College of Business BBA Online General Business Degree Completion

Course Syllabus for MGMT 4315 Multinational Management

Course number: MGMT 4315  Instructor: Andrew Johnson, PhD
Semester: Spring 2018  Office: OCNR 324
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Course Description:
A study of management processes and their application across different cultural, economic and legal environments. The course focuses on differences among values, beliefs, perceptions, attitudes and behaviors across national and cultural boundaries that affect the employee work and performance. –University Catalog, 2016

Course Prerequisites:
- MGMT 3312; MGMT 3320
- Junior standing or above

Learning Objectives:
1. Demonstrate an understanding of management principles and practices and how those principles and practices vary in a number of geographic and cultural regions (BBA Goal 2, Objective 1; BBA Goal 4, Objective 1).
2. Examine diversity experiences, business relationships, and ethical considerations with respect to differences such as gender, race, and nationality in a domestic and global workplace (BBA Goal 2, Objective 1).
3. Analyze and apply models of culture classifications (BBA Goal 2, Objective 3; BBA Goal 3, Objective 1)
4. Understand the methods of market entry available to businesses (BBA Goal 2, Objective 1).
5. Analyze an international organization and determine what are the key similarities and differences between its culture and structure and more familiar western cultures and structures and make practical management recommendations on how the organization should be managed that leverages best practices and the local culture (BBA Goal 1, Objective 1; BBA Goal 1, Objective 2).

Course Requirements:
Exams 30%
Assignments 20%
Discussion Board Posts 20%
Country Research Paper 20%
Final Project 10%
Total 100%

Exams: Administered through Blackboard (timed, multiple choice)
Discussion Board Posts: Five postings and peer comments are required. The prompts are located under the content tab in Blackboard and the assignment is completed under the Discussion Forum tab in Blackboard.

Country Research Paper: The paper covers a specific country (besides the U.S.) selected by the student. The paper covers information about the country relevant to conducting business. Additional details are posted in Blackboard.

Final Project: The final project is a power point presentation over a specific country to include the business environment as well as cultural and practical considerations for conducting business in the target country. Additional details are posted in Blackboard.

A course guide for research is available at https://tamucc.libguides.com/MGMT4315

Required Materials:
Textbook Information:
John B. Cullen & K. Praveen Parboteeah
Multinational Management: A Strategic Approach (8th edition)

Websites Used:
Blackboard https://bb9.tamucc.edu/
Students will be asked to use other websites as part of the course assignments
A course guide for research is available at https://tamucc.libguides.com/MGMT4315
Microsoft Office is required for the course and is available at no cost to current TAMUCC students. https://it.tamucc.edu/Office365/Office365.html

Major Field Test:

The MFT is required for all students pursuing the Bachelor of Business Administration degree. Students register for MFT in BUSI 0088, Major Field Test in Business. To prepare for this test, business majors are advised to retain their class notes, textbooks, and other relevant materials from their business core courses in the areas referenced above. Completion of all College of Business core courses except MGMT 4388 is required. BUSI 0088 is a credit/no credit course.

As an integral part of the College of Business’ Assurance of Learning program, the Major Field Test (MFT) is a nationally-normed, standardized multiple-choice test developed by the Educational Testing Service and administered to senior-level business students at many AACSB International accredited institutions in the United States. It is designed to measure students’ academic achievement through demonstration of their basic knowledge and understanding of key concepts, theories, and analytical methods in the functional areas of business. This test covers the areas of accounting, economics, finance, international issues, legal and social environment of business, management, marketing, quantitative business analysis, and information systems.
MGMT 3312 is a required course in each student’s preparation for the MFT.

Course Policies:

**Electronic Device Usage** - Computers or tablets are required to complete the course.

**Instructor Feedback** – The instructor aims to provide graded assignments in a timely manner, typically less than one week. Feedback on written assignments may be accessed by viewing the completed assignment in Blackboard after it has been graded. The Blackboard gradebook is used to track progress.

**Office Hours** – Please contact the instructor via email for a web conference or phone conference.

**Grading**
A 90-100, B 80-89, C 70-79, D 60-69, F 0-59

**Academic Integrity/Plagiarism**
University students are expected to conduct themselves in accordance with the highest standards of academic honesty. Academic misconduct for which a student is subject to penalty includes all forms of cheating, such as illicit possession of examinations or examination materials, falsification, forgery, complicity or plagiarism. (Plagiarism is the presentation of the work of another as one’s own work.) In this class, academic misconduct or complicity in an act of academic misconduct on an assignment or test will result in a zero the first time and failing the course for any additional offence.

