uncg.edu/Help/6TECH/>. Please also make your instructor aware of the issue before the deadline, and if there will be any delays in resolving the issue. **Inability to access the internet during the course is not an acceptable excuse for missing deadlines.** The UNCG computer labs and public libraries provide computer and internet access free of charge.

**ACCOMODATION FOR STUDENTS WITH DISABILITY:** Any student with disability requiring reasonable accommodation should inform me by email within the first week of class. UNCG seeks to comply fully with the Americans with Disabilities Act (ADA). Students requesting accommodations based on a disability must connect with the Office of Accessibility Resources and Services (OARS) in 215 Elliott University Center, (336)334-5440, [oars.uncg.edu](http://oars.uncg.edu).

**RELIGIOUS HOLIDAYS:** Any student who cannot take an exam on the scheduled due date or participate fully in any other aspect of the course due to religious conflict must inform me by email within the first two weeks of class. If not, you are expected to submit your work on time.

**HEALTH AND WELLNESS:** Student Health Services (SHS), The Counseling Center, and the Campus Violence Response Center are here to help. Learn about the free, confidential mental health and advocacy services available on campus by calling SHS at 336-334-5874 or visiting us on the web: <https://shs.uncg.edu/> or calling the CVRC at 336-334-9839 or visiting us on the web at [cvrc.uncg.edu](http://cvrc.uncg.edu) or in person at the Anna M. Gove Student Health Center at 107 Gray Drive.

**FACULTY AND STUDENT GUIDELINES:** Please familiarize yourself with the Bryan School’s [Faculty and Student Guidelines](#). These guidelines establish principles and expectations for the administration, faculty, staff, and students of the Bryan School of Business and Economics.

***This syllabus is tentative and may be subject to change at your professor’s discretion. Check your Canvas course website and/or your email on a regular basis to be informed of such changes.***

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University of North Carolina at Greensboro | Greensboro, NC  
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