# Why to Teach Cultural Diversity Courses

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**Abstract**

*The need of the hour is a work force that can manage and lead culturally diverse workforce. It important to recognize and accommodate increasing multiculturalism in the workforce. Communicating with people from other cultures can be a greater challenge than communicating with those with whom one is more familiar. As difficult, as it can be, though, multicultural workplaces and globalization demand that we meet the challenge. Successful professionals develop intercultural sensitivity to improve their business and communications.*

**Key words:** Cultural Diversity, Work place, Communication, Multiculturalism

**Cultural Diversity Studies**

The business world is becoming increasingly globalized; as a result, cultural awareness is becoming an increasingly important communication skill. The success of an organization and its employees not only depend on their individual work, but also on their ability to work in a diverse and collaborative environment. The success of each team depends on the full effort and participation of the individual team members. Communicating with people from other cultures can be a greater challenge than communicating with those with whom one is more familiar. As difficult, as it can be, though, multicultural workplaces and globalization demand that we meet the challenge. Successful professionals develop intercultural sensitivity to improve their business and communications. They recognize differences rather than remain ignorant. The concept of culture is a very broad topic encompassing many variables. The following variables often differ from culture to culture:

- Context (how much needs to be spelled out)
- Legal and ethical differences
- Interpretations of body language and personal space

Diversity is defined as the differences among different people based on their, gender, race, ethnicity, religion, sexual orientation, socioeconomic background, education, physical appearance,etc (Jones & George, 2016). Globalization is playing a major role in bringing diverse people together to work and therefore this diversity is the biggest challenge that world is facing today. To be successful in the diverse global world one needs to be aware of one another's differences and learn to respect them. Diversity is not only witnessed on airports, shopping malls or other public places, but indeed these days diversity is becoming popular in Schools, College and work places too. This section of the proposal discusses about why cultural diversity studies needs to be made available to the students in schools and colleges, which should include the lessons in diversity and cultural sensitivity. Without being aware of the diversity, things can be difficult in a diverse world, which is an amalgamation of many cultures and traditions.

**Need to Introduce Diversity Studies Program**

Diversity in an organization should be accepted and respected, as it makes the diverse employees feel at home in an organization. Diversity not only opens many venues for creativity and success, but also becomes a major concern about discrimination and stereotyping. Therefore, it is important that one needs to be aware of not only cultural differences but cultural sensitivity too. It is important that diversity is not looked down upon.

Many organizations are aware of the fact that if they have a diverse work force it helps them be closer to their customers and providing them a better service (Schermerhorn, Hunt, & Osborn, 2008).In today's global environment, one must learn to accept, understand and respect the cultural differences. Diversity requires one to respect not only one's own beliefs and values, but also that of others too. Today the organizations pay close attention to provide every possible focus on the needs of the diversity. Today organizations are placing more emphasis on an all-inclusive environment because this helps the organizations foster greater commercial success (Alexander, Havercome, & Mujtaba, 2015). The employers these days are aware of the fact that managing diversity is a key strategy to effectively manage employees and be successful. Therefore, the managers are expected to keep all the employees motivated towards the goal. The managers have to understand the complexity of diversity and keep on working towards improving the relationships with the employees by being aware of the cultural differences. Managers should recognize and appreciate the diversity and cultural sensitivity; because the diverse population if respected can work towards contributing towards a successful organization keeping aside all the biases and prejudices (Jones & George, 2015). This will ease the pressure out on both employee and the employers.

**Ignorance towards the Cultural Diversity**

If one is unaware of cultural difference s and diversity in the workplace, it can have some adverse effects. Ignoring diversity can cause many problems or communication gaps between the employees, which might be an impediment in the success of the organization. If the individuals are not made aware of the issues that can arise with miscommunication in diverse population, the trust among the employees will be misleading; therefore, there is a need that people must understand the challenges they may face at work place and know how to effectively handle them. "Communication is the glue that holds organizations together. It is the way we share information, ideas, goals, directions, expectations, feelings, and emotions in the context of coordinated action," (Schermerhorn et al. 2008. p. 320). Organizations invest a lot of time and money in promoting diversity and developing a diverse workforce. This emphasis on diversity benefits companies by bringing a wider variety of ideas to the table, and in many cases, this allows companies to reach more segments of the market than they would otherwise be able to do. The success rate of the organizations who treat the employees well and fairly see a positive work environment. Learning to treat diverse population well helps to promote a healthy and amicable environment, where employees work towards shared goals (Alexander, Havercome, & Mujtaba, 2015).This not only creates an environment of peace and harmony, but also a culture of respect and tolerance towards one another's differences.

