

COURSE: SM215 – International Management
PROJECT: Multi-National Company Employee Handbook

STUDENT LEARNING OUTCOMES

Upon successful completion of this project, students will be able to:

1. Develop and establish a multi-national company
2. Identify key aspects of an international marketplace to include the political, economic, legal and cultural structure of the markets they serve
3. Utilize the internet to conduct research
4. Exercise the four functions of management (i.e., plan, organize, lead and control) and apply it in an international setting

MATERIALS/RESOURCES

Access to the internet and whatever items you deem necessary to accomplish the project.

CONTENT (GROUP ACTIVITY)

Recognizing that there are key differences in the countries around the world and understanding how the economic, political, legal and cultural systems affect your organization is integral to successful management of any multi-national corporation (MNC).

In this group activity, you will use the internet to research setting up a U.S. based business that is setting up offices overseas in another country (i.e. Japan, Korea or China). Once you have been assigned or selected your country, you will do the following:

TASK #1: Create a company structure that would allow you to engage in business activities based in the U.S. (or Guam) and governed by applicable federal and local laws, regulations or other regulatory requirements. You will then establish an overseas office in the country your group has selected or been assigned. You must identify the type of activities that your MNC will engage in. This will determine the type of job descriptions you will prepare for your MNC overseas.

TASK #2: As a group, you will prepare an employee handbook with rules, regulations, benefits, and job descriptions of your overseas office. Please ensure you research the personnel rules and regulations and other regulatory

requirements applicable to your overseas office. At a minimum, the employee handbook must contain the following:

1. Title Page – Include company name, management names, and date of submittal
2. Table of Contents
3. Introduction/background of company – include company information, background, products or services that you provide, date company was established, mission and vision of the company, company philosophy and key management
4. Employee Rules and Regulations – develop rules and regulations for your overseas office based on the research you conducted as part of this task
5. Employee Benefits – develop employee benefits for your overseas office based on the research you conducted as part of this task
6. Prepare Job Descriptions for each job within your overseas office
7. Prepare an Organizational Chart of your overseas office

Task #3: As a group, you will prepare a 10-minute oral presentation of your Employee Handbook. Emphasis must be focused on the following:

1. Company history and background
2. Brief economic overview and key issues that management needs to be aware of in operating this overseas office
3. Key differences affecting your overseas office versus your U.S. based offices (i.e., applicable labor laws, regulatory requirements, special interest groups, etc.)

Task #4: As an individual, you will submit a one-page reaction paper detailing your experience in undertaking this activity.

EVALUATION

You will be evaluated based on the attached rubric.

EVALUATION RUBRIC – EMPLOYEE HANDBOOK GROUP PROJECT

ACTIVITY	POSSIBLE POINTS	POINTS RECEIVED
EMPLOYEE HANDBOOK CONTENT		
1. Title page – Include company name, management name and date of submittal	5	
2. Table of contents	5	
3. Introduction/Background of Company – Include company information, background, products or services that you provide, date company was established, mission and vision of the company, company philosophy and key management	10	
4. Employee Rules and Regulations – develop rules and regulations for your overseas office based on the research you conducted as part of this task	15	
5. Employee Benefits – develop employee benefits for your overseas office based on the research you conducted as part of this task	15	
6. Prepare Job Descriptions for each job within your overseas office	10	
7. Prepare an Organizational Chart of your overseas office	5	
8. Spelling & Grammar	10	
TOTAL POINTS/TOTAL AWARDED		75
ORAL PRESENTATION		
1. Company history and background	10	
2. Brief economic overview and key issues that management needs to be aware of in operating this overseas office	5	
3. Key differences affecting your overseas office versus your U.S. based offices (i.e., applicable labor laws, regulatory requirements, special interest groups, etc.)	15	
4. Presentation – Did presentation grab audience’s attention	15	
5. Interaction among group	10	
6. Use of fonts, graphics & transitions	10	
7. Spelling & Grammar	10	
TOTAL POINTS/TOTAL AWARDED		75
INDIVIDUAL REACTION PAPER		
Provided individual reaction paper.	50	
TOTAL POINTS/TOTAL AWARDED		200