

School of Marketing and International Business

IBUS 212 INTERNATIONAL MANAGEMENT

Trimester 1, 2014

COURSE OUTLINE

Names and Contact Details

Course Coordinator: Dr. Revti Raman Phone: (04) 463 7452
Rutherford House RH 1110
Email: revti.raman@vuw.ac.nz
Office Hours: Wednesday 15.00 – 16.00 or by appointment

Course Administrator: Rebekah Sage Phone: (04) 463 5723
Rutherford House RH 1121
Email : rebekah.sage@vuw.ac.nz.
Office hours: Monday to Friday 9:00 – 16:30

Tutors: Names and Contact details will be posted on Blackboard

Trimester Dates

Teaching Period: Monday 3rd March – Friday 6th June

Study Period: Monday 9th June – Thursday 12th June

Examination Period: Friday 13th June – Wednesday 2nd July (inclusive)

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 14th March 2014.
2. The standard last date for withdrawal from this course is Friday 16th May. 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: Wednesday 16.40 – 18.30 RHLT2

Course Delivery

The course will be delivered through class room lectures, tutorials and Blackboard. There will be 6 tutorials starting from week 3. 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 expect you to be involved in discussion and dialogue. 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 case study analysis. Each group will consist of 4 to 5 students. Every group need to be diverse, unless otherwise approved 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 and reported well in time 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

Prescription

An examination of 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.

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 environment.

Course Content

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

Detailed Course Schedule

Week	Topics, Chapters and Consulting Exercises (Luthans & Doh, 2012)	Tutorials and Due Dates
1 Mar 05	Introduction to International Management (Ch 1, 2). Ex. A Chinese Venture (p. 59)	
2 Mar 12	Ethics and Social Responsibility (Ch 3). Ex. It Sounds a Little Fishy (p.83)	
3 Mar 19	Managing Across Cultures (Ch 4, 5). Ex. Beijing, Here We Come (p.165)	Tutorial 1: Group formations, assessment items, avoiding plagiarism, using library databases
4 Mar 26	Organisational Cultures and Diversity (Ch 6). Ex. A Good-Faith Effort is Needed (p.191)	Tutorial 2: Case Discussion – Colgate’s Distasteful Toothpaste (pp. 84-86)
5 Apr 02	Cross-Cultural Communication and Negotiation (Ch7). Ex. Foreign or Domestic (p.231)	Tutorial 3: Case Discussion – Coca-Cola in India (pp. 232-237)
6 Apr 09	Strategy Formulation and Implementation & Entry Strategies (Ch 8, 9). Ex. Go East, Young People, Go East (p.301)	Tutorial 4: Case Discussion – Danone’s Wrangle with Wahaha (pp. 238-243)
7 Apr 16	Managing Political Risk and Government Relations (Ch 10). Ex. Russing into Russia (p.359).	Group assignment due by Tuesday, April 15 12.00 pm.
<i>Break</i>		
8 May 07	Management Decision and Control (Ch 11). Ex. Expansion Plans (p. 387)	Tutorial 5: Individual assignment presentations and feedback
9 May 14	Motivation Across Cultures (Ch 12). Ex. Motivation is the Key (p. 453)	Tutorial 6: Individual assignment presentations and feedback
10 May 21	Leadership Across Cultures (Ch 13). Ex. An Offer from Down Under (p. 491)	Individual assignment due by Tuesday, May 20 12.00 pm
11 May 28	Human Resource Selection and Development Across Cultures (Ch 14). Ex. A Selection Decision (p. 537)	
12 June 4	Looking Forward and Exam Clinic	

Readings

The required and suggested textbooks are available at Pipitea VicBook Shop and are also in the library on closed reserve. An additional readings list of journal articles will be provided and students are expected to download the readings from the library databases.

Required Text

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

Suggested 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

From Trimester 1, 2014, a revised Assessment Handbook will apply to all VUW courses: see <http://www.victoria.ac.nz/documents/policy/staff-policy/assessment-handbook.pdf>.

In particular, there will be a new grade scheme, in which the A+ range will be 90-100% and 50-54% will be a C-.

Assessment	CLOs	Weight	Length/Time	Due Date
Discussion and Participation: Case summaries (3) and discussions	1 – 3	10%	500 words each	Tutorials
Group Assignment Case Study Analysis	1 – 3	15%	2000 words	Week 7, Tue 15 April 12.00 pm
Individual Assignment: Country International Management Practices				
Presentations	1 – 3	5%	5 minutes	Tutorial 5 & 6 (TBA)
Written Assignment	1 – 3	20%	2000 words	Week10, Tue 20 May 12.00 pm
Final examination	1 – 3	50%	3 hours	See the university website

Detailed information on each piece of assessment will be posted on **Blackboard**. It is your responsibility to stay updated with Blackboard.

Submission of Assignments

- a) All work handed in must have a completed and signed International Business coversheet to be downloaded 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 12 pm (Assignment drop box, Mezzanine Floor, Rutherford House) and Turnitin submission (through Blackboard) 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 reception or tutor or lecturer concerned. Also submit your work to turn-it-in.

Penalties

Late assignment submissions will incur a penalty of 5 marks (out of 100) per day. Students must submit both the hard and electronic copies of their assignments in time. 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** which can be found at the *General Information* link, 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:

Friday 13th June – Wednesday 2nd July (inclusive)

Mandatory Course Requirements

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

If you cannot complete an assignment or sit a test or examination, refer to www.victoria.ac.nz/home/study/exams-and-assessments/aegrotat

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)

Student feedback

Student feedback on University courses may be found at www.cad.vuw.ac.nz/feedback/feedback_display.php

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.
