

COMMUNICATING IN MULTINATIONAL ORGANIZATIONS COMM 494

INSTRUCTOR:

EMAIL:

REQUIRED BOOK: Samovar & Porter, Intercultural Communication: A Reader (10TH EDITION). Wadsworth Publishing.

Additional Required Readings on Blackboard

BOOK WILL NEED TO BE PURCHASED VIA SWEENEYSBOOKS.COM – GO TO DROP DOWN MENU ON SITE AND ORDER ASAP (3 DAY MAILING). ANY ISSUES CONTACT: DAN, SWEENEYSBOOKS@AMERITECH.NET OR 414-933-8398

Click – Term- Marquette University, Spring, 16; Department - ASU; Course- 494; Section- Shuter Order Book (Create Account)

Office:

Course Description:

To be successful business communicators in a global economy it is important to understand communication principles that guide intercultural, interpersonal and organizational transactions in multinational companies. This course explores communication in multinational organizations and examines how culture affects successful internal and external communication. It provides students with practical skills and tools to understand, analyze and apply communication principles in multinational companies. Multinational organizations in multiple world regions are explored. Class will include international Skype guests, cultural simulations, and guest speakers to ensure class is lively and engaging.

Learning Outcomes:

1. Understand communication theories in multinational organizations
2. Apply theories to internal and external multinational organizational communication.
3. Analyze organizational communication principles that influence global business communication.
4. Analyze and apply country/culture factors that impact interpersonal and corporate communication in multinational organizations.
5. Enhance international/intercultural communication skills that are critical for performing successfully in multinational organizations.

REQUIREMENTS

1. Group Presentation 1: 20 minute presentation. Examine two interpersonal communication rules and one major cultural value of your **assigned** national culture. Speculate on how these rules affect doing business in your selected country in areas like corporate communication, sales, management, human resources or marketing. Include a brief description of the country in terms of location, politics and religion. Relevant outside research (at least two research articles) should be integrated into the presentation and referenced. Following the presentation, be prepared to facilitate a class discussion (no more than 15 minutes) on your presentation. Prepare four questions to guide class discussion. **Outline of presentation content with references should be provided to the class at the time of the presentation. Presentation should be animated and lively.**
2. Group Presentation 2: 30 minute presentation. Examine major interpersonal and corporate communication factors of an **assigned** country/region of the world. Include a brief description of the country/region in terms of location, politics and religion. One or more cultural values, three country interpersonal communication rules, and three corporate communication rules should be explored in the presentation. Relevant outside research (at least three research articles) should be integrated into the presentation and referenced. Presentation should be followed by a facilitated class discussion, and five questions should be prepared to effectively lead the discussion. **An outline of the presentation content should be provided to the class with sources used. Presentation should be animated and lively.**
3. PAPER (6-8 Pages) : Interview someone who currently works or has worked in a multinational organization as either an overseas employee or US employee with international responsibilities. From the framework provided in class, apply at least one cultural value plus two or more CORPORATE COMMUNICATION rules to a particular country outside the US with which your interviewee has had experience. Avoid examining a country that is being analyzed in team presentation 2. Explain how the corporate communication rules operate in the country. Include at least five sources in your paper that comment on the corporate communication rules you examined.
(DUE APRIL 28)
4. Final Examination
5. Reflections on Skype Guests/Informants & Skype Interview Questions
6. Anything Multinational (Optional) – Report relevant research/interesting international event with multinational organizational focus to class. Five minute summary presented in class followed by 5 prepared questions for class discussion. **Article and short summary with class questions handed in.**
7. Class Participation

GRADING

Group presentations (33%), Paper (33%) Final Exam (33%)
Class Participation & Anything Multinational

ABSENCE POLICY: Students permitted four absences and will be penalized or dropped from class on fifth absence

SCHEDULE AND ASSIGNED COUNTRIES FOR PRESENTATION 1

1. DENMARK (Allen, Chastian, Ciccel)
2. GERMANY (Erdman, Freeman, Gandino, Green)
3. FRANCE (Han, Hollaender, Keeton, Baeza)
4. RUSSIA (Sherman, Jacobs, King)
5. POLAND (Lee, Linder, Newcombe)
6. EGYPT (Li, Pardo, Patron)

7. ISRAEL (Oglesby, Raymond, Slattery)
8. COLOMBIA (Williams, Jackson, Meeker)

SCHEDULE AND ASSIGNED COUNTRIES FOR PRESENTATION 2

1. JAPAN
2. SOUTH KOREA
3. VIETNAM
4. SINGAPORE
5. KENYA
6. NIGERIA