

SYLLABUS

SCOM 561-MULTINATIONAL BUSINESS COMMUNICATION Summer 2000

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CLASS GOALS

This class design seeks to offer students and instructor the opportunities to develop and share knowledge and skills relating to the communication aspects of multinational businesses. It also attempts to give students some clear experience in self-directed learning with a focus on gaining new knowledge through less traditional methodologies, i.e., internet, interactions with active practitioners, etc. Students should identify sources of learning in addition to the standard written texts and utilize them in their writings and reports.

Texts:

Harris, P. R., & Moran, R. T. (1996). *Managing cultural differences* (4th edition).
Houston: Gulf.

Victor, D. R. (1992). *International business communication*. New York: Harper-Collins.

Class Meeting Dates and Times:

June 23	5-9
June 24	8-4
July 7	5-9
July 8	8-4
July 21	5-9
July 22	8-4

We will also set up some common hours for meeting via the internet. We will establish these hours during the first class period.

Attendance is NOT optional in these sessions. Please consult with the instructor if you have serious conflicts with these dates.

Topics and Assignments:

June 23, 24 *Culture:*

Culture General, Cultural Effects on Individuals, Organizational Culture, Social Organization, Politics, Temporal Conception

July 7 *Verbal and Nonverbal Messages:*

Role of Language in Multinational Business

- July 8 *Role of Communication in Multinational Business:*
The Individual: Global Leadership, Power, Authority, Change
Technology in Multinational Business Communication
- July 21 *Communication Among Groups:*
Synergy, Negotiation, Teams, Diversity
- July 22 *Communication in Management Activities:*
Performance, Careers (Entry, Reentry, Spouse)
Presentation of Group Reports
Final Exam

WRITTEN ASSIGNMENTS:

July 7 A four-five page paper based on your readings and understanding of the topic “Culture and its Consequences in Business Communication.”

July 21 A four-five page paper based on your readings and research of the topic “Some Communication Aspects of Leading Change in Multinational Businesses.”

In addition, short case studies will be assigned from time to time.

In the July sessions students will make presentations to the class based on their individual research project.

GROUP PROJECT:

We will work in groups of three or four persons to develop a team project based on the group’s choice of a related topic. The groups will present an oral group report to the class at the last session.

INDIVIDUAL PROJECT/TERM PAPER

Each student will develop an individual research project which results in a significant written product. Students will want to consult with the instructor to identify useful and relevant project topics.

GRADING SCALE:

Written Assignments	20%
Term Paper	30%
Final Exam	25%
Group Project	15%
Class Contributions	10%