**Diverse Cultural Curriculum**

With the world becoming a melting pot, the educators are facing many challenges associated with how to engage students and effectively promote diversity (Chislhom, 1994). As part of many university programs in the United States attempting to help future educators understand cultural diversity, one or more undergraduate courses specifically dealing with diversity issues are typically required (Lake, & Rittschof, 2012). To prepare a curriculum for this kind of curriculum requires greater understanding of the many types of student diversity, and the many implications of cultural and other differences within educational settings. The goal is to make students aware of many misunderstandings and preconceived notions. While teacher are trained to be sufficiently knowledgeable and aware about the diversity courses, still there are many drawbacks including to assess if the candidate's attitudes have changed in ways that coincide with the research-based information provided in the course and the general awareness expected of many educators (Lake, & Rittschof, 2012). If the students are introduced to the cultural diversity course it will not only make them appreciate the cultural differences but will also prepare them to work effectively in diverse workplace. An individual gets a better perspective at life and things one he or she is educated and made aware of the diversity.

**Multicultural Population**

As we witness multi cultures and languages around us, individuals should be made aware of all this while they are learning to study other concepts and subjects in school and colleges. The rationale for transforming curricular experiences and pedagogical practices is to ensure that all students are adequately prepared for participation in a multicultural democracy and an interdependent world (Ukpokodu, 2010). This awareness about the differences will teach individuals to be sensitive towards other peoples' cultures, beliefs and values. If introduced to the subject of diversity early in one's career it makes curricular experiences culturally responsive to students from diverse cultural backgrounds. (Ukpokodu, 2010). An ethnocentric attitude or worldview in which people judge people of other cultures based on their own cultural norms can create many problems.

Adopting an acceptance of other cultures' norms and values is a much more effective approach. In addition, one must make oneself aware of the diversity in our environment. By being curious and seeking information about other cultures, can prepare people with greater awareness. As noted by Robbins and Judge (2009) managing this diversity has become a global concern. Therefore, to address this concern it is important to create events where people can be made aware of the diversity around them.

## Why to Teach Cultural Diversity Courses

Diversity is when people can be put in different groups based on their differences according to their, gender, race, ethnicity, religion, etc. (Jones & George, 2016). The world is changing every day and is becoming a melting pot with so many different people getting together at one place for work and study. Since one meets and works with such diverse population the knowledge and tolerance about one another's differences can make people stay friendly and work in a more healthy and amicable environment. Diversity if introduced in curriculum it will give a head start for students to change their mindset of the preconceived notions .and biases they might have. This section of the proposal will discuss the importance of introducing the diversity courses to college students in order to make them ready for the challenges they will face in the workplace.

## Market Potential of Diversity Courses

Today's workplace is increasingly global and representative of many cultures, belief systems, and values that often come into conflict. Many organizations are of the view that if they have a diverse work force it helps them cater to diverse population by providing the services based on the diversity. (Schermerhorn, Hunt, & Osborn, 2008). Knowledge workers who build inclusive and collaborative relationships across organizations enable themselves, their teams, and their organizations to respond quickly and efficiently to new market opportunities, new competitors, acquisitions, shifting market demographics, new technology, and changes in employment regulations. Successful professionals need to understand how their own behaviors and beliefs, intentionally or otherwise, affects others. Whether an organization is primarily domestic or international, the potential for internal conflict increases with the expansion of differences within ("Managing Inclusion", 2015). If one is aware of certain diversity traits that exist it will help ease those conflicts.

## Why do we need Diversity Courses

No one can deny the fact that no matter where one is, one does interact with diverse groups. Employees have to work with diverse colleagues and managers have to and lead culturally diverse workforce. This is the reason that one has to recognize and accommodate increasing multiculturalism. The organizations want to reach to large and diverse groups by recruiting diverse employees. Assimilation is not that easy and people tend to discriminate based on diversity, whether its culture religion or color. The discrimination is not only seen in schools and colleges but also in the workplaces. Therefore, if cultural sensitivity and diversity courses are if introduced in college it will make things little easier and teach people respect each other's differences.

