

## **MGT 614 Global and Transnational Management**

### **(2 credit hours)**

### **Course Syllabus**

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### **Course Description**

International management is the process of developing strategies, designing and operating systems, and working with people around the world to ensure sustained competitive advantage.

This course deals with the management of multinational enterprises and managing in a global economy. Building on the interdisciplinary knowledge gained throughout the program, this course deals with cross-cultural issues, socio political and economic concerns, and international strategic management.

### **Course Learning Outcomes**

By the end of this course, you will be able to:

1. Discuss about the characteristics, challenges, and strategies of Multinational Corporations (MNC's).
2. Analyze the internal organizational structures of Multinational Corporations (MNC's) to meet their strategic needs.
3. Determine the differences and challenges of international human resource management (HRM) and domestic human resource management.
4. Discuss how to work with people from different cultural backgrounds.
5. Explain the role that expatriation and repatriation play in Multinational Corporations (MNC's).
6. Examine the ethical and social responsibilities of Multinational Corporations (MNC's).
7. Apply the course concepts to practical case situations to assess the problems associated with MNC's and provide appropriate recommendations.

Prerequisites/Corequisites

## Required Textbook(s) and Resources

For this course you will need to purchase the following materials available in print or eText format.:

Helen Deresky, and Stewart R. Miller. *International Management: Managing Across Borders and Cultures. 10th edition*, (Pearson Education, Inc., N.J., 2021) ISBN: 9780135897874

Be sure to also review the weekly **Explore** sections for additional library or web resources. For access to databases, research help, and writing tips, visit the [Tiffin University Library](#). You might consider registering for one of the library's many webinars on library research, source evaluation, copyright, and other topics, at the [Library Events - Upcoming Events](#) web page. For further assistance email a librarian, at: [library@tiffin.edu](mailto:library@tiffin.edu).

## Time Commitment

Effective time management is possibly the single most critical element to your academic success. To do well in this online class you should plan your time wisely to maximize your learning through the completion of readings, discussions, and assignments. Because of our accelerated, seven-week term, TU online courses are designed with the expectation that you dedicate a little over **six (6)** hours per credit hour to course activities and preparation **each week**. For example, for successful completion of a three-credit, seven-week online course you should reserve roughly **twenty (20) hours per week**.

To help plan your time and keep on track toward successful course completion, note the distinctive rhythm of assignment due dates:

1. All times assume Eastern Time (GMT-4).
2. Weeks begin at 12:00 a.m. ET on Monday and end at 11:55 p.m. ET on Sunday.
3. Unless otherwise noted, initial assignments or discussion posts are due by **11:55 p.m. ET on Wednesdays**.
4. Additional assignments or follow-up discussion posts are due by **11:55 p.m. ET on Saturdays, and**
5. Major assignments and reflections are typically due by **11:55 p.m. ET on Sundays**.

## Learning Activities

This course features a mixture of learning activities such as discussion forums, videos, case studies and written assessments. The forums prompt conversation and connection between learners as they research, analyze, and reflect upon current practices and principles pertaining to Multinational Corporations. A significant writing assignment occurs during Week 6 and focuses on the role of men and women during expatriate assignments.

## Grading

The chart below identifies the individual contributions from each type of activity, per week.

Activity	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Total
Discussion	50	50	50	50	50	50	50	350
Assignment	85	85	85	85	85	-	85	510
Project	-	-	-	-	-	140	-	140
<b>Total</b>	<b>135</b>	<b>135</b>	<b>135</b>	<b>135</b>	<b>135</b>	<b>190</b>	<b>135</b>	<b>1000</b>

## Grading Scale

Grade	Percentage
A	90-100%
B	80-89%
C	70-79%
F	<70%

Please see the [Academic Bulletin](#) for grade appeal information.

## Course Schedule and Weekly Checklist

Topic	Learning Activities (Due by 11:55 p.m. ET on day designated)
Week 1: <b>International Business Environment</b>	<input type="checkbox"/> WED: Activity 1.1 (Forum): Meet Your Peers – Secondary Post <input type="checkbox"/> WED: Activity 1.2 (Forum): Managing Political Risk – Initial Post <input type="checkbox"/> SAT: Activity 1.2 (Forum): Managing Political Risk – Secondary Posts

Topic	Learning Activities (Due by 11:55 p.m. ET on day designated)
	<input type="checkbox"/> SUN: Activity 1.3: Written Assignment - The Social and Ethical Responsibilities in Multinational Corporations
<p>Week 2:</p> <p><b>Understanding Cultural Differences</b></p>	<input type="checkbox"/> WED: Activity 2.1: The Meaning and Impact of Culture – Initial Post <input type="checkbox"/> SAT: Activity 2.1: The Meaning and Impact of Culture – Secondary Posts <input type="checkbox"/> SUN: Activity 2.2: Written Assignment - Dolce and Gabbana Case Study
<p>Week 3:</p> <p><b>Cross Cultural Negotiation</b></p>	<input type="checkbox"/> WED: Activity 3.1: How Culturally Based Value Systems Influence Negotiations – Initial Post <input type="checkbox"/> SAT: Activity 3.1: How Culturally Based Value Systems Influence Negotiations – Secondary Posts <input type="checkbox"/> SUN: Activity 3.2: Negotiations Between the Home Country and the Host Country
<p>Week 4:</p> <p><b>Strategic Planning in MNCs</b></p>	<input type="checkbox"/> WED: Activity 4.1 (Forum): The Impact of Emerging Market Countries on Strategy – Initial Post <input type="checkbox"/> SAT: Activity 4.1 (Forum): The Impact of Emerging Market Countries on Strategy – Secondary Posts <input type="checkbox"/> SUN: Activity 4.2: Entry Strategies for Joint Ventures
<p>Week 5:</p> <p><b>Role of Human Resource Management in MNCs</b></p>	<input type="checkbox"/> WED: Activity 5.1 (Forum): Aligning Structure With Strategy – Initial Post <input type="checkbox"/> SAT: Activity 5.1 (Forum): Aligning Structure With Strategy – Secondary Posts <input type="checkbox"/> SUN: Activity 5.2: Written Assignment: Expatriation and Repatriation Methods During the Pandemic
<p>Week 6:</p> <p><b>Expatriation and Repatriation</b></p>	<input type="checkbox"/> WED: Activity 6.1 (Forum): The Benefits and Drawbacks of Expatriate Assignments – Initial Post <input type="checkbox"/> SAT: Activity 6.1 (Forum): The Benefits and Drawbacks of Expatriate Assignments – Secondary Posts <input type="checkbox"/> SUN: Activity 6.2 - Final Project: The Role of Men and Women During Expatriate Assignments

