

School of Marketing and International Business

## **IBUS212 INTERNATIONAL MANAGEMENT**

Trimester 3, 2012

### **COURSE OUTLINE**

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#### **Names and Contact Details**

Course coordinator: Dr. Revti Raman  
RH 1110, Rutherford House  
Phone : 04 463 7452  
E-mail: [revti.raman@vuw.ac.nz](mailto:revti.raman@vuw.ac.nz)  
Office Hours: Tuesday and Friday: 10.30 – 11.30

Course Administrator: Asako Clear  
RH 1121, Rutherford House  
Phone: 04 463 5723  
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School Office opening hours: Monday to Friday: 9:00 – 16:30

#### **Trimester Dates**

Teaching Period: 21 January 2013 – 15 February 2013  
Study Period: 18 February 2013 – 22 February 2013  
Examination Period: 18 February 2013 – 23 February 2013

#### **Withdrawal from Course**

1. Your fees will be refunded if you withdraw from this course on or before 24 January 2013.
2. The standard last date for withdrawal from this course is 8 February 2013.

After 8 February 2013, 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, Thursday, Friday 12.40 – 14.30 GBLT1

#### **Course Delivery**

The course will be delivered through class room lectures and Blackboard. The course will include a range of learning opportunities, including exercises, case discussions, role-plays, and other experiential exercises to foster application of concepts highlighted in assigned readings. The class will be conducted as an interactive exchange. You will take an active role in leading discussion

on cases, presenting cases and providing critical commentary. I will provide grounding of the weekly topics. I expect you to be involved in discussion and dialogue. For enhanced learning, you must read the weekly topics and cases in advance – before coming to the classes. It is your responsibility to keep updated with Blackboard for any announcements, instructions or changes.

### **Group Work**

Group work consists of 15% of the total weight comprising of written country analysis. Each group will consist of 5 to 7 students and should be diverse in terms of nationality/ethnicity/culture and gender to add an international and cross cultural perspective. In addition to the class time and reading and reviewing time, each group is expected to spend about 15 hours for group meetings and group work discussions to complete the project successfully well in time.

Each group member gets the allocated group marks. If there are any group performance or cooperation issues among the group members, those must be brought to the attention of the course coordinator immediately so that they can be addressed well in time. Free riders and the students contributing less to the group output will be marked down accordingly.

### **Expected Workload**

You should expect to spend 150 hours for this course.

Attendance (classes):	24 hours
Reading and reviewing:	36 hours
Assignments and Group work:	60 hours
Exam Preparation:	30 Hours

It is very important that you keep up with the course readings as this is a fast-paced course, covering much material.

### **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. Key to learning at this level is the acquisition, application 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 business, both inside and outside the class setting.

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

- 1 Apply and critique concepts relating to the main areas of international management concepts namely strategy, culture, organisational behaviour and human resource management in international context;
- 2 Analyse international management knowledge, theories and concepts;
- 3 Apply analytical tools and managerial principles to case studies of firms operating in the international business.

### **Course Content**

The course examines the managerial activities and operational issues involved in international business. Topics focus on main areas of international management including cross-cultural management, international operations, organisational behaviour and human resource management.

The detailed course schedule is given below. Any changes in the schedule will be notified through Blackboard.

### *Course Schedule*

Class	Topics and Chapters (Luthans & Doh, 2012)	Discussion (Luthans & Doh, 2012): Exercise* Case**	Due Dates
Jan 22	Introduction to International Management (Ch 1, 2)	* Here Comes the Competition * A Chinese Venture	Book one case for in-class discussion on S-cubed (see Blackboard)
Jan 24	Ethics and Social Responsibility (Ch 3)	* It Sounds a Little Fishy ** Colgate's Distasteful Toothpaste	
Jan 25	Managing Across Cultures (Ch 4, 5)	* Beijing, Here We Come ** Coca-Cola in India	Book your case for the individual assignment through S-cubed
Jan 29	Organisational Cultures and Diversity (Ch 6)	* A Good-Faith Effort is Needed ** Danone's Wrangle with Wahaha	
Jan 31	Cross-Cultural (Ch7) Communication and Negotiation	* Foreign or Domestic ** Cross-Cultural Conflicts in the Corning-Vitro Joint Venture	Form groups for the group assignment and book the chosen country through S-cubed
Feb 1	Strategy Formulation and Implementation & Entry Strategies (Ch 8, 9)	* Go East, Young People, Go East ** Can Sony Regain its Innovative Edge? The OLED Project	
Feb 5	Managing Political Risk, Government Relations and Alliances (Ch 10)	* Rushing into Russia ** Microsoft Opens the Gates: Patent, Piracy and political challenges in China	Individual assignment due by noon
Feb 7	Management Decision and Control (Ch 11)	* Expansion Plans	
Feb 8	Motivation Across Cultures/Countries (Ch 12)	* Motivation is the Key	
Feb 12	Leadership Across Cultures/Countries (Ch 13)	* An Offer from Down Under ** A Copy Shop Goes Global	Group assignment due by noon
Feb 14	Human Resource Selection and Development Across Cultures/Countries (Ch 14)	* A Selection Decision ** The Road to Hell	
Feb 15	Course Review and Looking Forward		