## Learner Analysis

The learner analysis process involves the designing of lessons using characteristics of the target audience (Brown & Green, 2016). For successful communication, the awareness of one anothers differences is necessary. In business, every employee, and the document no matter how large or small it is, is a reflection of the company. Therefore, professionals should be respectful to others differences. If the graduating students are already taught the courses they will find themselves in a much easier to cope with the workplace problems. In today's global workplace a high level of skill and attention is required, this will also help them advance in their careers.

## Rationale

Professionals these days take every care to encourage intercultural sensitivity to order to improve their business communication. Organization's recognize differences and respect them. The concept of teaching cultural diversity and sensitivity is an important subject to be discussed. There are many differences. There are many variables, which often differ from culture to culture: context, legal and ethical differences and interpretations of body language and personal space. The cultural diversity course will explore the many dimensions of diversity, which will include study of many case studies, cross-cultural models and theories etc. If one is aware of cross-cultural relationship, he or she can apply these concepts to their own prospective professional circumstances.

**How Teaching Cultural Diversity will be Beneficial in Global Society.**

After the students have taken the course in cultural diversity, they will have a clear view and perspectives on diversity and inclusion. Students will also be able to integrate their understanding of cultural diversity and its relationship to other core workplace challenges. . Learning to treat diverse population well helps to promote a healthy and amicable environment, where employees work towards shared goals (Alexander, Havercome, & Mujtaba, 2015). Diversity-designated courses are helpful in understanding cultural differences, conflicts, and relations of power. Understanding of diversity teaches tolerance, celebration, or appreciation. The issues of diversity can create many problems and misunderstandings. Therefore  if students are required to take the course, especially the college and graduate students, it will help provide a relatively safe and productive environment to encourage new ways of thinking. (Diversity Course Requirement, 2015). Introducing students to diversity courses, prepares them for university level, as well as for adult life in a diverse world and workplace with changing demographics. One can analyze the multiple identities, histories, cultures, perspectives, contributions, knowledges, struggles and strategies of historically excluded groups ("Managing inclusion", 2015). Students after taking this course will have a broader outlook towards diversity.

**Evaluating Teaching Effectiveness and Learning Outcomes**

As students are more inclined towards getting a higher education degree, and with the increase of globalization of education as well as work, it has become a necessary to teach and learn about historical and contemporary diversity to promote greater political, social, and economic tolerance. If students are introduced to the pedagogical methods that promote reflection, that can be helpful in the students understanding and thinking critically about their prejudices and biases. Educating students about cultural diversity is one of the most effective ways to promote cross-cultural understandings. Educational institutions are the places where students are exposed to diverse groups before they are exposed to the real life challenges of diversity. Many colleges and universities in the United States require students to complete diversity courses. However, many universities abide by this requirement, but still students and faculty feel this requirement to be unnecessary (Holland, 2006). This resistance toward the learning of diversity is of concern, as there is a high rise of levels of xenophobia, homophobia, racism, anti-Semitism, and sexism. If the faculty maintains a climate of openness where the opinions are encouraged and respected, it can help students understand one another's differences, because at times students find it difficult to embrace the courses emotionally. Holland (2006) suggests it is difficult to assess which is more successful in teaching diversity, social sciences or humanities. However, it is for sure that effective instructor qualities are more important than the subject matter. This section of the proposal will focus on how can we make the teaching and understand of the diversity courses effective by using different effective teaching strategies.

**Teacher Effectiveness**

Avery (2002) suggests teacher credibility, classroom environment and the course content play a major role in encouraging students to understand diversity. Avery (2002) further explains "students who perceive their teacher as being fair and considerate are more likely to be receptive to learning information about which they are uncomfortable" (p.126).  If the instructor makes and creates an environment of respect and tolerance for diversity, he or she can foster an educationally enriching climate. If an instructor makes respect and fairness high priority, and encourages students be thoughtful and encourage them to be open and share their ideas, it will promote more tolerant attitude in students. Conover and Searing (2000) conclude, active learning through social interaction, and an open discussions and sharing the thoughts on the controversial topics, promotes tolerance students. The authors further state curriculum intervention studies demonstrate the significance of textbooks and instructional formats that ''teach'' rather than avoid controversial topics. As diversity is a complex subject so is teaching it effectively, the reason being the lack of clear guidance in teaching the subject matter – for example, limited teaching materials and the lack of standard content (Dawson, 2013).

