

School of Marketing and International Business

IBUS 212 INTERNATIONAL MANAGEMENT

Trimester Two 2012

COURSE OUTLINE

Names and Contact Details

Lecturer / Course Coordinator:

Dr Rowena Wang-Vehbi

Room 1109, Rutherford House, 23 Lambton Quay

Email: rowena.wang-vehbi@vuw.ac.nz

Telephone Number: 04 463 9992

Office hours:

Monday 13:30 – 15:30 (Drop-in is welcomed but email for an appointment is preferred.)

Course Administrator:

Asako Clear

Room 1121, Rutherford House, 23 Lambton Quay

Email: asako.clear@vuw.ac.nz

Telephone Number: 04 463 5723

School Office opening hours: Monday to Friday 9:00 – 16:30

Trimester Dates

Teaching Period: Monday 16 July – Friday 19 October

Study Period: Monday 22 October – Thursday 25 October (Monday 22 October is a public holiday, Labour Day)

Examination Period: Friday 26 October – Saturday 17 November (inclusive)

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before *Friday, 27 July 2012*.
2. The standard last date for withdrawal from this course is *Friday 28 September*. After this date, students forced to withdraw by circumstances beyond their control must apply for permission on an 'Application for Associate Dean's Permission to Withdraw Late' including supporting documentation

The application form is available from either of the Faculty's Student Customer Service Desks.

Class Times and Room Numbers

Lectures: Tuesday 13:40 pm – 15:30 pm GBLT2

Tutorials: 6 tutorials starting week 3 (See Blackboard for details.)

Course Content

The course provides you with a comprehensive knowledge base in international management, which is complementary to IBUS 201, 205, and IBUS 312. We examine the managerial activities and operational issues involved in international business. Topics focus on functional management, including international operations, marketing, human resource management, and finance, as well as cross-cultural management.

DETAILED COURSE SCHEDULE, 2012

Week	Date/ Time	Topic	Readings	Assignments due
1	17 July	Introduction to IBUS 212; Assessing the global environment	Chapter 1	
2	24 July	Social responsibility and ethics	Chapter 2	
3	31 July	Understanding the role of culture	Chapter 3	
Wk 3 Tutorial:		How to analyse case studies Case Study: Nike's CSR Challenge, in Deresky textbook (2011), p.70-72.		
4	7 August	Communicating across cultures	Chapter 4	
Wk 4 Tutorial:		Practice Presentation: Case Study: Australia and New Zealand: Doing Business with Indonesia, in Deresky textbook (2011), p.133-135.		
5	14 August	Cross-cultural negotiation and decision-making	Chapter 5	
Wk 5 Tutorial:		Case Study: Elizabeth Visits GPC's French Subsidiary in the Deresky textbook (2011), p.160 -161		
6	21 August	Formulating strategy	Chapter 6	
Wk 6 Tutorial:		Case Study: The Alcatel-Lucent Merger –What went wrong? in Deresky textbook (2011), p.188-189		
MID - TRIMESTER BREAK (27 AUGUST - 9 SEPTEMBER)				
7	11 September	Global alliances and strategy implementation	Chapter 7	
Wk 7 Tutorial:		Case study: YouTube LLC: Going Global by Acting Local in Deresky textbook (2011), p. 241-243		
8	18 September	Organisation structure and control	Chapter 8	
Wk 8 Tutorial:		Case Study: Aditya Birla Group: Global Vision – Indian Values in Deresky textbook (2011), p.266-267.		
9	25 September	Staffing, Training, and compensation for global operations	Chapter 9	
10	2 October	Developing a global management cadre	Chapter 10	15:00, 4 October: Individual assignment (case-based essay)
11	9 October	Motivation and leadership in MNEs	Chapter 11	
12	16 October	Review for final examination	All chapters	
22 OCTOBER - 17 NOVEMBER (INCLUSIVE) STUDY/EXAMINATION PERIOD				

Course Learning Objectives

This is an introductory course in international management, designed to provide you with the foundations necessary to continue your degree in international business and a comprehensive understanding of the management issues facing firms in international markets. IBUS 212, International Management, is the basis for IBUS 312, Managing People in Global Markets, which focuses on managerial issues, related to the multinational enterprise, including cross-cultural, human resources, and strategic issues.

Key to learning at this level is the acquisition and reflection of basic knowledge in international management. In addition to the acquisition of new knowledge in international management you should train to apply critical enquiry to your reading, to discussions, and to situations and experiences that you encounter in regard to international management, both inside and outside the class setting.

By the end of this course, students should be able to

1. Apply concepts relating to cross-cultural communication, negotiation, decision-making, leadership and motivation (assessed through final examination, tutorials and case-based essay).
2. Critically discuss the main areas of international management (assessed through final examination, tutorials and case-based essay).
3. Analyse international management knowledge, theories and concepts (assessed through final examination, tutorials and case-based essay).
4. Apply analytical tools and managerial principles to case studies of firms operating in the international business environment (assessed through final examination, tutorials and case-based essay).