#### **Readings**

The set and recommended textbooks are available at Pipitea VicBook Shop and are also in the library on closed reserve.

#### **Set Text**

Luthans, F. and Doh J.P. (2012). *International Management: Culture, Strategy, and Behavior*. 8<sup>th</sup> Edition, McGraw-Hill Irwin.

#### **Recommended Texts**

Deresky, H. (2010). *International Management – Managing across borders and cultures*. Pearson/Prentice Hall.

Phatak, A.V., Bhagat, R.S & Kashlak, R.J. (2009). *International Management – Managing in a Diverse and Dynamic Global Environment*. McGraw-Hill Irwin

Ahlstrom, D. & Bruton, G.D. (2010). *International Management – Strategy and Culture in the Emerging World*. South-Western Cengage

In addition, any text book which contains ‘international management’ in its title is likely to provide valuable information and can be used as an additional source for reference.

### **Materials and Equipment**

The textbooks provide the starting point for reading. This should NOT be considered the minimum necessary to complete assignments. Students are encouraged to make use of printed media (newspapers, magazines), academic material (journals and books), and resources available on the web (library databases, web pages of universities, companies, and international organisations, and media-related sites) as additional sources of reading and reference material.

### **Assessment**

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.

<b>Assessment</b>	<b>LOs</b>	<b>Weight</b>	<b>Length/Time</b>	<b>Due Date</b>
Discussion and participation	1 – 3	10%	Varying	Various dates
Individual assignment	1 – 3	25%	2000 words	05 Feb 2013, noon
Group assignment	1 – 3	15%	1800 words	12 Feb 2013, noon
Final examination	1 – 3	50%	2 hours	TBA

Detailed information on each piece of assessment will be discussed in class and posted on Blackboard. It is your responsibility to stay updated with Blackboard. Turnitin submission of the two assignments is required by 6 pm on the respective due dates.

### **Submission of Assignments**

- a) All work handed in must have a completed and signed International Business coversheet to be down loaded from Blackboard. You should include the word count at the end of your assignment.
- b) In addition to the hard copy submission Turnitin submission of the two assignments is required. The hard copy submission is due by noon and Turnitin submission is due by 6 pm on the respective due dates.
- 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 School Office or tutor or Course coordinator concerned.

### **Penalties**

Late assignment submissions will incur a penalty of 10% per day. Even the delayed turnitin submissions will be considered late submission and penalised accordingly. Exceptions will be made only for special circumstances (bereavement, illness, etc.) where documentation is provided. 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, which is mentioned at the end of the document.

### **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 submitted to Turnitin. A copy of submitted materials will be retained 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.

### **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 following period:

18 – 23 February 2013

### **Mandatory Course Requirements**

In addition to obtaining an overall course mark of 50 or better, students must obtain an overall mark of at least 50%, and obtain a minimum mark of 40% in the final examination to pass this course.

### **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**

Any additional information or changes will be posted on the IBUS 212 Blackboard website: ([www.blackboard.scs.vuw.ac.nz](http://www.blackboard.scs.vuw.ac.nz))

### **Link to general information**

For general information about course-related matters, go to <http://www.victoria.ac.nz/vbs/studenthelp/general-course-information>

### **Note to Students**

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 academic audit. The findings may be used to inform changes aimed at improving the quality of VBS programmes. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the course.

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