**Evaluating Teaching Effectiveness.**

The instructors teaching diversity courses should develop the skills, which are helpful in delivering the content, which will encourage cultural sensitivity. As present time demands to work and live in the culturally diverse world, students need to learn and experience cultural diversity (Visser, 2007). Students are aware of globalization; as a result, diversity studies is imperative to learn.

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If the students are unaware of cultural differences they will experience feel lost at times when encountered with cultural differences. Parrish and Linder-VanBerschot, address this challenge by stating "for instructional providers to understand which learning behaviors are based on deeply entrenched cultural values that should not be challenged and which behaviors are more superficial practices that can be challenged for the sake of promoting learning".  Describing these challenges further the authors suggest "(a) accepting that research-based instructional strategies are also culture based and may be at times inappropriate, (b) knowing which instructional activities will be most effective for a particular group of students, and (c) deciding how instructional strategies should be adapted in cross-cultural and multicultural situations"(p.10). The broad range of experiences and perspectives brought to institutions by culturally, linguistically, and ethnically diverse students offer a powerful resource for everyone to learn more.

**Table 1**
*Teaching Effectiveness and Evaluation*

| Purpose of Evaluation | Evaluation Criteria (Based on higher education standards) |
|---|---|
| **Promote the highest quality instruction (teaching/learning)** | Effectiveness in the performance of instruction.<br><br>The evaluation and feedback helps instructors in the improvement of delivery of the content. It helps in promoting teaching effectiveness as well as personal growth. |
| **Encourage the highest quality performance by Faculty** | Effectiveness in establishing and maintaining positive Professional relationships with colleagues.<br><br>. |
| **Encourage professional growth and development of Faculty** | Effectiveness in establishing and maintaining positive professional relationships with students.<br><br>An evaluation based on teaching style and methods help faculty get a chance to grow. |
| **Assess the effectiveness of instruction and course materials** | Competence in the particular discipline or field of specialization**.** |

Teachers should acknowledge as pointed out by Gay (2000), the "legitimacy of the cultural heritages of different ethnic groups, both as legacies that affect students' dispositions, attitudes, and approaches to learning and as worthy content to be taught in the formal curriculum" ( p.29). Faculty can promote critical thinking by culture explicit activities and enable students to compare and contrast them with other cultures.

**Students' Learning Outcomes.**

To adopt an understanding of cultural diversity means students are exposed to a variety of social systems, cultures, and subcultures. Cultural diversity courses encourages students to appreciate one another's differences in the culturally diverse world. If students understand the culture and cultural diversity, it will help them acknowledge and respect diverse cultures. Some of the outcomes of diversity courses will be that upon completion students will be able to :

- Learn and understand the basic concepts of culture, ethnicity, race, etc.
- Explore differences within cultures.

- demonstrate an understanding of culturally related concepts
- empathize with people from backgrounds other than their own;
- Analyze international interconnections and interdependence
- Recognize and express one's own perspective on situations, events and issues and identify influences on that perspective
- Listen to and communicate effectively with diverse people, using appropriate verbal and nonverbal behavior, language and strategies,(Jacobs,2011).

Diversity courses will help colleges and universities to prepare the student's for a diverse and multicultural environment.

## Marketing Strategies to Promote Online Diversity Courses

Higher education institutions are looking at the ways to attract more students using different marketing strategies. Institutes can achieve success in marking themselves by using different combinations of marketing mix instruments. The institutional marketing strategies include decisions about a) The institution's current programs and markets - whether to maintain, build, or drop them, b) Future new program and market opportunities, c) Analysis of competitors, d) selection of target markets and designing of the marketing mix (Kotier & Keller, 2009). On the part of the institutions, they need to get an insight into the needs of the students. For many students the process of studying not only represents the acquisition of certain skills and theoretical knowledge, but it is also related to personal growth and social development (Jurkowitsch, Vignali,& Kaufmann, 2006).Therefore if they are encouraged to take the courses which will help them in real life scenarios will be great marketing strategy. This section of the proposal focuses on how these courses will be brought into the notice of the students so they are prompted to take these courses, and how can institutes achieve this goal.

