# MGMT330

## International Study Tour - India

S1 Day 2017

*Dept of Marketing and Management*

## Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Information</td>
<td>2</td>
</tr>
<tr>
<td>Learning Outcomes</td>
<td>2</td>
</tr>
<tr>
<td>Assessment Tasks</td>
<td>3</td>
</tr>
<tr>
<td>Delivery and Resources</td>
<td>5</td>
</tr>
<tr>
<td>Unit Schedule</td>
<td>8</td>
</tr>
<tr>
<td>Learning and Teaching Activities</td>
<td>10</td>
</tr>
<tr>
<td>Policies and Procedures</td>
<td>10</td>
</tr>
<tr>
<td>Graduate Capabilities</td>
<td>12</td>
</tr>
<tr>
<td>Changes from Previous Offering</td>
<td>14</td>
</tr>
<tr>
<td>Research and Practice, Global and Sustainability</td>
<td>14</td>
</tr>
</tbody>
</table>

## Disclaimer

Macquarie University has taken all reasonable measures to ensure the information in this publication is accurate and up-to-date. However, the information may change or become out-dated as a result of change in University policies, procedures or rules. The University reserves the right to make changes to any information in this publication without notice. Users of this publication are advised to check the website version of this publication [or the relevant faculty or department] before acting on any information in this publication.
General Information

Unit convenor and teaching staff
Unit Coordinator & Lecturer
Dr Meena Chavan
meena.chavan@mq.edu.au
Contact via Email
Bldg E4A level 6 Room 625
Tuesdays 12 - 1 pm.

Credit points
3

Prerequisites
36cp and permission by special approval

Corequisites

Co-badged status

Unit description
This unit develops knowledge and understanding of the international business environment and business operations in foreign markets through first-hand observation of businesses in India. It is designed for students with a background knowledge of, and interest in, business processes in an international context. The unit includes a series of seminars and a two week study tour to India in the mid-session break, and enables students to develop an appreciation of the ways in which business operations and business systems differ across national boundaries. Students are required to prepare a written assignment based on the seminar series, and prepare a report at the end of the study tour based on their observations of the businesses and of the country. This unit requires students to attend a supervised study tour for which additional costs are involved. Contact the Department of Marketing and Management for full details.

Important Academic Dates
Information about important academic dates including deadlines for withdrawing from units are available at http://students.mq.edu.au/student_admin/enrolmentguide/academicdates/

Learning Outcomes

1. Recognise and understand key concepts and theories on political, economic, social, legal, technological and cultural environments discussed in the literature on conducting business in the Indian context.
2. Gain practical knowledge and experience on managing a business in India and conducting research to analyse real-world cases in the global business environment.

3. Develop, and understand the characteristics of Indian Society to identify and analyse market trends and specific issues related to emerging markets while working in cross cultural teams and motivate team building including communication styles.

4. Apply the above knowledge and skills and develop global leadership strategies and solutions for conducting business in an unknown foreign environment

### Assessment Tasks

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class/field trip participation</td>
<td>40%</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Individual report</td>
<td>40%</td>
<td>Week 6 and Week 11</td>
</tr>
<tr>
<td>Group field trip presentation</td>
<td>20%</td>
<td>Week 11</td>
</tr>
</tbody>
</table>

### Class/field trip participation

**Due:** Ongoing  
**Weighting:** 40%

**Group assignment**

a) Students are expected to attend ALL pre-trip seminars to gain sufficient background knowledge and information on doing business in India. Students are required to actively participate in all activities scheduled for the field trip. Students will be assessed by a number of criteria, including punctual arrivals at all business visits, full participation in all activities, contribution to group discussions and engagement with business hosts, demonstration of positive attitude toward learning, and demonstration of cultural sensitivity on all occasions.

b) Active participation in the weekly experiential activities, case studies and discussion.

Please note 20% is allocated for team work and 20% for individual work.

This Assessment Task relates to the following Learning Outcomes:

- Recognise and understand key concepts and theories on political, economic, social, legal, technological and cultural environments discussed in the literature on conducting business in the Indian context.

### Individual report

**Due:** Week 6 and Week 11  
**Weighting:** 40%
Individual assignment

i) Pre Study Tour Assignment-20%: The first individual essay will be based on recommended readings, seminars, research and your goals and expectations.

