

VICTORIA UNIVERSITY OF WELLINGTON
Te Whare Wananga o te Upoko o te Ika a Maui



School of Marketing & International Business

IBUS 309
Experiencing Management Across Cultures

Course Outline
2005

Course Outline - Quick Reference

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Course Outline - Quick Reference

- **Course dates**

Monday 21st of February, 2005 to Thursday 26th of May 2005.

- **Lecture times and location**

Mon 1440 - 1630, LT3

Thu 1440 – 1530, LT3

- **Course notices**

<http://blackboard.vuw.ac.nz>

- **Course assessment**

The course is a mixture of lectures and the Global Enterprise Experience (GEE)¹. 40% of the overall assessment is determined by the final exam. The remaining 60% result from an individual journal exercise, comprised of two parts: a portfolio of academic materials that you collect and review (15%), and individual GEE Journal (5%). You will also be required to write an essay (20%) in which you summarise and discuss the main conceptual and empirical findings of the practical exercise (GEE), in relation your portfolio and the course as a whole. You will also undertake, in pairs, a business concept action plan (20%), that is based on your GEE business concept proposal.

- **Staff contact**

Global enterprise experience:

Associate Professor Val Lindsay

Telephone: 463 6915

Email: val.lindsay@vuw.ac.nz

Lectures, portfolio, essay:

Dr. Peter Zettinig

Telephone: 463 7452

Email: peter.zettinig@vuw.ac.nz

¹ If, for any reason, the Global Enterprise Experience does not take place, an alternative practical exercise will be used.

Course Objectives

The socio-cultural components of IBUS 309 are designed to reflect the behavioural challenges of international management and cross-cultural communication in general. The objective is to provide the students with conceptual and empirical knowledge that will support understanding of different aspects of multicultural interaction, such as those encountered in the GEE. The main emphasis is on aspects of intercultural interaction at a more general level, plus the organisational and managerial decisions of groups of people aiming to achieve a common goal.

The business concept parts of IBUS 309 deal with challenges involved in creating a business concept. The approach taken here divides this task into three different sections, the first dealing with the process of creating a business plan as a managerial task. The second section deals with the environment of the firm as a background to new venture concept development, with an emphasis on factors outside the firm. The third part discusses different components of a general business plan. The objective of the lectures is to provide students with an understanding of what potential stakeholders (such as financial backers, shareholders, business partners, etc.) expect to find in a well thought through business concept.

The third part of IBUS 309, the Global Enterprise Experience, introduces the student to a real-life situation of managing across cultural, spatial and time borders. Within three weeks of interaction and team building the students as members of their teams, develop and present an international business concept. This practical exercise is designed to provide experiential learning in a cooperative and competitive setting.

The course overall emphasises the interaction between theoretical concepts, practical methods and experiential learning.

Learning Target

This course aims to upgrade students' cultural and managerial skills through iteration between theoretical concepts related to cross-cultural management, business concept innovation and actual experiential learning across cultural, spatial and time boundaries.

Students completing this course will be more competent to work in an international setting and will be confident to become members of international management teams.

Required Literature

Literature, in form of selected academic articles, will be provided throughout lectures. Further, each student is required to create a portfolio of relevant literature.

Other Resources

The Commerce Library has a selection of books under “Peter Zettinig” on “3 Day Loan”. I recommend these books for anyone interested in IB, IB Management and Strategy. They form a good basis to understand the business of international business through different theoretical lenses, thus contributing to critical and creative thinking.

Further, refer to www.vuw.ac.nz/ibresources for interesting and useful links.

Course Structure

- IBUS 309 consists of lectures, and a practical exercise, the Global Enterprise Experience, which takes place between 13th of April and 3rd of May, 2005.
- Students will be provided with more information on the nature of the practical exercise and the Global Enterprise Experience in the first week of lectures and during subsequent lecture sessions
- For further information on the Global Enterprise Experience, visit the GEE website (<http://www.geebiz.org/>).

Assessment

<u>Coursework</u>	<u>60%</u>
Individual Journal Work:	
Portfolio	15%
Personal GEE Journal	5%
Individual Essay	20%
Business Concept Action Plan (Pairs)	20%
Final Exam	40%
<hr/>	
Overall	100%

Students must obtain at least 40% in the final exam to pass the course.

Portfolio (Individual)

During lectures we will address a number of cross-cultural concepts and relate them to organisational and managerial contexts. We will work on processes, context and content of business concepts. Your task is to find academic literature (articles in academic and professional journals) with concepts, empirical data and cases that address different issues discussed during the lectures. The criteria for a good portfolio are:

1. Fit with issues addressed during lectures,
2. Relevance for the management task during GEE,

3. Diversity of viewpoints and journals displayed by selected articles.

Each criterion is equally weighted. We will cover six different content areas during lectures (cross-cultural communication, coordination, business goals in international context, business concept creation, the role of the environment for business concept development, content of business concepts and business plans). You are required to find and read relevant literature covering each area, using at least one article from an academic source, and to write a report that:

- a) Summarises your reading, and
- b) Highlights and discusses lessons and implications for practice

Guideline for length of report: 1500-2000 words

Deadline for submission of report: **11th of April 2005**.

