



Instructionally Related Activities Funds Request Spring 2016


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IRA Funds Request for Communication in Globalized Organizations: The Challenge for Multinational Organizations

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Instructionally Related Activities Funds Request Summary

Project Sponsor	Vivian Henchy
Activity Title	Communication in Globalized Organizations: The Challenge for Multinational Organizations
Activity/Event Date	April 2016
Date Funding Needed By	April 2016
Previously Funded?	No
Semester/Year	—
Proposal #	—
Report submitted for previously Funded Activity?	—
Report submitted for previously Funded Activity	—
Additional Report #1	CV_EdwinMcDaniel_2015.docx
Additional Report #2	
Additional Report #3	—
Additional Proposers	—
Academic Program(s) / Center Name(s)	COMMUNICATION Program - 732
Estimated total Course Fee revenue	N/A
Amount Requested from IRA	1200.00
Estimated Number of Students Participating	150
Conditions and Considerations	Artist/Performer/Speaker Fees & Honoraria

Brief Activity Description	<p>The COMMUNICATION Program, within the COMM 321 - Intercultural Communication course, will sponsor a campus-wide speaking event, "Communication in Globalized Organizations:The Challenge for Multinational Organizations" by international consultant and author, Dr. Edwin (Ed) McDaniel. The event focuses on the interdisciplinary connection between doing global business and intercultural communication. He will discuss issues of cultural etiquette and business engagement with the local culture. Dr. McDaniel has decades of international travel experience, as well as many years lecturing at Universities in the U.S. and Japan. He is the co-author of the seminal Intercultural Communication textbook, Communication Between Cultures. He has written and spoken extensively on issues of culture, business, and communication.</p> <p>It should be noted that Dr. McDaniel presented this lecture, pro-bono, last Spring 2016 for my COMM 321 Intercultural Communication course. His presentation was well-received and the students cited having him come to class as a highlight of the course. His C.V. and photo proof of his campus visit are attachments.</p> <p>This event will be open to all students.</p>
Learning Outcomes and Relation to IRA to Course Offerings	<p>The all-campus event is related to general course offerings in various programs, such as Communication (in particular, the COMM 442 - Organizational Communication course), as well as courses in the Business and Chicano/a Studies programs.</p> <p>The classroom presentation will be offered in multiple sections of the COMM 321 - Intercultural Communication course, which serves our 400 COMM majors. In addition, COMM 321 course is both a required course for our majors, as well as a Multidisciplinary GE requirement (for upper division units). Therefore, this content could reach students in all majors, depending upon student enrollment mix for Spring 2016.</p> <p>There are six Student Learning Objective, but the two that are directly addressed by the content of the presentation are:</p> <ol style="list-style-type: none"> 1. Develop an enhanced understanding of intercultural communication processes and an appreciation of social and cultural diversity; and 2. Develop analytical skills in examining intercultural interactions and apply knowledge of culture and communication to life in a multicultural society.
Description of Assessment Process	<p>Students attending the all-campus event will be asked to fill out a survey evaluating the presentation.</p> <p>Students of each of the COMM 321 - Intercultural Communication courses where Dr. McDaniel presents will be asked to write a short assessment of how his lecture content related to previous class lecture and the textbook.</p>
Activity Budget	VivianHenchyIRAResquestBudgetEdMcDaniel91115.xlsx
CIA Budget	—
CIA Proposal	—
Course Syllabus	—
CIA Certification	—
Other Sources of Funding	There are no other identified sources of support.
Target Audience/Student Marketing	<p>As an all campus event, anyone is invited to attend the event.</p> <p>A flyer will be created and posted to advertise the presentation.</p> <p>The COMM 321 Intercultural Communication students will be notified of the event in the syllabus.</p> <p>An email will be sent to all COMM majors about presentation days/times and will be posted on the COMM program Social Media page.</p>
Bring Benefit to Campus	—
Sustainability	The content does not promote sustainability, but it does support one of the CI Pillars, Multicultural Engagement and Learning.
Program Chair/Director	tracy.clarke
Dean	karen.carey
Acknowledgement	I acknowledge that I have reviewed and accepted the Conditions and Considerations herein. Please check off boxes as appropriate.

Program Chair/Director Approval

Approval	I approve the IRA Funds Request described on this page
Name	Tracylee Clarke
Date/Time	9/14/2015 10:59:56 AM
Validation	myCI-signin-FN-6542

Dean Approval

Approval	I approve the IRA Funds Request described on this page
Name	Karen Carey
Date/Time	9/28/2015 2:42:17 PM
Validation	myCI-signin-SY-4024

IRA Committee Decision

Decision	—
Comments	—

Actions

- [IRA Committee Decision](#)
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