You will identify a business, cultural, social, economic, political related research topic within the context of the Indian business environment to be further pursued during the study tour. Some examples of topic areas are: a) Business leaders in India b) The education system in India c) The textile Industry in India d) The leather industry e) Offshoring and Outsourcing in India f) Indian Software production and its global impact g) Bollywood Industry of India. The British Raj in India. Please note these are just a few suggestions. Please discuss with the lecturer before you embark the assignment.

ii) Post Study Tour Assignment-20%: In the second individual report which is due after the study trip, students are expected to present their reflections on the business and cultural experience during the tour. For this purpose it is recommended that you maintain a reflective journal during your tour for your benefit.

No extension will be granted on the submission of these individual reports. 10% penalty will be applied for every 24-hour delay of submission. This penalty does not apply for cases in which an application for Disruptions to Studies is made and approved.

This Assessment Task relates to the following Learning Outcomes:

- Recognise and understand key concepts and theories on political, economic, social, legal, technological and cultural environments discussed in the literature on conducting business in the Indian context.

- Gain practical knowledge and experience on managing a business in India and conducting research to analyse real-world cases in the global business environment.

- Develop, and understand the characteristics of Indian Society to identify and analyse market trends and specific issues related to emerging markets while working in cross cultural teams and motivate team building including communication styles.

Group field trip presentation

Due: Week 11
Weighting: 20%

Group assignment

Groups will comprise of 3 students and are required to develop a presentation based on their learning’s throughout the semester and the field trip in India. The report will be a combined effort from all the group members. The report should delineate what they learned and how they will apply this knowledge from a business perspective.
No extension will be granted on this assignment. 10% penalty will be applied for every 24-hour delay of submission. This penalty does not apply for cases in which an application for Disruptions to Studies is made and approved.

10% for Individual work and 10% for group work. Students should present the work that was developed by themselves.

This Assessment Task relates to the following Learning Outcomes:

- Recognise and understand key concepts and theories on political, economic, social, legal, technological and cultural environments discussed in the literature on conducting business in the Indian context.
- Gain practical knowledge and experience on managing a business in India and conducting research to analyse real-world cases in the global business environment.
- Apply the above knowledge and skills and develop global leadership strategies and solutions for conducting business in an unknown foreign environment.

**Delivery and Resources**

<table>
<thead>
<tr>
<th>Assessment</th>
<th>Weight</th>
<th>Due Date</th>
<th>Content</th>
</tr>
</thead>
</table>

[http://unitguides.mq.edu.au/unit_offerings/76556/unit_guide/print](http://unitguides.mq.edu.au/unit_offerings/76556/unit_guide/print)
i) Pre Tour: The first individual essay will be based on recommended readings, seminars, research and your goals and expectations from the study tour. You will identify a business related research topic within the context of the Indian business environment to be further pursued during the study tour. Some examples of topic areas are: a) Business leaders in India b) The education system in India c) The textile Industry in India d) The leather industry e) Offshoring and Outsourcing in India f) Indian Software production and its global impact g) Bollywood Industry of India. The British Raj in India. Please note these are just a few suggestions and you are most welcome to select a topic area of your interest. Please discuss with the lecturer before you embark on the assignment.

ii) Post Tour: In the second individual report which is due after the study trip, students are expected to present their reflections on the business and cultural experience during the tour and demonstrate their learning and knowledge gained during the tour. For this purpose it is recommended that you maintain a reflective journal during your tour.

<table>
<thead>
<tr>
<th>Class/Field Trip participation</th>
<th>40%</th>
<th>16.5.17</th>
<th>Active and punctual participation in class activities and the study tour</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group field trip presentation</td>
<td>20%</td>
<td>23.5.17</td>
<td>Groups will comprise of 3-4 students and are required to develop a presentation based on their learning’s throughout the semester and the field trip in India. It should be a combined effort from all the group members on what they learned and how they will apply this knowledge from a business perspective. No extension will be granted on this assignment.</td>
</tr>
</tbody>
</table>

The consultation hours for this unit are on Tuesdays after the lecture. Number and length of classes: 2 hour face-to-face seminars and 2 weeks of study tour.

