

School of Marketing and International Business

IBUS 404 INTERNATIONAL COMMUNICATION

Trimester Two 2006

COURSE OUTLINE

Contact Details

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Office Hours: by appointment and via Blackboard

Class Times and Room Numbers

Mondays, 9.30-12.30 RWW 315

Final examination period: October 16-November 12, 2006. The exact day and time of the final examination will be announced when known.

Course Objectives

This course focuses on communication in a global context. We will look at various international business and management issues mainly through the prism of intercultural communication. We will explore the concept of culture in depth and analyse its influence on both interpersonal and interorganisational interaction.

It is expected that having completed this course you will have a greater appreciation of the “hidden” aspects of international business and management and that you will appreciate that various interpretations exist to seemingly simple issues. You should leave this course not only well-versed in the literature on cross-cultural behaviour and communication, but also well-prepared for intercultural encounters in an international business setting.

As with any course, what you take away from the course is proportional to what you put into it. But this is even more true for a course such as this. As course lecturer, I will act as facilitator for the class discussions and will provide the background materials for each topic through lectures and interactive exercises. I expect that you will come to class ready to provide a meaningful contribution and having read all of the assigned literature. The quality of the discussion, conclusions and your own learning experience will depend on what you bring into the course. We will participate in a few simulation activities to illustrate concepts learned as well. Here your input will be even more important - it is essential that you participate in these activities enthusiastically (and with an open mind) and strive to make them work for you and your fellow students.

Course Content

The following topics will be analysed during this course:

- The concept of culture
- Culture and intercultural interaction
- Effective intercultural communication
- Communication flows in organisations
- Language & culture
- Negotiating across cultures
- Cross-cultural conflict, cooperation and trust
- Working in multicultural groups and teams
- Cross-cultural leadership
- Expatriate issues: policy formation, intercultural interaction, adjustment

Expected Workload

You should expect to spend 12 hours per week on independent study for this course.

Readings

All required readings for this course will be available on Blackboard. You will also receive a list of all readings organised by topic as well as an annotated bibliography. Required readings should be seen as a starting point for additional reading on each of the course topics. You are also encouraged to locate additional materials on your own. Because there is no course textbook, you are expected to locate additional references on any theoretical models and concepts with which you are unfamiliar.

Materials and Equipment

No additional equipment will be required for this course.

No additional materials will be permitted during the final examination. The final examination is closed-book.

Assessment Requirements

This course is comprised of 60% coursework and 40% final examination (three hours). Coursework is comprised of in-class presentations, a final paper and final presentation. A brief description of each of the pieces of assessment follows. Detailed guidelines and assessment criteria for all assignments are provided on Blackboard.

Assignment	Weight	Due Date
In-class presentations	20%	Various
Final paper:	30%	September 22 nd
• Topic selection		July 24 th
• Literature review		August 9 th
• Draft outline		September 4 th
Final presentation	10%	October 2 nd
Final examination	40%	TBA

In-class presentations: Each week we will discuss the assigned readings in class. You will receive an annotated list of readings during the first week of class and be asked to choose three articles to present to the class. Each presentation will account for 5% of your final mark. Also, to facilitate more interaction, each student will act as a discussant for one session. The discussant will read all of the assigned readings for that day and provide a synopsis and analysis of them. The discussant session will account for 5% of the final mark. In all, you will actively

participate in 4 sessions (3 presentations and 1 discussant session), for a total of 20%. The readings list, presentation guidelines, discussant roles and evaluation criteria are all available on Blackboard under “Course Resources.” Due-dates for these assignments will vary and will depend on you.

Final paper: It is expected that the course readings will spark your interest in a particular aspect of cross-cultural communication and assist you in writing your final paper. This will account for 30% of your final mark. To ensure that you work on your final paper throughout the semester, you will receive marks for assignments completed along the way. For example, you will work on developing and researching your topic and developing the structure and main arguments of the paper (see assignment schedule above). The final draft of your paper will be **due on September 22nd**. You will receive detailed guidelines for writing your paper on Blackboard. These guidelines will take you through the writing process and provide advice for selecting your topic, formulating a research question, conducting research, writing the paper, and referencing. You are also encouraged to consult the “SMIB Guidelines to Written Material and Referencing” on the website: <http://www.vuw.ac.nz/ibproject/referencing.htm>.

Final presentation: We will naturally all be interested in learning about your final paper. The final presentation will be a brief overview of your semester-long project. It should be no more than 20 minutes long including questions. We will use the entire class of **October 2nd and part of October 9th** for final presentations. Guidelines for the final presentation and assessment criteria are included in the final paper documents on Blackboard > Course Resources.

Penalties

Late assignments will be accepted only with good reason and prior permission. Five points per day will be deducted for all late written assignments. Presentations and discussions that are not presented on the assigned day will receive a mark of 0.

Mandatory Course Requirements

Students must obtain at least 50% in the final examination and 50% overall to obtain a pass grade for this course.

Communication of Additional Information

I have created a separate site for this course on **Blackboard**. All announcements pertaining to the course will be posted here. You will also find all of the readings and additional resources for the course on this site, such as guidelines for your final paper and projects, instructions for all assignments, presentations, handouts and links to additional resources. **Because all of your course materials will be on this site, please make sure that you have access to the Blackboard site during the first week of class.**

IBUS 404 Tentative Course Schedule – Trimester II, 2006

Below is a tentative course schedule for the trimester. The readings and in-class presentations are not included in the table. We will decide on these during the first two classes and set a separate schedule together.

