



Graduate Course Syllabus

INT 600: Multinational Corporate Management

Center: Online

Course Prerequisites

None

Course Description

This course is an introduction to the nature of international operations and issues of management for multinational activities, with particular emphasis on the cultural, political, economic and physical dimensions of foreign nations.

Course Outcomes

- Distinguish between the cultural, political, economic, and environmental complexities of management in a multinational environment
- Examine management issues and conflicts experienced by multinational enterprises from an operational perspective
- Analyze and conduct country-level analysis of multinational corporate management issues

Required Materials

Using your learning resources is critical to your success in this course. Please purchase directly through SNHU's online bookstore, [MBS Direct](#), rather than any other vendor. Purchasing directly from the bookstore ensures that you will obtain the correct materials and that the Help Desk, your advisor, and the instructor can provide you with support if you have problems.

International Management: Culture, Strategy, and Behavior

Luthans, F. & Doh, J.

McGraw-Hill Education

10th Edition

2018

ISBN 978-1-259-70507-6

Instructor Availability and Response Time

Your class interaction with the instructor and your classmates will take place on a regular, ongoing basis. Your instructor will be actively engaged within the course throughout the week. You will normally communicate with your instructor in the weekly discussions or the General Questions discussion topic so that your questions and the instructor's answers benefit the entire class. You should feel free, however, to communicate with your instructor

via SNHU email at any time, particularly when you want to discuss something of a personal or sensitive nature. Your instructor will generally provide a response within 24 hours.

Grade Distribution

Assignment Category	Number of Graded Items	Point Value per Item	Total Points
Discussions	8	25	200
Homework	3	140	420
Final Project			
Milestones	4	45	180
Final Submission	1	200	200
		Total Course Points:	1,000

This course may also contain practice activities. The purpose of these non-graded activities is to assist you in mastering the learning outcomes in the graded activity items listed above.

University Grading System: Graduate

Grade	Numerical Equivalent	Points
A	93–100	4.00
A-	90–92	3.67
B+	87–89	3.33
B	83–86	3.00
B-	80–82	2.67
C+	77–79	2.33
C	73–76	2.00
F	0–72	0.00
I	Incomplete	
IF	Incomplete/Failure *	
W	Withdrawn	

* Please refer to the [policy page](#) for information on the incomplete grade process.

Grading Guides

Specific activity directions, grading guides, posting requirements, and additional deadlines can be found in the Assignment Guidelines and Rubrics section of the course.

Weekly Assignment Schedule

All reading and assignment information can be found within each module of the course. Assignments and discussion posts during the first week of each term are due by 11:59 p.m. Eastern Time. Assignments and discussion posts for the remainder of the term are due by 11:59 p.m. of the student's local time zone.

In addition to the textbook readings that are listed, there may be additional required resources within each module.