The timetable for classes can be found on the University web site at: http://www.timetables.mq.edu.au/ You must attend all lectures. Medical certificates must be
provided if you are not able to attend a class without incurring a penalty. Students are expected
to arrive on time, and not to leave until the class ends. If you have a recurring problem that
makes you late, or forces you to leave early, have the courtesy to discuss this with your lecturer/
tutor, this will not be allowed as it interrupts the class. Students must be quiet during classes,
unless of course when class participation is required. Mobile phone must be turned OFF and not
simply set to ‘silent’. Students who disturb or disrupt in lectures will be asked to leave.

**Required and Recommended Texts and/or Material**

This unit has been offered for the first time in Session 1, 2016

There is no prescribed textbook for this unit. A list of recommended readings will be given for
each topic in the seminar series.

Students are encouraged to read widely in the areas of India’s economic reforms, social and
economic conditions and business practices that are available in a wide range of academic
journals and books.

The learning experience is delivered through pre-departure seminars at MQ campus and 2-week
study trip to India where students will visit companies and observe the business environment in
India.

Details of the time and venue for MGMT330 are available on Timetable

The iLearn site for this unit is at [http://www.mq.edu.au/iLearn/](http://www.mq.edu.au/iLearn/).

Classroom sessions are backed up online with lecture notes, case studies, experiential activities,
articles and discussion

**Technology Used and Required**

Students are required to use information technology in this unit. Students will need to use:
Library databases to source materials for the research reports, which are accessed electronically
for conducting research for assignments;

Computer and Electronic (internet) access to ilearn to download unit learning resources and
upload assignments or other materials required for class activities and assignments; Microsoft
word and Power point (where applicable) for the research reports and presentations). You can
check that your computer’s software and hardware are compatibility with Macquarie University
standard requirements at:

[https://learn.mq.edu.au/webct/RelativeResourceManager/25994001/Public%20Files/uw/softw](https://learn.mq.edu.au/webct/RelativeResourceManager/25994001/Public%20Files/uw/softw)

**Unit Web Page** - Course material is available on the learning management system (iLearn). The
web page for this unit can be found at: [https://ilearn.mq.edu.au/login/MQ/](https://ilearn.mq.edu.au/login/MQ/)
# Unit Schedule

<table>
<thead>
<tr>
<th>WEEK</th>
<th>DATE</th>
<th>SEMINAR TOPICS</th>
<th>NOTES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>29.2.17</td>
<td>Introduction to the unit&lt;br&gt;Assessing the environment&lt;br&gt;Political, Economic, Legal, Technological&lt;br&gt;Introduction to doing business in India -&lt;br&gt;The people, the land and the nation.</td>
<td>Group formation&lt;br&gt;Group project instruction &amp; Field trip preparation&lt;br&gt;Reading: Building a market economy on India&lt;br&gt;Case study: International Negotiation: The tale of India’s Dabhol power&lt;br&gt;Experiential activity: Forces at work</td>
</tr>
<tr>
<td>2</td>
<td>7.3.17</td>
<td>Understanding the role of culture in India</td>
<td>Brief on the individual assignment&lt;br&gt;&lt;i&gt;Case study: Hollywood and the rise of cultural protectionism&lt;/i&gt;&lt;br&gt;&lt;i&gt;Reading: McDonald’s and the Hindu Culture&lt;/i&gt;</td>
</tr>
<tr>
<td>3</td>
<td>14.3.17</td>
<td>Investment climate, trade agreements and foreign trade policy</td>
<td>Case study: Ikea’s expansion into India&lt;br&gt;Reading: India’s software sector</td>
</tr>
<tr>
<td>4</td>
<td>21.3.17</td>
<td>Types of enterprise and entry strategies&lt;br&gt;Australian Business operating in India</td>
<td>Case study Mahindra and Mahindra An emerging global giant</td>
</tr>
<tr>
<td>5</td>
<td>28.3.17</td>
<td>PUBLIC HOLIDAY EASTER</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Date</td>
<td>Event</td>
<td>Notes</td>
</tr>
<tr>
<td>---</td>
<td>------------</td>
<td>-----------------------------------------------------------------------</td>
<td>-------------------------------------------------</td>
</tr>
<tr>
<td>6</td>
<td>4.4.17</td>
<td>Demographic changes, labour laws and human resource India and the do’s and don’ts while in India</td>
<td>Case study Ethical leadership: Ratan Tata and India's Tata Group Feedback to the individual essay Pre field study trip Individual report due</td>
</tr>
<tr>
<td></td>
<td>11-4-17</td>
<td>Practical session Guest lecture</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>18.4.17</td>
<td>Study Tour from 15th to the 25th of April</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>2.5.17</td>
<td>No lecture</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>9.5.17</td>
<td>No lecture</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>16.5.17</td>
<td>No lecture</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>23.5.17</td>
<td>Post field trip Individual report due Group project presentations due</td>
<td>Group Project due</td>
</tr>
<tr>
<td>12</td>
<td>30.5.17</td>
<td>Feedback on individual field trip report</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>6.6.17</td>
<td>Feedback on group presentation There is no formal exam for this unit.</td>
<td></td>
</tr>
</tbody>
</table>