## Understanding Higher Education Market

Higher education is becoming more competitive than ever. The best technique the educational institutes apply is to connect with the prospective student. A lot of money is spent on advertising and promoting a new or existing course. The reason for this is that students today are very well aware of the competition they will face after stepping out of college. Therefore, students just do not want to study anything but customize the programs to fit into their own needs. The different approaches to learning and the student preferences make the educational institutes to find the ways to advertise and reach out to students with their needs. However, it is crucial for students to understand how these options align with their unique situations (Maslowsky, 2013). Effective marketing is what is required to fulfill the requirement of how to reach out to students by promoting diversity courses, which can help students, get ready for their future.

## Marketing Mix

The marketing mix is a tool used to determine the best way to market a product. It includes the four main ingredients called the four Ps of marketing: product, price, place, and promotion. The four Ps are integral to the definition of marketing itself, as marketers seek to determine what the best product is, what the best price is for that product, where is the best place to sell it, and where and when is best to promote it (Glistien,2013). To make the marketing strategy of any product successful these four P's should be balanced.

## Product

Most services do not exist until the service provider performs the service, usually in the presence of the customer. The essence of educational services can be perceived differently, depending on students' expectations and wishes, so by introducing the diversity studies courses as an integral part of their learning and helpful in the work environment will give students a reason to consider the product. The essence of a service is not determined only by user experience with that service, rather their understanding/perception of the service without experience. Therefore, their decision is also determined by other sources, such as: media, friends, associations etc. (Bruhn and Georgi, 2006). The essence of a service can (but not necessarily) be the base for the Unique Selling Proposition, and in that case the essence of a service is a base for differentiation and expectation, as well as the user's behavior.

**Price**

The other factor in marketing mix is the price. It is  one of marketing mix instruments, which, combined with other instruments, allows the realization of short term and long term goals, as well as  the educational institution mission.The price can be viewed as an economic, but also as a psychological factor. From an economic point of view, the price determines income and profit, and psychologically, the price determines values that a product or a service has. It is a quality indicator and equally affects the image and the other elements as well. The price for users has multiple meanings - it influences their perception and it informs them on what they can expect from the services in terms of quality and costs as well (Gajić, 2012). Diversity is everywhere so the idea of taking diversity studies courses should have an impact on the student's perception.

**Place**

The evolution of distance and online education has made it easy and convinient to get education. More and more institutions are coming up with new courses and offering them either through distance or online environment.This gives the option of getting education while sitting at home and balancing it with work too. Since online education is less expensive students can afford to take additional courses to enhance their skills to prepare them better for future. So we hope that diversity studies courses will be the one's students will consider taking along with their regular courses.

**Promotion**

Promotion is a process of communication between institutes and students, which aim to create a positive attitude on products and services. Effective communication comprehends that a university understands students' needs and wishes. The promotion strategies should include as note by Kotier and Fox (1995): the target audience, clarify the sought response, develop a message, choose the medium or media, select source attributes, and collect feedback. While promoting the diversity studies courses in promotion management will keep in mind, identification of student's needs, as well as the analysis of competitive promotion activities.

**Market Segmentation**

First, it is required to target the potential students to take the diversity studies courses. Diversity studies courses are helpful for all the students regardless of their major; therefore, the students should be encouraged to take these courses. Students will be made aware of the importance and the objectives and outcome of the course by sending personal communication to those who have inquired about the courses. Students will have the option to personalize their courses. One of the strategy to promote these diversity studies courses will be by making students aware of the fact how important it is to adapt to the diverse work place and help succeed in globalized workforce. The students will be able to customize their courses along with the required ones while enrolling. Marketing departments must expand their analytical capabilities and align all the strategies with outreach and admissions activities. The pictures of diverse students getting along and working on different projects will be posted to encourage students to take diversity courses. Marketing will not only focus until enrollment, but to the point of graduation. It is important that institutions look to the expertise of outside industries to hone their ability to execute more sophisticated approaches to marketing that will ultimately provide a more relevant, cohesive and informative experience for the future student (Maslowsky,2013). If we market the diversity courses with citing the example of working with diverse workforce in the globalized society, it is expected that students might get interested to learn more about the diversity courses would wish to enroll.

**Institutional Diversity**

Some of the higher institutions intentionally hire diverse group of faculty, staff, and students through strategic marketing, programs, and offices at the campus, school, and departmental levels. This is done deliberately so that diversity could be promoted (Keith, & Russell, 2013). This could be one of the strategies to promote the diversity courses, as it will help them understand that we should be ready to face diversity with respect and tolerance at workplace. As indicated by Chang (2000) "diversity course requirements are good vehicles for shaping students' racial views and assumptions toward improved race relations even though the actual topics and the way they are addressed in courses be broad and varied"(n.p). Every effort will be made to promote diversity by advertising, learning communities, diversity meet and greet programs and many other resources.