In order to achieve these objectives, the lectures will serve to convey the conceptual basis, which will be applied and trained in the individual assignments and tutorials.

Course Delivery

The course will be delivered through class room lectures, tutorials and Blackboard. There will be 6 tutorials starting from week 3. Tutorials give you opportunities to develop your case-based analytical skill, and to apply international management perspective/concepts to the business cases. Students are expected to undertake prior reading of the weekly topics. The lecture slides (partially incomplete) may be put on Blackboard before the lecture has been delivered. Students are expected to remain in touch with Blackboard to receive up-to-date class activities and developments.

Expected Workload

You should expect to spend 10 hours per week on independent study for this course.

Attendance at classes (including tutorials): 3 hours per week

Reading and reviewing: 4 hours per week

Assignments: 3 hours per week

Readings

The required textbook for this course is:

Deresky, H. (2010). 'International Management – Managing across borders and cultures (7th ed.)'. Pearson/Prentice Hall: Upper Saddle River, NJ.

Materials and Equipment

No additional equipment will be required for this course.

Assessment Requirements

The course will be assessed on the basis of 50% coursework and 50% final examination. A breakdown of the final mark and description of each piece of assessment follows.

Assessment	Learning Objectives Addressed	Weight	Due Date
Tutorial group assignments – consisting of written report and group presentation	LO 1 – 4	15%	Various dates
Tutorial participation and discussion	LO 1 – 4	5%	Various dates
Individual assignment	LO 1 – 4	30%	15:00, 4 th October
Final examination	LO 1 – 4	50%	TBA

Final examination: The final examination accounts for 50% of the assessment weighting of this course. It will consist of a case study or essay, and short-answer questions at the discretion of the course co-ordinator. The examination will expect students to draw on what they have learnt from the lectures, textbook, tutorials, and assignments. The three-hour final examination is ‘closed book’.

Individual assignment (case-based essay): The purpose of this assignment is to provide an opportunity to independently research assigned case organisations, and to investigate the way that they deal with some of the issues and challenges involved in international management. Students learn to apply concepts from the lectures to a real case scenario. In addition, students learn how to approach the analysis of a case and its presentation in a structured and report format. This is also a good training for the professional practice where the structured analysis and presentation of information is a key requirement.

The case analysis of the **case-based essay** is due in the 10th week of the course (*Thursday, 4th October*) and has an assessment weighting of 30%. The case analysis of the case-based essay should be 2500 words (+ or – 10%), clearly written and structured. They should include references to material you have quoted or used to write the essay and contain a consistently formatted reference list (such as APA Referencing Style).

The **case-based essay** for the individual assignment, the respective guidelines, and the marking criteria will be posted on **Blackboard**.

SUBMISSION OF INDIVIDUAL ASSIGNMENTS

- a) Individual assignments are due in the tenth week of the course. The latest possibility to hand in a hardcopy of the assignment is 15:00, 4th October.
- b) All work handed in must have a completed and signed International Business cover sheet (downloaded from blackboard). Students should include the word count at the end of their assignment.
- c) 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.
- d) **WHERE EXTENSIONS HAVE BEEN GRANTED** work is to be handed in to the reception on level 11 of Rutherford House during office hours.
- e) Assignments will be graded and returned before the examination.

Tutorials:

Tutorials will begin from Week 3, and be held each week until the eighth week. You are required to sign up for one tutorial, which will meet for one hour per week. Tutorial sign-up will be through the

S-cubed tutorial registration system. Further details for registration and the sign-up date will be notified on Blackboard. All students must have signed up for a tutorial by the end of Week 1. All students are expected to prepare for all tutorial sessions as well as to contribute to the discussion. You are also expected to submit and to present one case study. The respective topic for each group will be assigned in the first week of tutorials. During the tutorials, you will have a chance to interact with your tutors and classmates, review lecture materials and gain a deeper understanding of the concepts and theories of international management, by applying them in your assignments

Please note that it is your responsibility to come prepared for the tutorials. This preparation includes completing the required case reading and textbook chapter, and being prepared to participate in the tutorial discussion. Attendance at all tutorials is expected, unless you are ill and a report from your GP is required

Tutorial Case Studies

Case studies and criteria for Tutorial assignment will be advised on blackboard.

The Tutorial Assignment (Group Work – 15%)

Students will be allocated to a group. Each group will work together to develop a presentation and written report on a nominated case.

Each group must write around 750 (+ or – 10%) word analysis of the case (worth 10%) and prepare a presentation relating to the case.

The written report is a case-based analysis and written without academic references for an interested international business manager. For your written report, you are required to focus on: description of the problem or issue faced by the case organisation/s and recommend a solution and justify your recommendation.

