

College of Humanities and Social Sciences – Global Learning New Course Development Award – May 2009

Three Funded Proposals

1. Dr. May Gao, Department of Communication

PROPOSAL: Development of COM 4800/International Business Communication and COM 760/Communication for Multinational Corporations

ABSTRACT: Effective communication is a vital skill for everyone in business today. Great communicators have a distinct advantage in building successful businesses and careers. The ever intensified globalization has motivated and forced many business people work cross-culturally. Intercultural communication has become an integral component for business and managerial education. Effective intercultural business communication requires one not only to be proficient with business strategy and linguistic skills, but also be competent with intercultural communication and multicultural negotiation capabilities. Using various multinational corporations as case studies, this course introduces students to the world of international business and management by studying key concepts of intercultural communication, negotiation, and international trade. Such areas as globalization, cultural and sub-cultural differences, changing organizational structures, advanced communication technologies, conflict resolution, and verbal and nonverbal communication channels will be covered in this course.

2. Dr. Lynn Patterson, Department of Geography and Anthropology

PROPOSAL: Development of GEOG 4490: Local and Global Sustainable Development

ABSTRACT: This course will offer a critical review of the concepts of sustainability and sustainable development in theory and practice. Students will analyze ideological arguments, sustainability indicators, and case studies of sustainable development projects worldwide. Students will examine different interpretations of sustainability and sustainable development across the globe with special attention given to how they are viewed and implemented in both the developed (core) and developing (periphery) worlds. This latter point is critical as too often the hegemony of Europe and the US overtakes the reality of development in periphery countries. Explicit review of the World Summits on Sustainable Development (Johannesburg and Rio) will be discussed within this context.

3. Dr. Ernesto Silva, Department of Foreign Languages

PROPOSAL: Development of FL 4490: Contemporary Latin American Cinema

ABSTRACT: This course will offer an overview of recent films of Latin America. Students will explore how identities of class, ethnicity, gender and national origin are treated in films and especially how different popular film genres may intersect to reinforce or critique identity stereotypes. Students will explore films that came out at the turn of the millennium and thereafter in many genres—from drama to thriller. Students will learn how to examine films in larger cultural, historical, ideological, and aesthetic contexts. Emphasis will be given to the learning of culture through film as Latin America has become globalized when it comes to the production of its image vis-à-vis the image of the USA. Topics include colonialism, post-colonialism, customs and tradition, modernization, globalization, exoticism, expressions of national identity, constructions of race, class and gender, concepts of good and evil, and censorship, as well as aesthetics and film structure and the role of the audience.