**WCOB 330V  
International Business Seminar in Africa**

**Course description:**

The overall objective is to learn the nuances of doing business in Ghana and broader Africa.  This will be accomplished via lectures, research and active learning activities.  Top industry leaders from Ghana based firms and US based firms with presence in Ghana provide the insights students need to conduct business in Ghana region of Africa.  Several field trips are planned that will supplement discussions and lectures. Partnering with students from Ashesi University will considerably enhance the learning experience and cultural aspect for the students.   Grading will be based on students’ active involvement in discussions, projects, service learning activities, group assignments, and journaling of the experience based on specific observations and questions

**Faculty Leaders:**

**David Douglas, University Professor, Information Systems**

**Erika Amoako-Agyei, Executive Director, African Intercultural Consulting**

**Course Materials:**

**This program includes presentations from industry (US and Ghana) and lectures from African faculty which accounts for a large portion of the learning materials. Further, various current sources including the Africa Intercultural Consulting.**

**Teaching method**

**Combination of lecture, demonstrations, individual and student team research and presentations. Emphasis on active learning. This study aboard program relies heavily on extensive experiential learning which includes a tour of Cape Coast and Ashanti.**

**After completing this course, students will know:**

* the nuanced differences in conducting business by African organizations compared to Western organizations
* how to build relationships,
* what to expect in meetings,
* how to make effective cross-cultural presentations,
* how to approach a sales call,
* the impact of colonial history and current regional/economic zones,
* what topics to avoid,
* how to negotiate across cultures,
* how women professionals can overcome gender barriers,
* how to communicate and present ideas in culturally appropriate ways and
* how to identify opportunities to make a valuable difference in the lives of local citizens.

**Class Topics**

**Learning objective: Be able to describe culture and recognize its importance**

I. Introduction to Culture

* What is Culture? Why is culture important?

Assessment --US students and Ashesi students take the Cultural Values Profile self-assessment from the Cultural Intelligence Center and do a presentation comparing/contrasting US culture versus Sub-Saharan Africa culture

**Learning objective: Be able to describe** **Sub-Saharan Africa and provide a brief historical context of the Land, people, region, religions, ethnic groups and history.**

II. Introduction to Africa

* Overview: Diversity, regions, history, demographics
* Introduce Sub-Saharan Africa and provide a brief historical context of the Land, people, region, religions, ethnic groups and history.

Assessment will be via examination and diaries of tours

**Learning objectives:**

**Be able to describe the general business cultural norms for Sub-Saharan Africa.**

**Understand the impact of culture on work behavior, decision-making and problem solving**

**Be able to compare/contrast cultural behaviors between “modern” and urban, selected traditional and rural behaviors including views on women (local and in patriates)**

**Identify strategies for interacting and managing multi-cultural teams effectively**

III. Doing Business with Africans (various National & Regional perspectives)

Business Culture Norms

* Protocol and Etiquette
* Working with Government Officials
* Working with Traditional Leaders
* Corporate/Social Responsibility
* Views on women – local and non-local/international perspectives

Key Skill Development: Communication

* Direct and Indirect Communication Styles
* Understanding “Face” and its importance
* Topics to avoid and topics that are permissible
* Concepts of time—African time

Assessment will be via short summaries from each industry speaker addressing these concepts as well as mock interviews

**Learning Objective: Be able to demonstrate how to bridge the gap for successful adaptation and relationship building and communications competency.**

IV. Bringing it together.

Graded Group Projects: Students are to choose an African country and create a social enterprise that generates social and environmental impact alongside financial returns. Each must present a Country Paper and a Social Impact Business Plan for an enterprise-based solution to address a social problem. Each Plan must have 3 components to be sustainable.

**Social-Cultural:** How will your business generate **social value**? How will your team demonstrate **cultural intelligence (awareness)**?

* positive social impact/benefit to society
* e.g. Social inclusion, social equity

**Environmental:** How will your business impact (or preserve) the environment

* Be specific—with numbers to support your argument

**Financial:** How will your business generate profit?

* Has to be financially profitable.
* Needs to have reasonable assumptions

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| **Ghana Itinerary** | |  |
| Note--meet with students several times during the month before departure-- | | |
| African Country Research Paper | |  |
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| Thursday | 1-Jun-17 | leave XNA |
| Friday | 2-Jun-17 | Arrive Accra--transfer to lodging |
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| Day of Week | Date | Activities |
| Saturday | 3-Jun-17 | Orientation to Ghana, Tour of Accra Area,  Social with Ashesi students |
| Sunday | 4-Jun-17 |
| Monday | 5-Jun-17 | Research Country Papers |
| Tuesday | 6-Jun-17 | Visit Ashesi Campus |
| Wednesday | 7-Jun-17 | Presentation -- Repr from Ghana Company |
| Thursday | 8-Jun-17 | Presentation -- Repr from Ghana Company |
| Friday | 9-Jun-17 | Presentation -- Repr from Ghana Company |
| Saturday | 10-Jun-17 | Tour of Cape Coast--Central |
| Sunday | 11-Jun-17 |
| Monday | 12-Jun-17 |
| Tuesday | 13-Jun-17 | Debriefing of Tour - student presentations |
| Wednesday | 14-Jun-17 | Presentation -- Repr from US Company |
| Thursday | 15-Jun-17 | Presentation -- Repr from US Company |
| Friday | 16-Jun-17 | Presentation -- Repr from US Company |
| Saturday | 17-Jun-17 | Tour of Ashanti area |
| Sunday | 18-Jun-17 |
| Monday | 19-Jun-17 |
| Tuesday | 20-Jun-17 | Debriefing of Tour - student presentations |
| Wednesday | 21-Jun-17 | Synthesis--Ghana/US companies |
|  |  |  |
| Thursday | 22-Jun-17 | Depart for XNA |