

School of Marketing and International Business

IBUS 212 INTERNATIONAL MANAGEMENT

Trimester 2, 2015

COURSE OUTLINE

Names and Contact Details

Course Coordinator: Dr. Revti Raman Phone: (04) 463 7452
Rutherford House RH 1110
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Office Hours: **Tuesday 15.00 – 16.00** or by appointment

Course Administrator: Mary Alexander Phone: (04) 463 5330
Rutherford House RH 1121
Email : mary.alexander@vuw.ac.nz
Office hours: Monday to Friday 9:00 – 16:00

Trimester Dates

Teaching Period: Monday 13th July – Friday 16th October
Study Period: Monday 19th October – Thursday 22nd October
Examination Period: Friday 23rd October – Saturday 14th November (inclusive)

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 24th July 2015.
2. The standard last date for withdrawal from this course is Friday 25th 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*' form including supporting documentation. The application form is available from either of the Faculty's Student Customer Service Desks or [online](#).

Class Times and Room Numbers

Monday 10.30 – 12.20 Rutherford House RHLT1

Tutorial Registration

Tutorials begin in Week 3. Sign-up will be through My Allocator: <https://student-sa.victoria.ac.nz/>.
IBUS 212 will be available in My Allocator until 22 July.

Course Delivery

The course will be delivered through class room lectures, tutorials and Blackboard. There will be 6 tutorials starting from week 3. The tutorials provide further opportunities to discuss, clarify and debate the topics discussed in class. The course will include a range of learning opportunities, including exercises, mini cases, role-plays, and other experiential exercises to foster application of concepts highlighted in assigned readings. You are encouraged to take an active role in discussion. 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. Each group will consist of 3 to 4 students from the same tutorial group. Every group needs to be diverse, unless otherwise approved in terms of nationality/ethnicity/culture 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 10 hours for group meetings and group work discussions to complete the project 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. Any students not contributing adequately to the group output (and who are 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
Attendance (tutorials):	06 Hours
Reading and reviewing:	30 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.

Week	Day	Topic	Chapter*
1	July 13 Mon	Introduction to international management	1
2	July 20 Mon	Ethics and social responsibility	2
3	July 27 Mon	The role of culture in international management	3
3	<i>Tutorial 1</i>	<i>Group formations, assessment items, plagiarism, library databases</i>	
4	Aug 03 Mon	Communication across cultures	4
4	<i>Tutorial 2</i>	<i>Exercises, discussion questions and assignment queries</i>	1, 2
5	Aug 10 Mon	Cross-cultural negotiation and decision making	5
6	Aug 17 Mon	Managing global operations	7
6	<i>Tutorial 3</i>	<i>Exercises, discussion questions and assignment queries</i>	3, 4, 5
6	Aug 21 Fri	Group assignment due by noon, hard copy on Mezzanine Floor drop box and electronic copy on turn-it-in via Blackboard	
<i>Mid Trimester Break</i>			
7	Sep 07 Mon	Staffing, training, and compensation for global operations	9
8	Sep 14 Mon	Developing a global management cadre	10
8	<i>Tutorial 4</i>	<i>Exercises, discussion questions and individual assignment queries</i>	7,9
9	Sep 21 Mon	Motivation across cultures	11
9	<i>Tutorial 5</i>	<i>Individual assignment presentations, see schedule on Blackboard</i>	
10	Sep 28 Mon	Leadership across cultures	11
10	Oct 02 Fri	Individual assignment due by noon, hard copy on Mezzanine Floor drop box and electronic copy on turn-it-in via Blackboard	
11	Oct 05 Mon	Guest lecture by a senior manager with global responsibilities, or Some additional discussion questions and experimental exercises	1-5,7, 9-11
11	<i>Tutorial 6</i>	<i>Exercises, discussion questions and assignment queries</i>	10, 11
12	Oct 12 Mon	The future of international management, and exam clinic	
* Chapter numbers from the required text: International Management by Helen Deresky, 8 th edition			

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

Deresky, H. (2014). *International Management – Managing Across Borders and Cultures*. 8th Edition, Pearson/Prentice Hall.

Suggested texts

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

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 Assessment Handbook will apply to all VUW courses: see

<http://www.victoria.ac.nz/documents/policy/staff-policy/assessment-handbook.pdf>.

Assessment	CLOs	Weight	Length/Time	Due Date
Comparative Country Institutional Profile (group work)				
Reflective log – individual submission	1-3	5%	500 words	Week 6: Fri 21 Aug, 12.00pm
Written report – group submission	1-3	15%	2000 words	Week 6, Fri 21 Aug, 12.00pm
Comparative International Management Practices (Individual Work)				
Presentations	1-3	10%	6-7 minutes	Week 9, TBA
Written report	1-3	20%	2000 words	Week 10, Fri 02 Oct, 12.00 pm
Final examination	1-3	50%	3 hours	TBA

Both the internal assessments – comparative country institutional profile (group work) and comparative international management practices (individual work) – are part of International Management Practices Consulting Project. You will act as a consultant for your New Zealand based client engaged in international business in some or all of these countries: 1. China, 2. Japan, 3. USA, 4. UK, 5. India, and 6. Saudi Arabia. You know that firms need to adapt their international management practices while operating in institutionally different countries. For this consulting project, you will be selecting any two of the six countries listed above to compare their institutional environment with that of New Zealand and suggest your New Zealand based client adaptations needed to the international management practices while operating in these countries. The project work is divided into two parts:

Part I. Comparative Country Institutional Profile (Group Work): Comparison of the institutional environment of New Zealand with that of the chosen two countries. The task consist of reflective log (individual submission) and written report (group submission)

Part II. Comparative International Management Practices (Individual Work): In this part of the assignment, you will continue to work on the chosen countries in part 1. Your main task is to suggest specific international management practices that the New Zealand firm should adapt while operating in the chosen countries with clear research informed advice on what to adapt and how to adapt. The task consists of individual presentations and individual written report.

Further details about each part of the International Management Practices Consulting Project will be posted on Blackboard in a document titled ‘**2015_T2_IBUS212 Assessment Guidelines**’. The document contains detailed information on each piece of assessment, submission guidelines and the related marking criteria.

Penalties

The written assignments must be within the prescribed word limit with 10% ± flexibility. Any work beyond the upper limit, after a 10% margin, will not be marked.

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 on 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 23rd October – Saturday 14th November (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.

Any student who is concerned that they have been (or might be) unable to meet any of the MCRs because of exceptional personal circumstances, should contact the course coordinator as soon as possible.

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.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.