Essay (Individual)

Using information and concepts from the course, relate them to your experiences in the GEE. The marking criteria are equally weighted and are as follows:

1. Clarity of discussion of concepts and information from the course.
2. Description of your own experience.
3. Critical discussion of the relevance of concepts and information from the course to your experience.
4. Suggestions of other concepts that might be helpful in explaining your experience
5. Conclusions.

Guideline for length of essay: 2000-2500 words

The deadline for this essay is **19th of May 2005**

GEE Journal (Individual)

For GEE you are required to submit a journal in which you describe your personal experience. Details will be provided during the briefing for the GEE. The deadline is the GEE deadline.

Business Concept Action Plan (Pairs)

The team deliverable of GEE is an international business concept that you create together with the other members of your team. For IBUS 309 you will outline an action plan that describes how the different items in the business concept can be realised. You are not required to develop an implementation plan – rather the Action Plan should outline what is required, in terms of information, analysis, and resources, should an implementation plan be

developed at a subsequent stage. You should also note likely impediments to implementation, and suggest ways to overcome them. Finally, you should consider the relative scheduling of the actions that you are suggesting, in order to provide a coherent set of recommendations.

Marking criteria for the Business Concept Action Plan:

1. Clarity of introduction of the business concept.
2. Discussion of the business logic of the business concept
3. Discussion of critical points and difficulties associated with elements of the business concept
4. Discussion of further information, analysis and resources that are required to move forward to an implementation plan.
5. Outline of the recommended schedule of activities and their relevance to the business concept
6. Overall conclusions on the merits of business concept.

Guideline for length of Business Concept Action: 1500-2000 words

Deadline for submission of the Business Concept Action Plan: **12th of May 2005.**

Exam

The final exam accounts for 40% of the overall mark of IBUS 309. In the exam you will draw on different concepts and experiences, which you acquired during the course.

SUBMISSION OF ASSIGNMENTS

Students of VUW' Faculty of Commerce are encouraged to use the **APA-Style** for presenting and referencing their work. These guidelines, including examples, of appropriate essay, report, and academic research formats are available on-line at: <http://www.vuw.ac.nz/ibproject/> (Under Info for Students, Project Format)

Due dates for assignments are the following:

Portfolio:	11 th of April 2005 (at the beginning of the lecture)
GEE Journal:	Deadlines within time frame of the GEE (13 th of April to 3 rd of May, 2005)
Business Concept Action Plan:	12 May 2005
Essay:	19 of May 2005 (at the beginning of the lecture)

For assignments that are handed in late, the following penalties apply: Penalty of 5%, if submitted on due day after the reserved time in the beginning of the lecture. Penalty of 10% if submitted on the day following the due day (before 5pm). Later submission will not be accepted, except under exceptional circumstances. Late submissions are to be handed in to the IB office in Rutherford House, Room 1121. All work handed in must have the course name, title and topic of the assignment, your name, ID number.

Extensions **must be applied for in advance** - they will only be considered if a written application is made at least 24 hours prior to the due date, except where the student has a medical certificate, a note from the student counsellor, or some exceptional circumstance exists. Application for an extension must be made to the course coordinator. Note: There will be no extensions given for tutorial assignments.

WHERE EXTENSIONS HAVE BEEN GRANTED work is to be handed in to the IB office in Rutherford House, Room 1121.

Graded assignments will be returned during lectures, unless otherwise arranged. Students can expect their assignments to be returned two weeks after submission.

Workload

You should expect to spend approximately an average 10 hours per week on this course, including research and reading outside lecture times. There is likely to be a concentration of time required during the three weeks of the GEE. The time you will allocate to the team work during GEE replaces tutorial time that would otherwise be scheduled into the course structure.

GENERAL UNIVERSITY POLICIES AND STATUTES

Students should familiarise themselves with the University's policies and statutes, particularly those regarding assessment and course of study requirements, and formal academic grievance procedures.

Student Conduct and Staff Conduct

The Statute on Student Conduct together with the Policy on Staff Conduct ensure that members of the University community are able to work, learn, study and participate in the academic and social aspects of the University's life in an atmosphere of safety and respect. The Statute on Student Conduct contains information on what conduct is prohibited and what steps can be taken if there is a complaint. For queries about complaint procedures under the Statute on Student Conduct, contact the Facilitator and Disputes Advisor. This Statute is available in the Faculty Student Administration Office or on the website at: www.vuw.ac.nz/policy/StudentConduct.

