

COMM 471
COMMUNICATION IN MULTINATIONAL ORGANIZATIONS
WKU Web Course

Dr. Kumi Ishii
Office: FAC 186
Phone: 270-745-3296 (Dept. of Communication)
E-mail: kumi.ishii@wku.edu

*Zoom meeting is available by appointment.

Course Description:

Many organizations today operate in multiple countries with a diverse group of employees. These multinational organizations (MNOs) need global managers not only in their overseas offices but also in their local facilities in our areas. This course provides an overview of working in MNOs through communication-related issues. We will consider effective communication among MNO members in a real-world setting.

Learning Objectives:

Upon successful completion of this course, students should be able to:

- explain fundamental communication-related issues in MNOs
- explain cultural and communication challenges among global managers or expatriates who are sent to international assignments to work with subsidiary members.
- apply important concepts and research findings to evaluate complex communication phenomena in MNOs and provide suggestions to solve the issues from a communication perspective.
- develop communication competency to successfully work with a diverse group of members.

Required Resources:

- All required readings are posted on Blackboard. Make sure to read the article(s) in the assigned week.
- Frequent Access to Blackboard (BB). **COMM471: Communication in Multinational Organizations**

If you are not familiar with APA style, please obtain:

American Psychological Association. (2020). *Publication manual of the American Psychological Association* (7th ed.). Washington, DC: Author. [APA]
ISBN: 978-1-4338-3216-1 (Paperback)

Course Requirements:

The course grade will be determined by the student's performance in the following assignments:

Class Activities	30%	A = 90% and above
Worksheets	30%	B = 80 – 89%
Application Exercise	15%	C = 70 – 79%
Final Project	25%	D = 60 – 69%
		F = 59 % and below
<hr/> Total 100%		

Class Activities: The purpose of these activities is to enhance students' understanding of the particular topic(s). Activities include video presentations, group discussions, and mini-projects, etc. The detailed instructions will be posted on Blackboard.

Worksheets: The purpose of these worksheet assignments is to help student understanding of the course material. The detailed instructions will be posted on Blackboard.

Application Exercise: The purpose of this assignment is to develop application skills by integrating important concepts and research findings. This will also be a good exercise for the final project. The detailed instructions will be posted on Blackboard.

Final Project The final project is to demonstrate developed application skills throughout the course. Students will apply multiple concepts and research findings to a real-world context. The detailed instructions will be posted on Blackboard.

About Assignments: All assignments must conform to APA style (7th edition) and be submitted to Blackboard by the specified deadlines. Please also review the assignment policies posted on Blackboard.

Email Policy

When sending me an email, please include the course number (COMM 471) in the subject line. Please do NOT send your assignment(s) by email, unless it is requested. Email from this course goes to your WKU account. Please make sure that you have access throughout the semester.

Technical Assistance

If you are experiencing technical difficulties with Blackboard, call WKU's ITS Service (270-745-7000) immediately.

Other Class Policies

All other class policies are posted on Blackboard for students' careful attention.

Academic Integrity

WKU and the Department of Communication are committed to the highest standards of ethical conduct and academic excellence. Issues of academic misconduct include: copying the work of other students, plagiarizing other sources by incorrectly citing sources, listing references that were not actually read/used, presenting someone's information as your own without crediting the source, the reuse of own papers that were previously submitted for another course, making up the information, etc.

Please note the Department takes academic offenses seriously. Professors may routinely ask students to submit their written work to a plagiarism detection database, SafeAssign, on Blackboard. Any student found guilty of academic dishonesty will receive one of the following consequences at the discretion of the faculty member: written warning, reduced grade on the assignment, a zero grade on the assignment, reduction in course grade, failing grade in the course, and/or referral to the University Disciplinary Committee.

Academic Assistance

The Student Resource Center provides free services for online learners including Online Writing Center and Online Tutoring. Please visit: <http://wku.edu/online/src/>.

The Learning Center Peer Tutoring Services

The Learning Center (TLC) provides free tutoring services that empower students to achieve academic success. Trained peer tutors are available to review course content, answer questions, and demonstrate effective study strategies. TLC offers individual appointments and group sessions (PASS) for hundreds of undergraduate courses. For more information or to make an appointment, visit www.wku.edu/tlc.