Module	Topics and Assignments
1	The Cultural and Political Complexities of Management in a Multinational Environment <i>International Management: Culture, Strategy, and Behavior</i> , Chapter 2 (pages 44-60) & Chapter 4 1-1 Discussion: The External Environment of Multinational Management
2	The Economic and Environmental Complexities of Management in a Multinational Environment <i>International Management: Culture, Strategy, and Behavior</i> , Chapter 1 2-1 Homework: Short Paper: Begin Work 2-2 Final Project Milestone One: Begin Work
3	The Ethical Issues Facing Today's Multinational Enterprises <i>International Management: Culture, Strategy, and Behavior</i> , Chapter 3 3-1 Discussion: The Complexities of the FCPA 3-2 Homework: Short Paper: Submit 3-3 Final Project Milestone One: Introduction 3-4 Final Project Milestone Two: Begin Work
4	The Role of Small Business in International Business <i>International Management: Culture, Strategy, and Behavior</i> , Chapter 8 (pages 317-320) 4-1 Discussion: Small Businesses = Global Businesses 4-2 Final Project Milestone Two: Socioeconomic and Cultural Factors/Barriers and Opportunities
5	Organizational Strategies <i>International Management: Culture, Strategy, and Behavior</i> , Chapter 5 & Chapter 9 (pages 337-352) 5-1 Discussion: Organizational Structures 5-2 Homework: Case Study: Managing Strategic Growth at Sjoland & Thyselius AB 5-3 Final Project Milestone Three: Begin Work
6	Forming Strategic Alliances <i>International Management: Culture, Strategy, and Behavior</i> , Chapter 9 (pages 332-336) & Chapter 10 6-1 Discussion: Is an Alliance Right for You? 6-2 Final Project Milestone Three: Organizational Structure
7	The e-Commerce Side of Multinational Operations and Management <i>International Management: Culture, Strategy, and Behavior</i> , Chapter 2 (pages 60-67) 7-1 Homework: Case Study: Yumcha.com.au 7-2 Final Project Milestone Four: Begin Work
8	Social Media and the New World of Multinational Management 8-1 Discussion: The Use of Social Media in Global Business Enterprises 8-2 Final Project Milestone Four: Marketing Plan 8-3 Final Project: Final Submission: Begin Work
9	Human Resource Issues for Multinational Managers <i>International Management: Culture, Strategy, and Behavior</i> , Chapter 14 9-1 Discussion: Choosing Employees Carefully 9-2 Final Project: Submit
10	Lessons Learned in Multinational Corporate Management 10-1 Discussion: Project Reflection

Attendance Policy

Online students are required to submit a graded assignment/discussion during the first week of class. If a student does not submit a posting to the graded assignment/discussion during the first week of class, the student is automatically withdrawn from the course for non-participation. Review the [full attendance policy](#).

Late Assignments Policy

Meeting assigned due dates is critical for demonstrating progress and ensuring appropriate time for instructor feedback on assignments. Students are expected to submit their assignments on or before the due date. Review the [full late assignment policy](#).

SNHU College of Online and Continuing Education Student Handbook

Review the [student handbook](#).

ADA/504 Compliance Statement

Southern New Hampshire University is dedicated to providing equal access to individuals with disabilities, including intellectual disabilities, in accordance with Section 504 of the Rehabilitation Act of 1973, Title III of the Americans with Disabilities Act (ADA) of 1990, and the ADA Amendments Act of 2008. The university prohibits unlawful discrimination on the basis of disability and takes action to prevent such discrimination by providing reasonable accommodations to eligible individuals with disabilities.

As soon as you become aware of a disability, we encourage you to contact the Online Accessibility Center (OAC) to discuss accommodations for which you may be qualified. Reasonable accommodations are established through an interactive process between the student and the OAC. Note that accommodations are not retroactive and that disability accommodations are not provided until an accommodation letter has been processed.

Contact Information:

Online Accessibility Center

Phone: 866-305-9430

Email: oac@snhu.edu

For questions concerning support services, documentation guidelines, or general disability issues, visit the [Online Accessibility Center](#) website.

If you feel you have been denied appropriate disability-related accommodations, including appropriate auxiliary aids and services, you may file a grievance as described in the ADA/504 Grievance Policy found on the [Disability Services](#) webpage.

Academic Honesty Policy

Southern New Hampshire University requires all students to adhere to high standards of integrity in their academic work. Activities such as plagiarism and cheating are not condoned by the university. Review the [full academic honesty policy](#).

Copyright Policy

Southern New Hampshire University abides by the provisions of United States Copyright Act (Title 17 of the United

States Code). Any person who infringes the copyright law is liable. Review the [full copyright policy](#).

SNHU College of Online and Continuing Education Withdrawal Policy

Review the [full withdrawal policy](#).

Southern New Hampshire University Policies

More information about SNHU policies can be found on the [policy page](#).

Student Work Samples

For the purpose of continuous improvement of our educational training, Southern New Hampshire University's College of Online and Continuing Education may, on occasion, utilize anonymous student work samples for internal professional development and staff training. If you have any questions or concerns, contact your advisor. If you would like to withdraw permission for use of your work, please email assessmentcalibration@snhu.edu.