**Use of Technology in Distance and Online Education**

"Distance education is planned learning that normally occurs in a different place from teaching necessitating special techniques of course design. Instruction, special method of communication by electronic and other media and special organization and administrative arrangements" (Moore & Kearsley, 2012, p.620). Technology has revolutionized ways of learning and sharing the information. This evolution of technology has made open and distance learning more dependent on information and communication technology. The development of technology has made educators and learners to enhance their knowledge and learning skills. Technological revolution has encouraged instructors and instructional designers to employ various strategies that could actively engage student's interest. Education has changed from traditional classroom to online models consisting of blended or fully online curriculum (Moore & Kearsley, 2012). Distance education has also evolved with the evolution of technology. The purpose of this section is to discuss how technology will help deliver the diversity courses and make students be engaged in active learning process. The use of different interactive tools will teach many concept to have a deeper understanding of different cultural norms that exist.

**Learning Management System.**

The online learning trend has given rise to many learning systems; these include systems like Blackboard (Bb), Desire 2 Learn (D2L), Sakai, Moodle, Edmond, Canvas, eCollege, and others. The learning systems support interactive, socio-constructive learning in the online learning environment. As a result, the constructivist approach grew globally about online teaching and learning. Blackboard learning system is one the widely used system and has become the most popular online learning platform for universities and colleges. Garland (2005) indicates, "Blackboard is considered to be a robust course management system. The software platform revolves around teaching, learning, and the ability to create a community of teachers and learners." (p. 71) Blackboard provides a collaborative–cooperative 24/7 learning platform for a self-regulated, self-paced, self-disciplined, independent learner who can build upon his/her knowledge from an existing level and to a desired level (Moore & Kearsley, 2012). Smith and Brown (2005) found the current trend was a preference of independent learning over traditional face-to-face classes. Online classes can add greatly to the face-to-face classes where "online learning environments become an integral means of creating and supporting learner activity and interactivity in the curriculum, rather than just a replicative add on to, or replacement of, traditional delivery of information in face-to-face settings" (p. 621). As the technology is evolving, so are the variety of online learning systems and tools.

The use of learning management systems has not only facilitated the distribution and sharing of education material and information, but also increased the level of interaction among learners, institutions, and instructors. Tools such as instant messaging systems, discussion boards, chat rooms, and blogs have given learners the opportunity to interact not only with instructors but also with other learners (Grisham & Wolsey, 2006).Since this proposal  focuses on teaching and learning diversity courses, this kind of interaction while learning will help students not only share, but also learn new thoughts and idea.

**Effective Online Student Engagement**

Student engagement is one of the most effective ways of delivering subject matter and content. Dixson (2010) points out if students cooperate and collaborate in learning and doing projects with one another it opens many avenues for new learning. Instructor's active involvement is this learning process plays an important part too. Blackboard as a learning system will be a better choice for the diversity courses, as it has all the tools required to share the information including uploading videos, discussions, blogs and wiki's. The three components: Blackboard learning system, the Blackboard Community Portal and the Blackboard Transaction System together help create flexible, integrated, and customized virtual experience. Blackboard is also flexible in creating educational content, which help instructors be creative and add content in a way to help students understand diversity. This system is easy to navigate through; and instructors can share lot of learning material, as well as engage students in diverse activities. Wikis, and especially blogs will be helpful in to carry out discussions other than course related discussions. Students can use blogs to discuss different cultures, traditions, and common practices in one's religion or country. The faculty can also share information and customize the learning process. Above all, in blackboard instructors have the option to provide a personal feedback to learners to make them understand the concepts well.

**Online Engagement Strategies**

As students are learning about each other's differences and similarities about cultural backgrounds and diversity, this engagement will prove to be an effective tool. The integration of different multimedia files, PowerPoint slides or Prezi with narrated presentations, PDF files course pages including graphics, photos, or videos, and even assessment tools, like exams, getting a makeover to drag and drop responses and visual matching, will make it an interesting course. The students will be able to recognize the differences and similarities visually too. An instructor can use creativity and imagination to make the students get involved in the learning experience by using interactive activities and videos. As authentic learning usually includes real world problems and solutions, using scenario and role-playing experiences, case studies, and problem-based activities will help the students understand the diversity in detail.