Writing Center Assistance: *The Writing Center on the Bowling Green campus will have writing tutors available to offer advice to current WKU students on any stage of their writing projects. In-person tutoring is available in Cherry Hall 123 from 9-4 Monday through Friday and in the Cravens Commons (at the horseshoe-shaped reference desk) from 5-9 on Sunday through Thursday evenings. Students may also request feedback on their writing via email or arrange a real-time Zoom conference to discuss a paper. See instructions and how-to videos on the website (www.wku.edu/writingcenter) for making appointments. Walk-in feedback is available unless we are booked up. Students may also get short writing questions answered via email; just put "Quick question" in the subject line to (writingcenter@wku.edu).*

The WKU Glasgow START Center/Writing Center will be offering writing tutoring sessions as well as in person. More information on how to make appointments and what to expect from your appointment will continue to be posted at <https://www.wku.edu/startcenter/>.

ADA Accommodation Statement/Student Accessibility Resource Center

In compliance with University policy, students with disabilities who require academic and/or auxiliary accommodations for this course must contact the Student Accessibility Resource Center located in Downing Student Union, 1074. SARC can be reached by phone number at 270-745-5004 [270-745-3030 TTY] or via email at sarc.connect@wku.edu. Please do not request accommodations directly from the professor without a faculty notification letter (FNL) from The Student Accessibility Resource Center.

Title IX Misconduct/Assault Statement:

Western Kentucky University (WKU) is committed to supporting faculty, staff and students by upholding WKU's Title IX Sexual Misconduct/Assault Policy (#0.2070) at <https://wku.edu/eoo/documents/titleix/wkutitleixpolicyandgrievanceprocedure.pdf> and Discrimination and Harassment Policy (#0.2040) at https://wku.edu/policies/hr_policies/2040_discrimination_harassment_policy.pdf.

Under these policies, discrimination, harassment and/or sexual misconduct based on sex/gender are prohibited. If you experience an incident of sex/gender-based discrimination, harassment and/or sexual misconduct, you are encouraged to report it to the Title IX Coordinator, Andrea Anderson, 270-745-5398 or Title IX Investigators, Michael Crowe, 270-745-5429 or Joshua Hayes, 270-745-5121. Please note that while you may report an incident of sex/gender based discrimination, harassment and/or sexual misconduct to a faculty member, WKU faculty are "Responsible Employees" of the University and **MUST** report what you share to WKU's Title IX Coordinator or Title IX Investigator. If you would like to speak with someone who may be able to afford you confidentiality, you may contact WKU's Counseling and Testing Center at 270-745-3159.

Fairness Policy

I concur with WKU's commitment to fairness and maintains a healthy learning environment based upon open communication, mutual respect, and non-discrimination.

Stay Healthy from COVID

All students are strongly encouraged to [get the COVID-19 vaccine](#). Out of respect for the health and safety of the WKU community and in adherence with CDC guidelines and practices of all public universities and colleges in [Kentucky](#), the University requires that a cloth face covering (reusable or disposable) that covers both the nose and mouth must be worn at all times when in public areas within all buildings. Students must properly wear face coverings while in class regardless of the room size or the nature of the classroom activities. Students who fail to wear a face covering as required will be in violation of the WKU Student Code of Conduct and will be asked to comply or will face disciplinary action, including possible dismissal from the University. Accommodations can be requested in special cases through the Student Accessibility and Resource Center ([SARC](#)): [270-745-5004](#) (voice), [270-745-3030](#) (TTY), or [270-288-0597](#) (video).

All students must immediately report a positive Covid-19 test result or close contact with a person who has tested positive to the Covid-19 Assistance Line at 270-745-2019. The assistance line is available to answer questions regarding any Covid-19 related issue. This guidance is subject to change based on requirements set forth by public health agencies or the office of the governor. Please refer to the Healthy on the Hill website for the most current information. www.wku.edu/healthyonthehill

Other Important Notes

- Students are expected to read this syllabus and all class policies posted the course site on Blackboard carefully to follow.
- Students are responsible for all announcements posted on Blackboard.
- Students are expected to demonstrate their best outcomes all the time. Should you need any assistance for better outcomes, don't hesitate to contact me before the assignment deadline.
- I reserve the right to alter the syllabus, schedule, policies during the semester, if necessary.