

School of Marketing and International Business

IBUS 212 INTERNATIONAL MANAGEMENT

Trimester 2, 2016

COURSE OUTLINE

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. The 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:

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|----|--|
| 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

| Course Schedule | | | | |
|-----------------|----------|--|----------------------------|--------------------------------------|
| Week | Starting | Lecture topic | Required readings: chapter | Tutorial (Key Activity) / Assessment |
| 1 | 11 July | Introduction to international management | 1 | |
| 2 | 18 July | Social responsibility and ethics | 2 | |

| Week | Starting | Lecture topic | Required readings: chapter | Tutorial (Key Activity) / Assessment |
|---|----------|---|----------------------------|---|
| 3 | 25 July | Understanding the role of culture | 3 | Tutorial #1 - How to analyse a case study. Case study: Nike's CSR Challenge in Deresky's textbook (2014), p.86 -88. |
| 4 | 1 Aug | Communicating across cultures | 4 | Tutorial #2 - Practice presentation on a case study. Case study: Australia and New Zealand: Doing Business with Indonesia, in Deresky's textbook (2014), p.126-129. |
| 5 | 8 Aug | Cross-cultural negotiation and decision-making | 5 | Tutorial #3 – Team presentation & written report on a case study: Miscommunications with a Brazilian Auto Parts Manufacturer, in Deresky's textbook (2014), p.160 - 162. |
| 6 | 15 Aug | Managing global operations | 8 | Tutorial #4 – Team presentation & written report on a case study: Facebook's Continued Negotiations in China, in Deresky's textbook (2014), p.189 - 190. |
| Mid Trimester Break, 22 August – 4 September | | | | |
| 7 | 5 Sep | Staffing, training and compensation for global operations | 9 | Tutorial #5 – Team presentation & written report on a case study: HSBC's global reorganization and corporate performance in 2012, in Deresky's textbook (2014), p.284 - 285. |
| 8 | 12 Sep | Developing a global management cadre | 10 | Tutorial #6 – Team presentation & written report on a case study: Kelly's assignment in Japan, in Deresky's textbook (2014), p.315 – 317. |
| 9 | 19 Sep | Cross-cultural Motivation | 11 | |
| 10 | 26 Sep | Cross-cultural Leadership | 11 | Individual assignment due by noon (12:00 pm), 30 th Sep., hard copy on Mezzanine Floor drop box and an electronic copy on turn-it-in via Blackboard. |
| 11 | 3 Oct | Guest lecture | | A brief introduction of the guest speaker will be posted on Blackboard. |
| 12 | 10 Oct | Wrapping up and review for final examination | | |

Trimester Dates

Teaching Period: Monday 11th July – Friday 14th October

Study Period: Monday 17th October – Thursday 20th October

Examination Period: Friday 21st October – Saturday 12th November (inclusive)

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 22nd July 2016.
2. The standard last date for withdrawal from this course is Friday 23rd September 2016. 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 or [online](#).

Names and Contact Details

Course Coordinator: Dr. Rowena Wang-Vehbi Phone: (04) 463 6499
Rutherford House RH 1107
Email: rowena.wang-vehbi@vuw.ac.nz
Office Hours: Monday 11:00 -12:00 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

Class Times and Room Numbers

Lectures: Monday, 13:40 – 15:30, Rutherford House RHLT1

Course Delivery

The course will be delivered through classroom lectures, tutorials and Blackboard. For each classroom lecture, the lecturer presents content related to that topic and facilitates exercises and discussion. There will be 6 tutorials starting from week 3 and sign-up will be through My Allocator: <https://student-sa.victoria.ac.nz/>. Registration dates and further details will be announced on Blackboard. Tutorials provide opportunities to develop student's case-based analytical skills, and to apply international management perspectives/concepts to the business cases. Students are encouraged to take an active role in learning activities. It is your responsibility to keep updated with Blackboard for any announcements, instructions or changes.

Readings

The required and suggested textbook is available at Pipitea VicBook Shop and is also in the library on closed reserve. An additional reading 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.

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

Expected Workload

You should expect to spend 15 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
- Group Work: 5 hours per week

Assessment

The Assessment Handbook will apply to all VUW courses: see

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

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

| Assessment | Weight | Learning Objectives Addressed | Due Date |
|------------------------------------|---------------|--------------------------------------|--------------------------------------|
| Tutorial team assignment – | | | |
| One written case-based reports | 8% | LO 1 – 3 | Weeks 4 - 8 |
| One team presentations/workshops | 7% | | |
| Class participation and discussion | 5% | LO 1 – 3 | |
| Individual assignment | 30% | LO 1 – 3 | 12:00 pm, 30 th September |
| Final examination | 50% | LO 1 – 3 | TBA |

Tutorial team assignments (15%):

Students will be allocated to a team. Each team will work together to deliver oral and written reports on ONE nominated case study. Each team must write a case analysis (around 700 words \pm 10%) and prepare an interactive presentation relating to each case study.

The ONE written report (worth 8%) is case-based analysis and written (without academic references) for an interested global manager. The ONE oral report is an interactive presentation (worth 7%) where the presenting team must interact with their classmates to link the international

management theories to the case. The written report is due and to be handed in at the start of the tutorial.

Grades for tutorials will incorporate the team mark for the oral and written reports. Instructions for the tutorial assignments, submission guideline, and the marking criteria will be posted on Blackboard, in a document titled '2016_T2_IBUS212 Tutorial Team Assignment Guidelines'.

Class participation and discussion (5%)

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 and classroom exercises. Students have the responsibility to come fully prepared for each tutorial.

Individual assignment (30%):

This individual assignment is a case-based research report and is due in the 10th week of the trimester (*Friday, 30th Sep. by 12:00 pm*). The assignment should be 2500 words ($\pm 10\%$) and requires research, critical thinking and analytical logic in applying the conceptual knowledge of international management. This assignment should include references to material you have quoted or used to write the assignment and contain a consistently formatted reference list (such as APA Referencing Style).

Instructions for the individual assignment including a case topic, submission guidelines, and the marking criteria will be posted on Blackboard, in a document titled '2016_T2_IBUS212 Individual Assignment Guidelines'.

Final examination (50%):

The exam will expect students to draw on what they have learnt from the lectures, textbook, tutorials, and assignments.

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 21st October – Saturday 12th November (inclusive)

Penalties

The written assignments must be within the prescribed word limit with $10\% \pm$ 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. Hard copies of assignments must be dropped in the IBUS212 Drop-Box located on Level 1 of the RWW building. 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.

Group Work

Group work consists of 15% of the total weight. Each team will be composed of 3-4 students from the same tutorial group. Every team needs to be diverse unless otherwise approved regarding 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 at least 5 hours for team meetings and teamwork discussions to complete the tutorial case studies in time.

Each team member gets the allocated team marks. If there are any team performance or cooperation issues among the team members, those must be brought to the attention of the tutorial and/or 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.

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.

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.

Student feedback

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

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)

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.
