

# Culture and Consumerism

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# Many Voices, One College Faculty Fellowship

- ▶ Why did I decide to participate in Many Voices, One College faculty fellowship?

# BSAD101 Introduction to Business

- ▶ Course Description: The course presents a broad introduction to the functioning of business enterprise within the U.S. economic framework. It introduces economic systems, essential elements of business organization, finance, marketing, production, risk and human resource management. (3 credits)

# BSAD101 Introduction to Business

- ▶ Global Content: There is some global content in the course: For example: Discussions about: 1) international trade 2) different economic systems around the world 3) the importance of evaluating the host countries culture/religion and legal/political environment prior to launching an international venture 4) social enterprises addressing social/economic and environmental issues around the world 5) international organizations promoting trade 6) international economic communities and their impact on world economy 7) Ethics and morality (relative (culture specific) or universal)

# BSAD101 Introduction to Business Students

- Learner Characteristics: A diverse student population consisted mostly of young men and women aged 18 to 25, majoring in business, economics or accounting. 50% male, 50% female. Academic background, drive and enthusiasm for learning vary from one student to another. On average, commitment to their education and future career is good. About 5% of students are interested in getting involved in extracurricular activities and leadership opportunities on campus.

# The new content/information I will bring into the course:

- Information on consumer behavior in various cultures.
- Information on the correlations between markets, consumerism and culture.
- Information on cultures which are currently evolving as a results of changes in market structures and economic systems.

# Global Learning Outcome in BSAD101

- Students will be able to discuss the changing landscape of the global market and discuss how these changes impact the way businesses operate.

Currently the discussions pertaining to the above learning outcome is mainly focused on “how businesses operate in the global market.”

My objective is to include discussions on cultural factors which shape our attitudes toward consumption.

# The Project: Culture and Consumerism

- ▶ Students in groups of 3 choose a country other than the United States and prepare and deliver a ten minute presentation about the culture of the country and the attitude of its citizens toward consumption and discuss how the culture of the country shapes markets and vice versa and how the economic system and the citizens' attitude toward consumption shape their lifestyles, worldviews and individual and collective values.



# Many Voices, One College Faculty Fellowship

- ▶ The activities and discussions we had at our biweekly meetings as well as the suggested readings and videos assisted me in the process of discovering new ways for enhancing the global learning outcome of BSAD101.
- ▶ The feedbacks and suggestions of my colleagues helped me craft the Culture and Consumerism project and learn about the MC resources which can be used by students to conduct their research and prepare their reports.

# BSAD101 After Modification:

- ▶ Adding the Culture and Consumerism project will improve intercultural competencies of business students by creating an opportunity for them to learn:
  - 1) How markets shape cultures and vice versa.
  - 2) How a society's culture and attitude toward consumption of goods and services impact the economy as a whole, and
  - 3) The cultural dimension of consumerism and materialism and its impact on our worldview and lifestyle

# Thank you!

Questions/comments/suggestions?