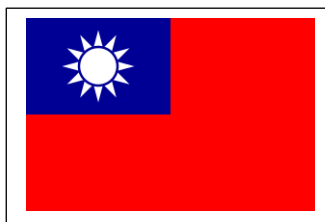

IB 495 VIRTUAL BUSINESS STUDY ABROAD FALL SEMESTER 2025

COMPARATIVE BUSINESS CULTURES: TAIWAN & BRAZIL

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uabvirtualstudyabroad.com | Virtual Blog



NATURE OF THE COURSE

This course introduces students to core strategies for attaining cultural competence in international business practices, especially in Taiwan and Brazil.

IB495 covers current theories, practices, and trends in international business in the countries of Taiwan and Brazil. The course is delivered online with a series of synchronous lectures with field experts. Students will also have the opportunity for real-time collaboration with international students. Coursework will include group discussions, case studies, the design and composition of international business documents, short speech presentations, chapter quizzes, blog posts, as well as the development and delivery of a final comparative business culture project. Throughout the course, students may earn Passport Badges for completing coursework in culture, communication, etiquette, and more.

Student should have completed EH 101 with a grade of C or better.

LEARNING OBJECTIVES

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

- Recognize and solve complex global business issues by applying theoretical, ethical, and practical principles of comparative cultural studies
 - Identify and analyze differences between high- and low-context cultures, especially in the countries of Taiwan and Brazil
 - Prepare, design, and deliver international business documents such as an international letter of business inquiry
 - Develop speech preparation and presentation techniques for a global audience, including situational awareness, audience awareness, and self-awareness—especially between the countries of Taiwan and Brazil
 - Utilize best practices in global business writing techniques and apply knowledge to a comprehensive final cultural comparison project focused on Taiwan and Brazil
 - Apply the course materials to improve cultural intelligence, demonstrate mastery of intercultural communications, and apply decision making to global business scenarios—especially between the countries of Taiwan and Brazil
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Required Content Areas: IB495 Virtual Study Away covers current theories, practices, and trends in comparative cultural studies. Specific course topics include cultural intelligence and intercultural communication, high- and low-context cultures, international business meeting etiquette and negotiation tactics, design and composition of international business documents, and global business research.

COURSE FORMAT

This is a three-credit hour UAB course that includes two main components: asynchronous work and a series of synchronous class meetings with culture experts in Taiwan and Brazil. Students may earn badges for completed coursework in culture, communication, etiquette, and more.

TENTATIVE VIRTUAL TRAVEL ITINERARY

Meeting 0: Tuesday, August 26, 2025, 7pm CST | ZOOM ID – 789 434 1474 / Passcode – GoBlazers!

Internal Launch | UAB Zoom Flight Check | Director of Education Abroad |
Office of Global Engagement

Meeting 1: Tuesday, September 2, 2025, 7pm CST | ZOOM ID – 789 434 1474 / Passcode – GoBlazers!

Orientation | Global Awareness | The Culture Map | Brazil/Taiwan in a Nutshell

Meeting 2: Tuesday, September 9, 2025, 7pm CST | ZOOM ID – 789 434 1474 / Passcode – GoBlazers!

Breaking Stereotypes | Task vs. Relationship Based | Leading in Different Cultures | Direct versus Indirect
| Cultural Activity: Brazil

Meeting 3: Tuesday, September 16, 2025, 7pm CST | ZOOM ID – 789 434 1474 / Passcode – GoBlazers!

Working Across Time Zones | Linear Time vs Flex | (Speaker: Taiwan)

Meeting 4: Tuesday, October 14, 2025, 7pm CST | ZOOM ID – 789 434 1474 / Passcode – GoBlazers!

Cooking Class: Cultural Activity (Taiwan)

Meeting 5: Tuesday, October 21, 2025, 7pm CST | ZOOM ID – 789 434 1474 / Passcode – GoBlazers!

Cooking Class: Cultural Activity (Brazil)

Meeting 6: Tuesday, November 4, 2025, 7pm CST | ZOOM ID – 789 434 1474 / Passcode – GoBlazers!

Communicating | High Versus Low Context | Disagreeing (Student Engagement: Taiwan)

Meeting 7: Tuesday, November 12, 2025, 7pm CST | ZOOM ID – 789 434 1474 / Passcode – GoBlazers!