The tutorial presentation is a workshop (worth 5%) where the presenting students must interact with their classmates to link the theories taught in lecture and from the textbook to the case.

The tutorial assignment serves to apply concepts from the weekly topic to a specific case study. Students will learn to apply concepts to real case situations and to use them for a thorough analysis. Feedback from other students and the following discussion provide a forum for experiential in-depth learning. Students further train to develop a structured analysis and presentation of their results.

Due date for tutorial assignments:

These are to be handed in **at the start of the tutorial** to which the case study has been assigned.

Grades for tutorials will incorporate the *group mark* for the tutorial assignment (15%), as well as individual participation and discussion marks (5%). Participation and discussion marks are based on the contribution towards discussion during the tutorials. Students should show and apply their conceptual knowledge as well as reflect on its contribution to the solution of questions raised by the case study.

Note: All submitted assignments must include a completed and signed International Business sheet your name(s), ID number(s), word count, your tutor's name, tutorial time and room.

Quality Assurance Note

Your assessed work may also be used for quality assurance purposes, such as to assess the level of achievement of learning objectives as required for accreditation and audit purposes. The findings may be used to inform changes aimed at improving the quality of FCA programmes. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the course.

Examinations

Students who enrol in courses with examinations are obliged to attend an examination at the University at any time during the formal examination period. The final examination for this course will be scheduled at some time during the period from Friday 26 October – Saturday 17 November (inclusive).

Penalties

Late assignment submissions will not be accepted. Exceptions will be made only for special circumstances (bereavement, illness, etc.) where documentation is provided. In other cases, **10 marks** will be deducted (out of 100) for each day, or part day, that the assignment is late.

Any student caught cheating on an assignment or examination will receive an automatic mark of zero (0) and/or disciplinary actions may be taken under the Statute on Student Conduct. This includes plagiarism. You are strongly advised to consult the **Academic Integrity and Plagiarism** policy website (see the link in page 7).

Mandatory Course Requirements

In addition to obtaining an overall mark of at least 50%, to pass this course you must

- 1) submit the individual assignment, and
- 2) obtain a mark of at least 40% in the final examination.

Class Representative

A class representative will be elected in the first class, and that person's name and contact details made available to VUWSA, the Course Coordinator and the class. The class representative provides a communication channel to liaise with the Course Coordinator on behalf of students.

Communication of Additional Information

Additional resources are provided on the IBUS 212 **Blackboard** site. All students are required to sign in to Blackboard by the end of the first week of classes.

Course instructors may be contacted via Blackboard or during scheduled office hours. Please do not send individual emails to the course co-ordinator unless it is an absolute emergency. Use your tutors as a first point of contact for any questions you might have. The Blackboard site has a discussion board for you to post any general questions about the course structure or course content. Please use this Blackboard feature, as many students may have similar questions or concerns. The discussion board also has links to your individual tutorials, where your tutors will answer any additional questions about tutorial assignments or requirements.

All assignment guidelines and assessment criteria are provided under the *Course Resources* section in Blackboard. You will also find practice tests and international business resources here. Please make use of the Blackboard site. If you are unfamiliar with Blackboard, there is a help section available on your personal Blackboard login site.

All of your course marks will be uploaded to Blackboard as soon as they are available. Course notices will also be updated under *Announcements*.

Use of Turnitin

Student work provided for assessment in this course may be checked for academic integrity by the electronic search engine <http://www.turnitin.com>. Turnitin is an on-line plagiarism prevention tool which compares submitted work with a very large database of existing material. At the discretion of the Head of School, handwritten work may be copy-typed by the School and subject to checking by Turnitin. Turnitin will retain a copy of submitted materials on behalf of the University for detection of future plagiarism, but access to the full text of submissions will not be made available to any other party.

For the following important information follow the links provided:

Academic Integrity and Plagiarism

<http://www.victoria.ac.nz/home/study/plagiarism.aspx>

General University Policies and Statutes

Find key dates, explanations of grades and other useful information at

www.victoria.ac.nz/home/study

Find out about academic progress and restricted enrolment at

<http://www.victoria.ac.nz/home/study/academic-progress.aspx>

The University's statutes and policies are available at www.victoria.ac.nz/home/about/policy, except qualification statutes, which are available via the Calendar webpage at

<http://www.victoria.ac.nz/home/study/calendar.aspx> (See Section C).

Further information about the University's academic processes can be found on the website of the Assistant Vice-Chancellor (Academic) at

www.victoria.ac.nz/home/about_victoria/avcacademic/default.aspx

AVC (Academic) Website: information including: Conduct, Academic Grievances, Students with Impairments, Student Support

http://www.victoria.ac.nz/home/about_victoria/avcacademic/Publications.aspx

Faculty of Commerce Office

<http://www.victoria.ac.nz/vbs/studenthelp>

Te Putahi Atawhai

Maori and Pacific Mentoring Programme

<http://www.victoria.ac.nz/tpa/>