

IBS220 Task 2

What is expected? The purpose of this assignment is to give you a broad overview of the main issues involved in assessing your cultural perspective and those of others in a working environment. This assignment will also help you to **reflect** on your own cultural behaviour and to understand issues involved in organisational culture and inter-organisational cross-cultural interactions in a real-time situation by applying your knowledge to a real business situation. Draw on the textbook for background and theory; however, you are expected to draw on academic literature and list them as academic references at the end of your Assignment. This assignment is based on building a reflective journal. There are examples of reflective journals that we can use in everyday life to reflect on our health and fitness or our learning in a class.

What is a reflective journal? A reflective journal is a personal account of an educational experience that offers a variety of benefits, from enhancing your writing skills and helping you retain information to allowing you to express your thoughts on new ideas and theories. Source: <https://penzu.com/how-to-write-a-reflective-journal>

Due: 9 September 2020 by 5 pm AEST.

Length: 1200 words without the reference list.

Weight: 30%.

It is an **Individual assignment**.

This is based on Weeks 5 – 7.

Format:

- 11 or 12 pt Times New Roman or Arial font.
- 1½ line spacing.
- It will be a word document with full references where necessary (APA or Harvard style) and structured according to the questions, as mentioned above outlined below.

Use the following **structure** for the reflective journal

Step 1: Start with a brief introduction and reflection on the case. What were the core issues, players, and factors involved? This is short and just an overview.

Step 2: Analyse and critically reflect on the following three mini-cases. Please reflect on one at a time.

1. Mini-case 5.2 "In search of status" on page 134
2. Mini-case 6.2 "Circles of time" on page 152
 - What do you think really went wrong? what happened
 - What is your opinion, your analysis, your individual take on the events?
 - What theories/ concepts are most critical here?
 - What are the shortcomings of these theories/concepts?
 - then remember to be creative in your answers.

3. Mini-case 13.1 "Netherlands vs Mexico: KLM forced to apologise for 'racist' joke tweet following Dutch win" on page 358.

You must respond to the three mini-cases and then write a reflection and analysis of each of these cases. Some of the questions that you consider helping you start the reflection include: What do you think really went wrong? What's your opinion, your analysis, your individual take on the event(s) that took place? What theories or concepts were/are most critical? What are the shortcomings of such theories or concepts? Please be creative in your analysis.

Step 3: Write a concluding statement where you include a possible strategy that the company (or a company in that country) can use.

Step 4: Include the full reference list in the Harvard or APA referencing style. The Reference list will not count towards the word count. For guidance on how to use Harvard or APA as referencing style, please go to <https://libguides.usc.edu.au/help-referencing>

You have to demonstrate the following:

- Completeness of the argument map
- Logical correctness of the argument map
- The relevance of evidence offered
- Appropriate use of evidence
- Structure and completeness of the Final document

You are required to **submit your Journal via SafeAssign on Blackboard.**

Feedback: Will be provided in tutorials. Assignments will be marked online, and feedback provided in the marking rubric.