Texas A&M University
CORE CURRICULUM
Initial Request for a Course Addition to the Fall 2014 Core Curriculum

Foundational Component Area: Social and Behavioral Sciences

ARCH 458-Global Ethics, Culture and Practice

Empirical and Quantitative Skills Competency: Students will exhibit ability to apply, analyze and draw conclusions based on scientific and mathematical concepts. Empirical and Quantitative includes identification, Assimilation, Analysis and Conclusion.

Students in Global Ethics, Culture and Practice will examine the social and behavioral factors in creating culturally sensitive environments and settings and how to identify, analyze, and respond to evidence based personal space requirements and rituals to be a participant in a global context through critical thinking, discussions, and case studies.

Students in Arch 458 will research and learn theories and knowledge from social and behavioral science to give them relevant parameters in which to operate on six continents in a variety of complex cultures. They will utilize evidence from surveys, digital media, behavioral observation and archives to research to study the ethical and cultural components of a culture and be aware of the differences to be able to adjust to the subtitles of operating in another culture. Speakers that have practiced on every continent will elaborate on their personal experiences both negative and positive to alert the students on how to respect and navigate within global cultures.

The students are presented with and are required to research the personal space requirements for different cultures, hand gestures, food biases, color and numerical preferences, rituals, and specific taboos throughout the semester. Students must also research and analyze personal space as it changes and adjusts to various age groups within each particular culture.

Students research the preferred business practices and rituals based on the social factors of each culture and to analyze when consultants must be brought in to observe a particular mindset such as Fung Shui. Students must research, analyze, and demonstrate their understanding of social and behavioral factors in several given cultures in their written journal entries and in class presentations. Every class lecture, presentation and outside research is documented within their journals.

Besides knowing the present policies in global ethics, culture and practice, the students are exposed to future theory of how the world and cultural practices might change in light of population, energy, food, water and climate change.
Request for International and Cultural Diversity (ICD) Designation

Arch 458 examines the global ethics and cultural factors in today's global environment. It examines differences and perceptions of professional business practices across cultures by taking into account social factors. Business leaders from all disciplines will discuss conducting their practices on every continent and the resulting difficulties and successes. Besides looking at present practices, the course will also focus on future opportunities and global directions in a runaway world. The students will learn how to anticipate and respect other cultures through presentations, projects and exercises. An etiquette dinner is a required part of the course where we emphasize differences in etiquette practices around the world.

Critical Thinking (To include critical and creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information)

ARCH 458 addresses the Core Critical Thinking Objective through the critical examination of cultural differences in personal space, body language, and cultural rituals. Creativity is examined across cultures and the understanding that perceiving through another cultures eyes creates rich and diverse problem-solving skills.

The following critical thinking skills will be assessed by assigning projects, in-class writing activities and in class discussions.

Students will learn how to analyze, evaluate, create and support the milieu and environments that respect the culture in which they wish to operate. They will learn how to collect numerical data on their own and use that data to better understand environment-behavior relationships. Their ability to collect, understand and analyze numerical data will be evaluated in their journals and presentations.

Students will research customs and rituals to analyze, evaluate and synthesize information to adapt their companies operating in a particular culture.

Students will research and document personal space preferences and differences in cultural proximities including age and gender differences to understand preferable interactions in particular cultural settings.

Communication (to include effective development, interpretation and expression of ideas through written, oral and visual communication)

ARCH 458 addresses the Core Communication Objective by each student keeping a complete written and graphic journal of the semester that includes all guest and student presentations, outside research and clippings from relevant journals and government blogs on different cultures and countries.

Students interview international students on campus to learn their perception of differences in culture. The students learn and compare how different cultures
perceive the U.S. culture. They include their findings in their journals and compare the empirical evidence with their previous research.

Students make presentations of their assigned projects to the rest of the class in video, power point, and verbal communication.

Students create an APP that benefits businesses working globally or as an education tool for cultural awareness to K-12 students.

**Social Responsibility (to include intercultural competence, knowledge of civic responsibility, and the ability to engage effectively in regional, national, and global communities)**

**ARCH 458** addresses the Core Social Responsibility Objective by considering the origin of social and behavioral cultural factors and how they have meaning in today's world. The course teaches students to appreciate, understand, and respect the diverse cultures and belief systems that form the foundations of the modern world.

The following aspects of the Social Responsibility skills will be assessed by students' journals and through in-class student presentations and discussions.

Students will demonstrate intercultural competence by multicultural class assignments.

Students will demonstrate their understanding of intercultural communication by videoing different interactions with various cultures and demonstrating the respect and sensitivity due that particular culture. Students also will research and include commercial blogs and videos that demonstrate cultural differences.

Students will learn etiquette differences and skills around the world by attending an etiquette dinner with a speaker that covers social and behavioral etiquette in various cultural settings. The etiquette dinner must be documented in their journal.

Students mock up a dinner presentation on power point to entertain businesses from three different cultures and show how the ritual, setting and food would differ for each culture.

**Teamwork (to include the ability to consider different points of view and to work effectively with others to support a shared purpose or goal)**

**ARCH 458** will address the Core Teamwork Objective through in-class and online activities, including group presentations, and brainstorming. Two brainstorming sessions are conducted in class with the groups in constant interaction to facilitate group cohesiveness in divergent and convergent thinking.
The following aspects of teamwork skills will be assessed through in-class activities: Students are placed in small groups by selecting six members with six different majors. The group is also selected to have an equal gender mix. Every group has at least one international student so that the overall mix allows for the richest possible solutions.

**Personal Responsibility (to include the ability to connect choices, actions and consequences to ethical decision-making):**

In ARCH 458, students will be introduced to the fragile nature of cultural and natural heritage and some of the legal and ethical issues involved in sustainable global practice around the world as an individual or in corporate cultures in multinational organizations. The students are exposed to the U.S. Foreign Corrupt Practices Act and ethical perceptions and practices in various parts of the world. Students learn how to conduct themselves in entertainment and business negotiations, while maintaining an ethical focus. Globalization is creating more universal standards of business conduct, and these are becoming more rigorous. Multinationals are establishing companywide core values and relevant policies in tune with the rest of the world's ethics and compliance environment.

Student learning for this and other Core Objectives will be evaluated formally through a comprehensive individual journal and several group projects. Students will be asked to demonstrate their knowledge of specific issues related to the ethical, cultural and business practices of significance in specific cultures. In-class activities and group discussions will also provide an informal assessment of student learning and encourage students to formulate and explain personal responses.