

School of Marketing & International Business

IBUS 312 MANAGING PEOPLE IN GLOBAL MARKETS

Trimester 1, 2014

COURSE OUTLINE

Names and Contact Details

Course Coordinator: Dr. Cheryl Rivers
RH 1119, Rutherford House, 23 Lambton Quay
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Tutors Please see Blackboard for tutors' contact details.

Course Administrator: Rebekah Sage
RH 1121, Rutherford House
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School Office opening hours: Monday to Friday 9:00 am – 4:30 pm

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

Lecture: Friday 2.40pm – 4.30pm RHLT1

Tutorials rooms will be advised. See Blackboard.

Course Delivery

Seven tutorials are scheduled from Week 2 to Week 11 (there are some weeks with no tutorial). 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. During the tutorials, you will have a chance to interact with your tutor and colleagues, review lecture materials and gain a deeper understanding of the concepts and theories of international business, by applying them in your assignments.

Group Work

Part of your final course grade (15%) will be related to your group work, in form of preparation and presentation of a “training session” (see *Assessment* for more details).

You will be allocated to a group in your first tutorial, with whom you will work on your group presentation. Your tutor will seek to make the teams as culturally diverse as possible. Please note that you will not be allowed to alter the composition of your group once it is formed. Part of the reality of international business is that you will be required to work with people with different skills, resources and backgrounds; thus, you will be expected to work through any difficulties your group experiences on your own. Your group should discuss the concept of “social loafing” at the outset. Keep in mind that group assessment means that all of your group members will receive a common mark on the group presentation and the minutes of the meetings.

Expected Workload

In addition to classroom hours (lectures and tutorials) you should expect to spend about 10 hours per week on independent study for the course.

Attendance at classes (including tutorials):	2-3 hours per week
Reading and reviewing:	4-5 hours per week
Group work:	2-3 hours per week
Individual assignment:	2-3 hours per week

Prescription

A course designed to develop students' competencies in international management. Topics covered include cross-cultural, human resources and strategic issues in multinational enterprises.

Course Learning Objectives

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

1. Demonstrate an understanding of the applicability and limitations of cultural value theory to business behaviours including communication, negotiation and team dynamics;
2. Adapt their culturally determined behaviour across these business processes to enhance the effectiveness of their influencing skills in different cultures;
3. Create ways to solve international business challenges caused by cultural differences.

Course Content

A detailed schedule of topics is included below in the *Detailed Course Schedule*.

Detailed Course Schedule: 2014

Week(s)	Lecture Topic	Tutorial Activity
1 Friday March 7	Introduction to course & assessments. The influence of culture on people's attitudes, levels of culture, cultural biases.	No tutorial
2 Friday March 14	Perspectives and frameworks for cultural analysis: Developing self-awareness and learning about another culture	Tutorial 1: Cultural differences of tutorial group. <i>No student preparation is required</i> <i>Students will be put in teams for presentations.</i>
3 Friday March 21	Cultural value theory continued	Tutorial 2: The school day. <i>Students must read the 1 page case study (on Blackboard)</i> <i>Explanation of minutes and suggested timing of meetings.</i>
4 Friday March 28	Cultural value theory continued.	<i>Students to submit Part 1 of individual assignment in tutorial.</i> Tutorial 3: Magazine article analysis <i>Students must read the assigned magazine article (on Blackboard) and bring to class the written answers to the set questions (to be handed in).</i>
5 Friday April 4	Identifying differences and managing culturally diverse teams.	No tutorial
6 Friday April 11	Cultural value theory concluded	Tutorial 4: Team mapping exercise done in tutorial <i>No student preparation is required</i> <i>Part 1 of your assignment will be returned during tutorial</i>
7 Friday April 18	No class –Good Friday Public Holiday	No tutorial
18 APRIL – 4 MAY (INCLUSIVE) MID-TRIMESTER BREAK		
8 Friday May 9	Essential skills: communicating across cultural barriers – using interpreters, written communications Introduction to Negotiation – planning to negotiation with culturally different counterparts	<i>Students to submit Part 2 of individual assignment in tutorial (part 1 must also be submitted again).</i> Tutorial 5: Cultural value analysis of “A Day At Work”. <i>Students must read the assigned exercise (on Blackboard) and bring to class the written answers to the set questions (to be handed in).</i> Role notes for negotiation will be distributed.
9 Friday May 16	Negotiation continued. Debrief of exercise	No Tutorial Students must meet with their negotiating partner during the week and come to lecture on Friday this week with an agreement
10 Friday May 23	Choosing expatriates – Star Trek DVD	Tutorial 6: Student presentations of Team Assignment
11 Friday May 30	Cross-cultural transitions – expatriates, spouses, re-entry.	Tutorial 7: Student presentations of Team Assignment
12 Friday June 6	Review of course	No Tutorial
MONDAY 9TH JUNE – WEDNESDAY 2ND JULY (INCLUSIVE) STUDY/EXAMINATION PERIOD		

Readings

There is no required text book for this course. Instead, electronic copies of relevant book chapters or journal articles or links will be available on the Blackboard site.

You will also find materials for the course on the Blackboard site, such as guidelines for all assignments, presentations, handouts as well as the readings and lecture slides (the lecture slides will be posted after each lecture).

Materials and Equipment

See the course site on **Blackboard**. Announcements pertaining to the course will be posted there. You will also find materials for the course on this site, such as guidelines for all assignments, presentations, handouts as well as the readings and lecture slides (the lecture slides will be posted after each lecture). Because almost all of your course documents are on this site please make sure that you have access to Blackboard during the first week of class. No additional materials will be permitted during the final examination.

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-.

Your final mark will be comprised of individual and group work. Individual assessment comprises 85% and group work 15% of your final mark. A breakdown of the final mark and description of each piece of assessment follows.

Assessment	Weight	Due Date
Individual assignment Cultural experience analysis & report	25%	Part 1 due week 4 IN TUTORIAL Part 2 (with previously returned Part 1 attached) due week 8 IN TUTORIAL
Team presentation & meeting minutes	15%	Week 10 or Week 11 TBA
Tutorial planning and participation	10%	On-going Homework reviewed in specified tutorials.
Final examination	50%	3 hours, date to be advised

Please refer to the information sheets about these assignments on Blackboard

Penalties

Late assignment submissions will only be accepted in special circumstances (bereavement, illness, etc.) where documentation is provided. In other cases, ten marks will be deducted (out of 100) for each day, or part day, that the assignment is late.

Missing your group presentation because of non-attendance will result in a mark of zero (0). As for tutorials, you are expected to attend all of them to understand the material taught and so be able to pass the exam.

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.

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

Students must achieve at least 40% on the final exam.

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.

See the course site on **Blackboard**. Announcements pertaining to the course will be posted there. Because almost all of your course documents are on this site please make sure that you have access to Blackboard during the first week of class. No additional materials will be permitted during the final examination.

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.