The policy on Staff Conduct can be found on the VUW website at: www.vuw.ac.nz/policy/StaffConduct.

Academic Grievances

If you have any academic problems with your course you should talk to the tutor or lecturer concerned or, if you are not satisfied with the result of that meeting, see the Head of School or the Associate Dean (Students) of your Faculty. Class representatives are available to assist you with this process. If, after trying the above channels, you are still unsatisfied, formal grievance procedures can be invoked. These are set out in the Academic Grievances Policy which is published on the VUW website:

www.vuw.ac.nz/policy/AcademicGrievances.

Academic Integrity and Plagiarism

Academic integrity is about honesty – put simply it means **no cheating**. All members of the University community are responsible for upholding academic integrity, which means staff and students are expected to behave honestly, fairly and with respect for others at all times.

Plagiarism is a form of cheating which undermines academic integrity. Plagiarism is **prohibited** at Victoria.

The University defines plagiarism as follows:

Plagiarism is presenting someone else’s work as if it were your own, whether you mean to or not.

‘Someone else’s work’ means anything that is not your own idea, even if it is presented in your own style. It includes material from books, journals or any other printed source, the work of other students or staff, information from the Internet, software programmes and other electronic material, designs and ideas. It also includes the organization or structuring of any such material.

Plagiarism is not worth the risk.

Any enrolled student found guilty of plagiarism will be subject to disciplinary procedures under the Statute on Student Conduct (www.vuw.ac.nz/policy/studentconduct) and may be penalized severely. Consequences of being found guilty of plagiarism can include:

- an oral or written warning
- suspension from class or university
- cancellation of your mark for an assessment or a fail grade for the course.

Find out more about plagiarism and how to avoid it, on the University’s website at: www.vuw.ac.nz/home/studying/plagiarism.html

Students with Disabilities

The University has a policy of reasonable accommodation of the needs of students with disabilities. The policy aims to give students with disabilities an equal opportunity with all other students to demonstrate their abilities. If you have a disability, impairment or chronic medical condition (temporary, permanent or recurring) that may impact on your ability to participate, learn and/or achieve in lectures and tutorials or in meeting the course requirements, then please contact the Course Coordinator as early in the course as possible. Alternatively you may wish to approach a Student Adviser from Disability Support Services to confidentially discuss your individual needs and the options and support that are available. Disability Support Services are located on Level 1, Robert Stout Building, or phoning 463-6070, email: disability@vuw.ac.nz. The name of your School’s Disability Liaison Person can be obtained from the Administrative Assistant or the School Prospectus.

Student Support

Staff at Victoria want students' learning experiences at the University to be positive. If your academic progress is causing you concern, the following staff members will either help you directly or quickly put you in contact with someone who can.

Staff	Faculty	Room number
Sue Dover	Student Support Coordinator, FHSS	2 Wai-te-ata Road
Kirstin Harvey	Law	Old Gvt Building room 103

Liz Richardson Science and Architecture and Design Cotton Building room 150

The Student Services Group is also available to provide a variety of support and services. Find out more at www.vuw.ac.nz/st_services/ or email student-services@vuw.ac.nz.

VUWSA employs two Education Coordinators who deal with academic problems and provide support, advice and advocacy services, as well as organising class representatives and faculty delegates. The Education Office is located on the ground floor, Student Union Building, phone 463 6983 or 463 6984, email education@vuwsa.org.nz.

IBUS 309: Course Schedule
Trimester 1, 2005

Lecture Week	Week Starting	Topic	Submission Deadlines
1	Feb. 21	Introduction to IBUS 309	
2	Feb. 28	Cross-cultural Communications: <i>“When in Rome do as the Romans do” or “Just be myself”</i>	
3	Mar. 7	Co-ordination Types: <i>“What makes a team and what makes a group, and what else?”</i>	
4	Mar. 14	Business Goals in a Cross-cultural Context: <i>“What is success?”</i>	
5	Mar 21	Generating a Business Concept: “ <i>“How to create a winning business proposal”</i>	
		The Context of the Business Concept: <i>“The influence of uncontrollable factors”</i>	
		The Content of a Business Concept: <i>“What you need to consider to develop a convincing business concept”</i>	
	Mar. 28 Apr. 4	Easter Break	
6	Apr. 11 Apr. 13	Preparation for Global Enterprise Experience GLOBAL ENTERPRISE EXPERIENCE	Portfolio (11 Apr)
7	↓	↓	
8			
9	↓ May 3	↓	GEE Journal
10	May 9	Review of GEE	Action Plan (12 May)
11	May 16	Reflections on GEE and links to conceptual knowledge from course	Essay (19 May)
12	May 23	Course Overview and Review	