

DRAFT

Professor C.L. McNeely

Fall 2020

Online/Call-In Office Hours:

Tuesdays, 5:30-6:30 p.m., and by appointment

PUBP 503-002 Culture, Organization, and Technology

Effective policy analysis, program design, implementation, and management often depend on understanding the culture(s) of organizations and the people involved in them. Whether concerned with issues related to professional cultures, bureaucratic, technological, or business systems, or processes of organizational and societal change, cultural knowledge can be a crucial determinant of success or failure. Engaging a comparative perspective, this course focuses on the dynamic role of culture in societal, political, and economic processes as they affect organizations at various levels of analysis, with special attention to technological change and influence in different sectors and contexts. With the aim of providing both applied and intellectual insights and skills, the objectives of the course include learning to

- identify, analyze, and assess culture and related dynamics at organizational and societal levels;
- identify, analyze, and assess important cultural and organizational features of target groups and populations;
- identify, analyze, and assess the interaction between technologies and cultural and organizational systems, and their relative effects; and
- identify, analyze, and assess technological factors and cultural enablers and barriers in organizational and related policy development, program design, and implementation.

Course Requirements

This course will be conducted online, primarily involving asynchronous lectures, presentations, and assignments. Blackboard (courses.gmu.edu) will serve as the primary medium for communication and engagement. In addition, the course will include a limited number of scheduled synchronous open discussion sessions and guest lectures via Zoom. *Students should familiarize themselves with Blackboard and Zoom facilities; help is available online if needed.*

All students are expected to complete required readings for each week, and will provide brief written comments/questions on at least three (3) related topics at various points in the semester to exchange with fellow students. In addition, each student will make one (1) online presentation on a selected topic and will be assigned to provide comments on a another student's presentation at a different time. (All students are encouraged to provide comments/questions on the readings and/or presentations at any time, beyond required assignments.) Students also will prepare two (2) brief analytical essays that draw on assigned class readings, and will take a final examination. *Detailed instructions will be provided for all assignments.*

Grades will be determined by participation based on submitted comments and other interactions (20%), the presentation (25%), the essays (15% each, 30% total), and the final examination (25%).

A detailed syllabus, along with course scheduling and orientation materials, will be available on Blackboard for registered students at 7:30 p.m. on Tuesday, 25 August 2020.

The Professor also will be available 8:00-9:00 p.m., via Zoom online or call-in (information provided on Blackboard), to answer any questions you might have. Please review all of the materials and related instructions. Complete the readings for the following week as indicated on the syllabus and be prepared to provide information and to respond online to questions as posed by the Professor.

Required Books (available online from the GMU Arlington Bookstore or from other bookstores or online sources)

- Mann, Jim. 1997. *Beijing Jeep: A Case Study of Western Business in China*. Boulder: Westview Press. ISBN: 978-0813333274
- Schein, Edgar H. 2016. *Organizational Culture and Leadership*. Hoboken, NJ: Wiley. ISBN: 978-1119212041
- Trompenaars, Fons, and Charles Hampden-Turner. 2012. *Riding the Waves of Culture: Understanding Diversity in Global Business*. New York: McGraw-Hill. ISBN: 978-0071773089 [Paperback: Nicholas Brealey Publishing, ASIN: B00HREY TOK]
- Volti, Rudi. 2017. *Society and Technological Change*. New York: Worth Publishers. ISBN: 978-1319058258

Recommended Books

- Hofstede, G., G.J. Hofstede, and M. Minkov. 2010. *Cultures and Organizations*. New York: McGraw-Hill. ISBN: 978-0071664189
- Blau, Peter M., and W. Richard Scott. 2011. *Formal Organizations: A Comparative Approach*. Stanford, CA: Stanford University Press. ISBN: 978-1258227470
- Shelley, L.I. 2018. *Dark Commerce: How a New Illicit Economy Is Threatening Our Future*. Princeton, NJ: Princeton University Press. ISBN: 978-0691170183

COURSE ORIENTATION: 7:30 p.m. on Tuesday, 25 August 2020

A detailed syllabus and course information and instructions will be available on Blackboard for registered students.

Schar School Policy on Plagiarism

The professional scholarship and intellectual life of a university as well as the field of public policy inquiry depend fundamentally on a foundation of trust. Thus, any act of plagiarism strikes at the heart of the meaning of the university and the purpose of the Schar School of Policy and Government. It constitutes a serious breach of professional ethics and it is unacceptable.

Plagiarism is the use of another's words or ideas presented as one's own. It includes, among other things, the use of specific words, ideas, or frameworks that are the product of another's work. Honesty and thoroughness in citing sources is essential to professional accountability and personal responsibility. Appropriate citation is necessary so that arguments, evidence, and claims can be critically examined.

Plagiarism is wrong because of the injustice it does to the person whose ideas are stolen. It is also wrong because it constitutes lying to one's professional colleagues. From a prudential perspective, it is shortsighted and self-defeating, and it can ruin a professional career.

The Schar School faculty takes plagiarism seriously and has adopted a zero tolerance policy. Any plagiarized assignment will receive an automatic grade of "F." This may lead to failure for the course, resulting in dismissal from the University. This dismissal will be noted on the student's transcript. For foreign students who are on a university-sponsored visa (e.g., F-1, J-1, or J-2), dismissal also results in the revocation of their visa.

To help enforce the Schar School policy on plagiarism, all written work submitted in partial fulfillment of course or degree requirements must be available in electronic form so that it can be compared with electronic databases, as well as submitted to commercial services to which the School subscribes. Faculty may at any time submit student's work without prior permission from the student. Individual instructors may require that written work be submitted in electronic as well as printed form. The Schar School policy on plagiarism is supplementary to the George Mason University Honor Code; it is not intended to replace it or substitute for it. (<http://www.gmu.edu/facstaff/handbook/aD.html>)

Disabled Student Accommodation

If you are a student with a disability for which you need academic accommodation, please inform the professor and contact the Disability Resource Center (DRC) at 703-993-2474. All academic accommodations must be recognized and arranged through the DRC.