Topic	Learning Activities (Due by 11:55 p.m. ET on day designated)
Week 7: <b>Global Leadership</b>	<input type="checkbox"/> WED: Activity 7.1 (Forum): Applying Hofstede's Four Dimensions of Culture – Initial Post <input type="checkbox"/> THU: Activity 7.2 Light Bulb Moments: Insights into Global & TransNational Management <input type="checkbox"/> SAT: Activity 7.1 (Forum): Applying Hofstede's Six Dimensions of Culture – Secondary Posts

## Tips for Success

Online learning requires self-discipline and self-direction. As seekers of the truth, we should be willing to challenge one another's academic work in a spirit of respectful comradery. Your course is a place for you to grow as you benefit from the expertise, experience, and diverse perspectives of your instructor and peers. Constructive feedback will challenge you to stretch your own thinking, thereby expanding your knowledge and understanding.

To get the most out of your learning experience, you should actively engage (participate) in **ALL** course activities. Course elements are arranged chronologically. To complete a week, simply work your way "down the page" through all of the course materials and activities.

## Your Instructor Will Expect You to:

- Thoroughly review orientation materials (Start Here) within the first 48 hours of the term.
- Monitor your TU email account **daily** for important updates and announcements.
- Take ownership of your learning experience and act in a proactive, self-directed manner. That means:
  - Fully participate in all learning activities.
  - Complete assignments as described in rubrics or other instructions.
  - Submit all work on time and in the specified format (e.g. APA format for citations).
  - Utilize and incorporate instructor provided feedback to improve your work.
  - Ask questions so you can better understand course material or assignments.
  - Use the highest standards of intellectual honesty and integrity. For more information, see the TU Library guide: [Digital Literacy: Netiquette and Internet Safety](#).
  - Treat others respectfully and demonstrate "netiquette" (online politeness and respectfulness) at all times. TU celebrates cultural uniqueness and expects all students to be considerate and thoughtful throughout their learning experiences.

## **You Should Expect Your Instructors to:**

- Post an introductory announcement/email at the beginning of each week to provide updates and help you prepare for the week's activities.
- Maintain an active and engaged presence in all course activities and throughout the course.
- Respond to your emailed questions within 48 hours, if not sooner.
- Clearly communicate any absences or expected non-participation due to extenuating circumstances. For example, "I will be traveling to attend a funeral this week and may not be able to respond to questions or participate in forums for a couple of days."
- When grading your work:
  - clearly indicate their grading approach (what they like to see in submitted work as well as what types of errors they tend to penalize more harshly),
  - thoroughly review and evaluate your submissions in a timely manner (in less than 5 days for most assignments), and
  - provide constructive feedback that indicates the strengths and weaknesses of your work and provides suggestions on how you can improve your performance on future assignments.
- Advocate for your success as a learner and help guide you toward successful completion of the course activities and most importantly, attainment of the course learning outcomes.

## **Accommodations (Disability Services)**

The Office of Disability Services supports the institutional commitment to diversity by providing educational opportunities for qualified individuals with disabilities through accessible programs and services in compliance with Section 504 of the Rehabilitation Act of 1973 and Title III of the Americans with Disabilities Act (ADA) of 1990. If you need reasonable accommodations due to a documented disability, contact the Office for Equity, Access, & Opportunity via email at [disabilityservices@tiffin.edu](mailto:disabilityservices@tiffin.edu) or by calling 419-448-3021.

## **Technical Support**

For Moodle support, either email [moodlesupport@tiffin.edu](mailto:moodlesupport@tiffin.edu) or call the 24/7 Technical Support Call Center at 855-664-1200 (3430, Option 2, from on-campus). For non-Moodle support, contact the Tiffin University ITS helpdesk at the number above or submit a [support ticket](#).

## Veterans

The Veteran and Military Resource Center assists veterans, active Military, and spouses of current service members in utilizing their education benefits. VMRC provides information regarding benefit processes and procedures, as well as support in navigating the transition from military to academic life by facilitating connections with the appropriate support services on campus. More information can be found on the Veteran and Military Resource Center website, at <http://www.tiffin.edu/va>.

## Additional Support

If you need to consult an academic advisor refer to TU's [Meet the Team](#) page. For information about TU's peer tutoring program see the Murphy Center's [Tutoring Policies and Procedures](#) page.

## Comments or Concerns

TU's online programs are designed to be student *driven*: to empower you with a voice and stake in your learning. Our courses feature multiple and varied ways that you can share feedback, and we invite you to become an active voice and help drive our improvement efforts. In addition to providing in-course feedback, we encourage you to submit questions or comments directly to the online team at [online@tiffin.edu](mailto:online@tiffin.edu).