Week	Date	Topic	Assignments due
1	July 10	Course introduction. Refresher	
2	July 17	Cross-cultural communication I	Select readings for presentation and discussant sessions
3	July 24	Culture and communication II	Final paper topic selection
4	July 31	Language & Culture	
5	August 7	Negotiating across cultures I	Literature review: August 9 th (Wednesday)
6	August 14	Class will be replaced by Qualitative Workshop led by Assoc.Prof. Val Lindsay	
7-8	August 21- 28	Mid-trimester break	
9	September 4	Negotiating across cultures II	Draft outline of final paper
10	September 11	The multicultural workplace	
11	September 18	Expatriate issues: policy formation, intercultural interaction, adjustment	
12	September 25	Communication flows in organisations	Final paper: September 22 nd (Friday)
13	October 2	Final presentations	Final presentations
14	October 9	Discussion, review of course materials and preparation for examination.	Final presentations
15	October 16	Examination period begins	

Faculty of Commerce and Administration Offices

Railway West Wing (RWW) - FCA Student and Academic Services Office

The Faculty's Student and Academic Services Office is located on the ground and first floors of the Railway West Wing. The ground floor counter is the first point of contact for general enquiries and FCA forms. Student Administration Advisers are available to discuss course status and give further advice about FCA qualifications. To check for opening hours call the Student and Academic Services Office on (04) 463 5376.

Easterfield (EA) - FCA/Education/Law Kelburn Office

The Kelburn Campus Office for the Faculties of Commerce and Administration, Education and Law is situated in the Easterfield Building - it includes the ground floor reception desk (EA005) and offices 125a to 131 (Level 1). The office is available for the following:

- Duty tutors for student contact and advice.
- Information concerning administrative and academic matters.
- Forms for FCA Student and Academic Services (e.g. application for academic transcripts, requests for degree audit, COP requests).
- Examinations-related information during the examination period.

To check for opening hours call the Student and Academic Services Office on (04) 463 5376.

General University Policies and Statutes

Students should familiarise themselves with the University's policies and statutes, particularly the Assessment Statute, the Personal Courses of Study Statute, the Statute on Student Conduct and any statutes relating to the particular qualifications being studied; see the Victoria University Calendar available in hard copy or under 'About Victoria' on the VUW home page at www.vuw.ac.nz.

Student 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 are to be taken if there is a complaint. For information about complaint procedures under the Statute on Student Conduct, contact the Facilitator and Disputes Advisor or refer to the statute on the VUW policy 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; class representatives may be able to help you in this. If you are not satisfied with the result of that meeting, see the Head of School or the relevant Associate Dean; VUWSA Education Coordinators are available to assist in 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 at 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. The University defines plagiarism as follows:

The presentation of the work of another person or other persons as if it were one's own, whether intended or not. This includes published or unpublished work, material on the Internet and the work of other student or staff.

It is still plagiarism even if you re-structure the material or present it in your own style or words.

Note: It is however, perfectly acceptable to include the work of others as long as that is acknowledged by appropriate referencing.

Plagiarism is prohibited at Victoria and is not worth the risk. Any enrolled student found guilty of plagiarism will be subject to disciplinary procedures under the Statute on Student Conduct and may be penalised severely. Consequences of being found guilty of plagiarism can include:

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

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 Impairments

The University has a policy of reasonable accommodation of the needs of students with disabilities. The policy aims to give students with disabilities the same opportunity as 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, 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 (DSS) to discuss your individual needs and the available options and support on a confidential basis. DSS are located on Level 1, Robert Stout Building, telephone (04) 463 6070, email disability@vuw.ac.nz. The name of your School's Disability Liaison Person is in the relevant prospectus or can be obtained from the School Office or DSS.

Student Support

Staff at Victoria want students to have positive learning experiences at the University. Each Faculty has a designated staff member who can either help you directly if your academic progress is causing you concern, or quickly put you in contact with someone who can. Assistance for specific groups is also available from the Kaiwawao Māori, Manaaki Pihipihinga or Victoria International.

In addition, the Student Services Group (email student-services@vuw.ac.nz) is available to provide a variety of support and services. Find out more at www.vuw.ac.nz/st_services/.

VUWSA employs 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 (tel. 04 463 6983 or 04 463 6984, email education@vuwsa.org.nz) is located on the ground floor, Student Union Building.

Manaaki Pihipihinga - Maori and Pacific Mentoring Programme (Faculty of Commerce and Administration)

This is a mentoring service for Maori and Pacific students studying at all levels. Weekly one hour sessions are held at the Kelburn and Pipitea Campuses in the Mentoring Rooms, 14 Kelburn Parade, and Room 210 and 211, Level 2, Railway West Wing. Sessions cover drafting and discussing assignments, essay writing, and any questions that may arise from tutorials and/or lectures. A computer suite networked to Cyber Commons is available for student use.

To register with Manaaki Pihipihinga, please contact one of the following:

Puawai Wereta
Room 210, Level 2
Railway West Wing
Tel. (04) 463 8997

Email: Puawai.Wereta@vuw.ac.nz

Fa'afai Seiuli

Room 109 B
14 Kelburn Parade
Tel. (04) 463 5842

Email: Faafoi.Seiuli@vuw.ac.nz