**Dropping a Class**
I hope that you never find it necessary to drop this or any other class. However, events can sometimes occur that make dropping a course necessary or wise. Please consult with me before you decide to drop to be sure it is the best thing to do. Should dropping the course be the best course of action, you must initiate the process to drop the course by going to the Student Services Center and filling out a course drop form. Just stopping attendance and participation WILL NOT automatically result in your being dropped from the class. TBD is the last day to drop a class with an automatic grade of “W” this term.

**Preferred methods of scholarly citations** – APA style is the only accepted method used for citations and referencing during this class. All work should be paraphrased rather than copied directly. Material used from sources other than the text should use APA style citations and references.

APA Citation Information: [http://owl.english.purdue.edu/owl/](http://owl.english.purdue.edu/owl/)

**Classroom/professional behavior**
Texas A&M University-Corpus Christi, as an academic community, requires that each individual respect the needs of others to study and learn in a peaceful atmosphere. Under Article III of the Student Code of Conduct, classroom behavior that interferes with either (a) the instructor’s ability to conduct the class or (b) the ability of other students to profit
from the instructional program may be considered a breach of the peace and is subject to
disciplinary sanction outlined in article VII of the Student Code of Conduct. Students
engaging in unacceptable behavior may be instructed to leave the classroom. This
prohibition applies to all instructional forums, including classrooms, electronic
classrooms, labs, discussion groups, field trips, etc.

**Grade Appeals**
As stated in University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures, a
student who believes that he or she has not been held to appropriate academic standards
as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading,
may appeal the final grade given in the course. The burden of proof is upon the student to
demonstrate the appropriateness of the appeal. A student with a complaint about a grade
is encouraged to first discuss the matter with the instructor. For complete details,
including the responsibilities of the parties involved in the process and the number of
days allowed for completing the steps in the process, see University Procedure
13.02.99.C2.01, Student Grade Appeal Procedures. These documents are accessible
through the University Rules Web site at

For assistance and/or guidance in the grade appeal process, students may contact the
Dean’s office in the college in which the course is taught or the Office of the Provost.

**Disabilities Accommodations**
The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that
provides comprehensive civil rights protection for persons with disabilities. Among other
things, this legislation requires that all students with disabilities be guaranteed a learning
environment that provides for reasonable accommodation of their disabilities. If you
believe you have a disability requiring an accommodation, please call or visit Disability
Services at (361) 825-5816 in Corpus Christi Hall 116.

If you are a returning veteran and are experiencing cognitive and/or physical access
issues in the classroom or on campus, please contact the Disability Services office for
assistance at (361) 825-5816.

**Statement of Academic Continuity**
In the event of an unforeseen adverse event, such as a major hurricane and classes could
not be held on the campus of Texas A&M University–Corpus Christi; this course would
continue through the use of Blackboard and/or email. In addition, the syllabus and class
activities may be modified to allow continuation of the course. Ideally, University
facilities (i.e., emails, web sites, and Blackboard) will be operational within two days of
the closing of the physical campus. However, students need to make certain that the
course instructor has a primary and a secondary means of contacting each student.
### Summary of Topical Coverage

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<tr>
<th>Topic</th>
<th>Hours</th>
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<tr>
<td>Multinational Management in a Changing World</td>
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<td>Cultural and Multinational Management</td>
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<td>The Institutional Context of Multinational Management</td>
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<td>Managing Ethical and Social Responsibility Challenges in Multinational Companies</td>
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<td>Strategy Content and Formulation for Multinational Companies</td>
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<tr>
<td>Multinational and Entry-Mode Strategies: Content and Formulation</td>
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<td>Small Business and International Entrepreneurship: Overcoming Barriers and Finding Opportunities</td>
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<td>Management Processes in Strategy Implementation: Design Choices for Multinational Companies</td>
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<td>International Strategic Alliances: Design and Management</td>
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<td>Multinational E-Commerce: Strategies and Structures</td>
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<td>International Human Resource Management</td>
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<td>HRM in the Local Context: Knowing When and How to Adapt</td>
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<td>International Negotiation and Cross-Cultural Communication</td>
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<td>Leadership and Management Behavior in Multinational Companies</td>
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<td><strong>TOTAL</strong></td>
<td><strong>45</strong></td>
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