There is no formal exam for this unit.
Learning and Teaching Activities

Resources

This unit will be taught via the participant-centered and experiential learning method of teaching. "Experiential learning takes place when a person is involved in an activity, then looks back and evaluates it, determines what was useful or important to remember and uses this information to perform another activity" (John Dewey, 1938). Face-to-face lectures would comprise of seminars of three hours’ duration. Students will partake in lectures, discussions, cases, video cases and experiential exercises in class. Students are advised to attend all lectures and participate in case discussions, missing classes and not participating in case discussions will affect grades. Case studies will be the extensively used. Case analyses are intended to be analytical critiques on some central issues of the case being discussed. As this is a discussion-oriented class, students will read all of the readings and case studies indicated on the course schedule and come prepared to discuss and defend themselves in the class. Students need to complete and submit all assignments and attempt the final exam to complete the unit satisfactorily. Students are urged to read at least one of the books mentioned below and watch a few movies from the list provided.


Policies and Procedures

Macquarie University policies and procedures are accessible from Policy Central. Students should be aware of the following policies in particular with regard to Learning and Teaching:

Academic Honesty Policy http://mq.edu.au/policy/docs/academic_honesty/policy.html
The Disruption to Studies Policy is effective from March 3 2014 and replaces the Special Consideration Policy.

In addition, a number of other policies can be found in the Learning and Teaching Category of Policy Central.

**Student Code of Conduct**

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: [https://students.mq.edu.au/support/student_conduct/](https://students.mq.edu.au/support/student_conduct/)

**Results**

Results shown in iLearn, or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your student email address and will be made available in eStudent. For more information visit [ask.mq.edu.au](http://ask.mq.edu.au).

**Student Support**

Macquarie University provides a range of support services for students. For details, visit [http://students.mq.edu.au/support/](http://students.mq.edu.au/support/)

**Learning Skills**

Learning Skills ([mq.edu.au/learningskills](http://mq.edu.au/learningskills)) provides academic writing resources and study strategies to improve your marks and take control of your study.

- Workshops
- StudyWise
- Academic Integrity Module for Students
- Ask a Learning Adviser

**Student Enquiry Service**

For all student enquiries, visit Student Connect at [ask.mq.edu.au](http://ask.mq.edu.au)

**Equity Support**

Students with a disability are encouraged to contact the Disability Service who can provide appropriate help with any issues that arise during their studies.
Graduate Capabilities

Problem Solving and Research Capability

Our graduates should be capable of researching; of analysing, and interpreting and assessing data and information in various forms; of drawing connections across fields of knowledge; and they should be able to relate their knowledge to complex situations at work or in the world, in order to diagnose and solve problems. We want them to have the confidence to take the initiative in doing so, within an awareness of their own limitations.

This graduate capability is supported by:

Learning outcomes

- Develop, and understand the characteristics of Indian Society to identify and analyse market trends and specific issues related to emerging markets while working in cross cultural teams and motivate team building including communication styles.
- Apply the above knowledge and skills and develop global leadership strategies and solutions for conducting business in an unknown foreign environment

Assessment task

- Group field trip presentation

Engaged and Ethical Local and Global citizens

As local citizens our graduates will be aware of indigenous perspectives and of the nation's historical context. They will be engaged with the challenges of contemporary society and with knowledge and ideas. We want our graduates to have respect for diversity, to be open-minded, sensitive to others and inclusive, and to be open to other cultures and perspectives: they should have a level of cultural literacy. Our graduates should be aware of disadvantage and social justice, and be willing to participate to help create a wiser and better society.

