

MULTINATIONAL ORGANIZATION RESEARCH AND CONSULTING COMM 692

INSTRUCTOR: Dr. Robert Shuter, Research Professor, ASU Hugh Downs School of Communication; Professor Emeritus, Marquette University; Director, Center for Intercultural New Media Research (www.interculturalnewmedia.com)

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BOOK: Packet of readings distributed in class

Office Hours: Stauffer A472: Tuesday: 3:00-6:00 PM; Thursday: 3:00-4:45

Course Description:

With the ascendance of the global economy, multinational organizations have increased exponentially and become the driving force in business.

This course explores communication in multinational organizations, examining salient cultural factors that impact successful internal and external communication. It provides students with a selected culturally grounded research and consulting tool to analyze and apply communication principles to multinational organizational contexts. Driven by a research/consulting perspective, the class explores multinational organizations in multiple world regions through international Skype research/consulting sessions, an applied student research/consulting project, and other practical and applied multinational engagements.

Learning Outcomes:

1. Analyze multinational organizational communication principles that influence global business communication.
2. Analyze and apply country/culture factors that impact interpersonal and corporate communication in multinational organizations.
3. Enhance international/intercultural communication analytical skills that are salient for consulting/research in multinational organizations.

REQUIREMENTS

1. **Skype Informant Interview Questions:** Students will work as a dyad or triad and develop 20 exploratory questions per class periods two through five to be utilized for interviewing each of the skype informants. Questions will probe the following factors from the research/consulting framework: two cultural values, four interpersonal communication rules, and four corporate communication rules. Specific communication rules and cultural values to be assigned in class. Each dyad will interview each informant for no more than 20 minutes during classes two through five. Countries/regions include Scandinavia (Denmark, Sweden), Germany, South Korea, and Japan.

2. Informed participation in post interview class discussions identifying recurring themes identified in informant in-depth interviews.
3. One page values/rules summary/synthesis handed in during class session following each skype session (per dyad/triad and copies should be distributed to entire class)
4. Final paper (6-8 pages) examining in-depth selected cultural values, interpersonal communication rules, and corporate communication rules utilizing outside references and a class skype informant or a different informant of student's selection. Countries/regions: Scandinavia (Denmark/Sweden), Germany, S. Korea, and Japan. Alternatively, students can focus final papers on a country/multinational organization not covered in class and more relevant to them. **Paper due Tuesday, April 28.**

GRADING

Final Paper (66%) Class Interviews/Summaries/Participation (33%)

ABSENCE POLICY: Students expected to attend all five class sessions

CLASS SCHEDULE

March 17: INTRODUCTION – Framework/Readings/Interview

March 24: SCANDINAVIA: POV L HENNINGSSEN

March 31: GERMANY: TONY SVENSON

April 7: SOUTH KOREA: HOH KIM

April 14: JAPAN: MIKE NAGAO

READINGS

March 24: 13, 29, 47, 61, 143, 159, 185, 259, 309, 255, 245, 249

March 31: 111, 193, 245, 279, 285-308

April 7: 81, 99, 205, 237, 309-335

April 14: 89, 125, 217, 227, 339-366

Dr. Robert Shuter (Ph.D Northwestern University) has served as visiting professor and scholar at USC and NYU in communication and business schools, consulted for Asian, European, and US corporations, professor at Marquette University, and published widely in academic journals and books as well as popular press outlets such as the New York Times, Wall Street Journal, Crains, and the Huffington Post

http://www.huffingtonpost.com/robert-shuter/pay-or-perish_b_4078705.html