Icebreaker | Lessons Learned | Reflecting on Different Cultures

***Meeting dates/times may change according to speaker/engagement availability.** All synchronous lectures will be automatically recorded in Zoom and posted to the LMS. In the event that a student is unable to virtually attend due to circumstances beyond their control (ie illness, family emergency, jury duty, military service, etc.), course components may be satisfied via asynchronous opportunities.

REQUIRED TEXTS/MATERIALS

A collection of assigned articles provided by the professor including excerpts from:

- *Intercultural Communication in Contexts* by Martin and Nakayama (2022);
- *Cultural Intelligence: A Guide to Working with People from Other Cultures* by Brooks Peterson (Across Cultures, 2nd Edition, 2018);
- *The Culture Map: Breaking Through the Invisible Boundaries of Global Business* by Erin Meyer (2016);
- and *Intercultural Business Communication* by Chaney and Martin (2014).

Course materials will be posted in Canvas, available via the UAB library or accessed from internet websites.

ASSESSMENT & GRADING

Cultural Scavenger Hunt	25 Points
Introduction Zoom Presentations (2@25)	50 Points
Module Discussions (3@75)	225 Points
Writing Assignments	
International Letter of Inquiry or Thank You	50 Points
International Email or Memo	50 Points
International Resume	50 Points
Journal Entries: Zoom Response Papers (3 posts @ 100 points each)	300 Points
Midterm Self Cultural Assessment	100 Points
Final Cultural Comparison Portfolio: Taiwan & Brazil	100 Points
Post Zoom Session Quizzes	30 Points

Professionalism & Attendance

20 Points

Total**1000 Points**

Final grade will be determined using the following scale:

A = 900 – 1000 points

B = 800 – 800 points

C = 700 – 799 points

D = 600 – 699 points

F = 0 – 599 points

Instructor - Alicia Clavell McCall is your tour guide to UAB Collat's Virtual Study Abroad! She has almost two decades of experience in the communication industry. She specializes in publishing, including writing, editing for grammar and mechanics, and communication with business professionals. She is an award-winning instructor with proven teaching effectiveness at multiple educational institutions. Her education includes an undergraduate degree in English with a concentration in Communications, two advanced degrees in English with a specialization in a related teaching discipline, a business research certificate, a professional and technical writing certificate, and training in adult literacy education. She has traveled extensively both domestically and abroad and has recently completed the Education Abroad Faculty Fellows program.

COURSE MODULES SCHEDULE

MODULE 1: August 21 — September 5

MODULE 2: September 5 — October 10

MODULE 3: October 10 — October 30

MODULE 4: October 31 — December 2

BONUS/BADGE MODULE: International Research: Opens September 8th

PROFESSIONALISM

When contacting me, all students should maintain standards of business professionalism and courtesy. When you send me a text, please have a formal open and close and avoid text speak. When you send me an email or message via Canvas, please use the following format:

Dear Instructor Clavell McCall:

Write the content of your message here. Make sure you have proofread it for spelling, grammar, and punctuation.

Sincerely,

Student Name

The end of your email should include a professional signature block. If you are using your UAB account, your signature block should observe UAB brand standards (<https://www.uab.edu/toolkit/branding/download-branded-items/email-signature>) and include your name, title, school, and any club affiliations. This is an example of how your signature block might look:

Your Name Here | Student

Your Major Here | UAB | Collat School of Business
Member | International Business Association [Club Affiliations Here]
P: xxx.867.5309 | youremailhere@uab.edu

CONTACT INFORMATION

My office hours this term are face-to-face or via teleconference by request. I am more than happy to meet with you through virtual meeting technology, such as Facetime or Zoom. Feel free to email or call/text me to set up a meeting. **Call or text at any time: 205.356.4700, and please include your name/section.**

COURSE QUESTIONS

I want to be responsive to your needs. You are welcome to call/text, email me directly, or post questions you have regarding course content to the Discussion Board on the FAQ forum. Questions in the FAQ forum should be posted in the subject line of the discussion, so that everyone can easily view them. This way you may find that your question has already been asked and answered. Issues of a more personal nature may be sent via my cell (via text or message) or UAB email. Please allow 24 hours for a response to emails or calls during the work week.

SUGGESTED STUDY METHODS

To be successful in this course, please follow the suggestions listed below:

- Become familiar with the activities and due dates posted on the Course Schedule.
- Complete assignments on time.
- Read all of the assigned material.
- Utilize all of the additional resources provided for extra practice.
- Participate in class discussions.