This graduate capability is supported by:

Learning outcome

- Apply the above knowledge and skills and develop global leadership strategies and solutions for conducting business in an unknown foreign environment
Assessment task

• Group field trip presentation

Discipline Specific Knowledge and Skills

Our graduates will take with them the intellectual development, depth and breadth of knowledge, scholarly understanding, and specific subject content in their chosen fields to make them competent and confident in their subject or profession. They will be able to demonstrate, where relevant, professional technical competence and meet professional standards. They will be able to articulate the structure of knowledge of their discipline, be able to adapt discipline-specific knowledge to novel situations, and be able to contribute from their discipline to inter-disciplinary solutions to problems.

This graduate capability is supported by:

Learning outcomes

• Recognise and understand key concepts and theories on political, economic, social, legal, technological and cultural environments discussed in the literature on conducting business in the Indian context.
• Gain practical knowledge and experience on managing a business in India and conducting research to analyse real-world cases in the global business environment.

Assessment tasks

• Class/field trip participation
• Individual report

Critical, Analytical and Integrative Thinking

We want our graduates to be capable of reasoning, questioning and analysing, and to integrate and synthesise learning and knowledge from a range of sources and environments; to be able to critique constraints, assumptions and limitations; to be able to think independently and systematically in relation to scholarly activity, in the workplace, and in the world. We want them to have a level of scientific and information technology literacy.

This graduate capability is supported by:

Learning outcomes

• Recognise and understand key concepts and theories on political, economic, social, legal, technological and cultural environments discussed in the literature on conducting business in the Indian context.
• Gain practical knowledge and experience on managing a business in India and conducting research to analyse real-world cases in the global business environment.
Develop, and understand the characteristics of Indian Society to identify and analyse market trends and specific issues related to emerging markets while working in cross cultural teams and motivate team building including communication styles.

**Assessment task**

- Individual report

**Changes from Previous Offering**

This unit has been offered for the first time in 2016.

There has been minor changes in content of lectures. New case studies, experiential exercises and reading material has been added to the course content.

**Research and Practice, Global and Sustainability**

This unit gives you opportunities to conduct research and gives you practice in applying research findings in your assessments.

The unit uses research from several external sources namely academic journals, books, media articles and government publications as listed below to support your learning of cross cultural concepts, theories and current happenings:

- Journal of Cross Cultural Management
- Diversity in organisations, communities and nations.
- Journal of International Business studies
- Management International review
- OECD Publications

**SUPPLEMENTARY RESEARCH RESOURCES**

- Official website of Geert Hofstede
  

- Global edge Global business resources
  
  [http://globaledge.msu.edu/](http://globaledge.msu.edu/)

- Country profiles
  
  [http://www.kwintessential.co.uk/resources/country-profiles.html](http://www.kwintessential.co.uk/resources/country-profiles.html)

- Virtual Library on International Development
  
  [http://www2.etown.edu/vl/intldev.html](http://www2.etown.edu/vl/intldev.html)

- The World Index of Chambers of Commerce & Industry
  
  [http://www.worldchambers.com](http://www.worldchambers.com)
The United Nations

http://www.un.org

http://economictimes.indiatimes.com/configspace/ads/defaultinterstitial.html

http://timesofindia.indiatimes.com

http://www.ndtv.com/


https://news.google.co.in/

http://www.thehindu.com/

International Business Times http://www.ibtimes.com/ The unit works in collaboration with industry bodies like Optus, Department of Fair Trade, Department of Foreign Affairs and Trade and Sustainable Business, Australia to understand the progress in Global Climate Agreements worldwide and the impact of culture on its acceptances towards sustainable global business practices.

This unit gives you opportunities to conduct research and gives you practice in applying research findings in your assessments. The unit works in collaboration with industry bodies like Optus, Department of Fair Trade, Department of Foreign Affairs and Trade and Sustainable Business, Australia to understand the progress in Global Climate Agreements worldwide and the impact of culture on its acceptances towards Sustainable Global Business Practices.