**Ethical issues and Risks in Distance Education**

There are many ethical issues and risks related to any online and distance learning course. In face-to-face environment, one can see the results immediately of any inappropriate and unethical behavior. In online learning, the ethical issues arise many different ways. These include cheating, pressure for grades, the testing environment, lack of understanding of academic regulations, etc. Breaches of ethics may occur unintentionally as people at times are unaware of policies and procedures and might think if something is available online has no copyright or fair use issues. Therefore, instructors should be educated about the consequences not following the rules and regulations set by education department. With the increasing use of new communication technologies, adoption of distance education by traditional educational institutes and owing to growing demand on the part of learners, it becomes more important to discuss the ethical issues (Anitha, & Harsha, 2013). It would be fair if one has the awareness and respect of cultural and scientific sensitivity, fulfilling the vision-missions of the institutions, striving to enhance personal and intellectual development, and avoiding any unethical behavior.

With the increasing demand of education and be proficient in using technology, it is not necessary to go to schools or colleges or universities to be literate. In other words, become acquainted with information, adding to the knowledge students already possess. Modern means of information and communication technology are serving as information providers, but there is a dark side to this glowing picture, in that there can be such a huge inflow of information, blinding student's consciousness that they may sometimes fail to discriminate between what is right or wrong . Students are under lot of pressure to succeed and get a degree, which leads them to achieve what they want to at any cost. As a result, there is a rise of atmosphere of unhealthy competition, raising unethical, illegal and even criminal behaviors. Due to lack of wisdom, the students, teachers or administrators sometimes fail to make right decisions (Rajurs, Harsha, & Raju B. P., 2013). This lack of knowledge sometimes leads students and teachers to get involved in ethical issues.

**Implications**

The distance learning courses should be enhanced with resources that make students motivated to pursue their learning practices in this environment rather than seek out printed content of the same resources. Staff and students need more instructions on how to use the system and this can be designed in different formats such as video, text, audio, etc. The students have to be oriented about how to use the learning system at the beginning of the course. The design of interfaces and navigation in course sites should be considered a priority because it gives staff and students a sense of safety being in an environment that is well structured and directive. Chaotic online learning environments drive students away and overshadow the value of the content presented. The schools should abide by "Acceptable Use Policy" (AUP), which lets the educators and students know that the use of particular technology is a privilege, not a right. The AUPs has its own way's to address issues of freedom of expression, privacy, online pornography, censorship, filtering, and equitable access to technology. Since this course deals with materials, which would be accessed and shared online, the students and instructors have to be careful in using the material, which could land them in trouble. The integration of technology into the classrooms and the use of other digital technologies have made educators aware of  the laws and legal issues in the use of technology.("Legal issues",2000).In other words the  legal issues and technology go hand in hand, therefore awareness is the key factor.

**Conclusion**

The need of the hour is a work force that can manage and lead culturally diverse workforce. It important to recognize and accommodate increasing multiculturalism in the workforce. The managers should work towards making the workplace free of any discrimination based on diversity. By employing diverse people in the organizations, the employers want to make sure they could cater to a larger and diverse population. It is not only in schools and colleges but in workplace too the employees are discriminated based on diversity issues such as religious belief, age, race, language, and gender on a daily basis. Therefore, a diversity studies if introduced in college courses it will help individuals learn the differences, and respect the diversity within the workplace. Diversity studies courses will help students develop skills and concepts to be successful in global world. Students will learn conflict resolution, intercultural communication, learn to collaborate and interact effectively in and outside the work place. Organizations are introducing many training programs for the work force and so are the colleges by adding diversity courses in the curriculum. No matter where we train the individuals be it at a work place or on campus diversity skills and diversity management are necessary for effective organizational performance**.** The purpose of this course is awareness of cultural diversity in today's society, to increase awareness about most common beliefs and diversity issues, and to increase understanding of the intersections of multiple group identities. The educational marketing's primary strategy should be to customize needs, expectations and demands of students. Using marketing mix elements can accurately determine and implement the main objectives of the organization. Active learning practices in a diversity course using different technological tools will challenge the students 'comfortable worldviews and will make them identity awareness of differences. The use of creativity will go a long way in helping all students to learn key principles in the online classroom.

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