NETIQUETTE

Student-to-Student Etiquette

As this course is intended to prepare students for employment in the business world, a certain level of professionalism must be maintained at all times. Any communication or student interaction through the Canvas Learning System should maintain standards of etiquette and courtesy consistent with a professional business setting. When contacting me via e-mail, all students should maintain similar standards of professionalism and courtesy.

It is very important that we consider the following values during online discussions and when emailing one another:

- Respect. Each student's opinion is valued as an opinion. When responding to a person during the online discussions, be sure to state an opposing opinion in a diplomatic way.
- Confidentiality. When discussing topics be sure to be discreet on how you discuss children, teachers, and colleagues. Do not use names of people or names of facilities.
- Culture. Apply our course materials and cultural intelligence when interacting with one another and with our global friends, especially during synchronous meetings.

Student-to-Instructor Etiquette

In addition to the above values, I expect that each student will submit completed assignments in a timely manner.

DISTANCE LEARNING SUPPORT

Almost everything you need as a UAB student can be found online on [BlazerNET](#). The [Student Resources](#) tab is the place to search for classes and to register. It's also the place for information about parking, student accounting, academic advising, career service, and all of the student tools that can help you get more out of your time at UAB.

Technical Support

Tutorials and instructions for setting up your computer are provided at [Student Support Services](#). Contact us via email at AskIT@uab.edu for assistance with technical issues or call 205-996-5555 during the following hours:

- Monday - Friday from 6:30 a.m. - 10:00 p.m.
- Saturday from 10:00 a.m. - 6:00 p.m.
- Sunday from 2:00 p.m. - 10:00 p.m.

Disability Support Services

DSS staff is available at any point during the registration process, or prior to initiating the process, to discuss your needs. For questions related to applying for services, you can contact DSS at **205-934-4205**, dss@uab.edu, or visit us at the **Hill Student Center (Suite 409), 1400 University Blvd, Birmingham, AL**. Note: For synchronous sessions, interpreters or live captioning can be requested with registration.

LIBRARY SERVICES

All students, those on campus and at a distance, have access to the resources available at the UAB Libraries. Please visit the UAB Libraries web site for more information.

UAB POLICIES

The University of Alabama at Birmingham expects all members of its academic community to function according to the highest ethical and professional standards. Students, faculty, and the administration of the institution must be involved to ensure this quality of academic conduct. Academic misconduct undermines the purpose of education. Such behavior is a serious violation of the trust that must exist among faculty and students for a university to nurture intellectual growth and development. Academic misconduct can generally be defined as all acts of dishonesty in an academic or related matter. Academic dishonesty includes, but is not limited to, the following categories of behavior:

- Abetting is helping another student commit an act of academic dishonesty. Allowing someone to copy your quiz answers or use your work as their own are examples of abetting.
- Cheating is the unauthorized use or attempted use of unauthorized materials, information, study aids, the work of others, or computer-related information.
- Plagiarism means claiming as your own the ideas, words, data, computer programs, creative compositions, artwork, etc., done by someone else. Examples include improper citation of referenced works, the use of commercially available scholarly papers, failure to cite sources, or copying another person's ideas.
- Fabrication means presenting falsified data, citations, or quotations as genuine.
- Misrepresentation is falsification, alteration, or the misstatement of the contents of documents, academic work, or other materials related to academic matters, including work substantially done for one class as work done for another without receiving prior approval from the instructor.

See the [Student Handbook](#) for more information. Also, view the [School of Business Honor Code](#)

ACADEMIC INTEGRITY CODE

UAB recently replaced the student Academic Honor Code with the Academic Integrity Code. Please take some time to familiarize yourself with the policies and the outcomes: <https://www.uab.edu/one-stop/policies/academic-integrity-code>.

Ultimately, if a student is found guilty of cheating or misconduct—which also includes unauthorized dissemination of course materials—the instructor reserves the right to give the student an automatic “F” for the course and to send a letter to the UAB Provost’s Office documenting the offence. Under the new code, the student(s) will be reported.

COPYRIGHT POLICY

You may not post any course materials on the Internet without permission or share course materials with anyone outside of this course, including social media sharing.

COURSE POLICIES

The UAB Education Abroad office provides additional policies for the conduct of students while traveling abroad. These are provided when students apply for and register for the course.



