MGMT330

International Study Tour - India

S1 Day 2017

Dept of Marketing and Management

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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 https://www.mq.edu.au/study/calendar-of-dates

Learning Outcomes

On successful completion of this unit, you will be able to:

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.

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

Assessment Tasks

Name	Weighting	Hurdle	Due
Class/field trip participation	40%	No	Ongoing
Individual report	40%	No	Week 6 and Week 11
Group field trip presentation	20%	No	Week 11

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.

On successful completion you will be able to:

- 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 an 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.

On successful completion you will be able to:

- 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.

On successful completion you will be able to:

- 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

Assessment	Weight	Due Date	Content
Individual report	40%	4.4.17	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.
Class/Field Trip participation	40%	16.5.17	Active and punctual participation in class activities and the study tour
Group field trip presentation	20%	23.5.17	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.

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 website https://timetables.mq.edu.au/2015/Reports/List.aspx

The iLearn site for this unit is at 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

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/

Unit Schedule

WEEK	DATE	SEMINAR TOPICS	NOTES
1	29.2.17	Introduction to the unit Assessing the environment Political, Economic, Legal, Technological Introduction to doing business in India - The people, the land and the nation.	Group formation Group project instruction & Field trip preparation Reading : Building a market economy on India Case study : International Negotiation: The tale of India's Dabhol power plant. Experiential activity: Forces at work
2	7.3.17	Understanding the role of culture in India	Brief on the individual assignment *Case study : Hollywood and the rise of cultural protectionism* *Reading : McDonald's and the Hindu Culture*
3	14.3.17	Investment climate, trade agreements and foreign trade policy	Case study : Ikea's expansion into India Reading :India's software sector
4	21.3.17	Types of enterprise and entry strategies Australian Business operating in India	Case study Mahindra and Mahindra An emerging global giant
5	28.3.17	PUBLIC HOLIDAY EASTER	
6	4.4.17	Demographic changes, labour laws and human resource India and the do's and dont's while in India	Case study Ethical leadership : Ratan Tata and India's Tata Group Feedback to the individual essay **Pre field study trip Individual report due**
	11-4-17	Practical session Guest lecture	.
7	18.4.17	Study Tour from 15th to the 25th of April	
8	2.5.17	No lecture	
9	9.5.17	No lecture	

10	16.5.17	No lecture	
11	23.5.17	**Post field trip Individual report due** **Group project presentations due**	**Group Project due**
12	30.5.17	Feedback on individual field trip report	
13	6.6.17	Feedback on group presentation 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-toface 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. BOOKS TO READ TO LEARN ABOUT INDIA • A Passage to India by E.M.Forster (Fiction) • A Suitable Boy by Vikram Seth (Fiction) • Age of Kali by William Dalrymple • City of Djinns by William Dalrymple • Delhi: A Novel by Khushwant Singh • Freedom at Midnight by Larry Collins and Dominique Lapierre • History of India Vincent Smith • History of the Freedom Movement in India - R C Majumdar • Imagining India by Nandan Nilekani • India: A Portrait by Patrick French • India: From Midnight to the Millennium by Shashi Tharoor • Midnight's Children by Salman Rushdie (Fiction) • Nine Lives William Dalrymple • Shantaram by Gregory David Roberts (Fiction) • The Argumentative Indian by Amartya Sen • The Autobiography of an Unknown Indian" - Nirad C. Chaudhuri. • The Discovery of India by Jawaharlal Nehru • The Mahabharata and Ramayana: Epics, retold by various authors • The Story of India by Michael Wood • The Story of My Experiments with Truth by Mahatma Gandhi • The White Mughal by William Dalrymple INDIAN MOVIES TO WATCH TO LEARN ABOUT INDIA A Mighty Heart A Passage to India (1984) Amu (2006) Before the Rains Being Cyrus (2006) Bend It Like Beckham (2002)

Bhowani Junction Black Narcissus Bollywood Hollywood (2002) Bride and Prejudice (2004) Carry On... Up the Khyber City of Joy (1992) East is East (1999) Eat Pray Love English, August (1994) Fire (1996) Gandhi Heaven on Earth (2008) Hyderabad Blues (1998) Indiana Jones and the Temple of Doom Life of Pi Mission: Impossible - Ghost Protocol Mitr, My Friend (2002 Monsoon Wedding (2001) Mr. and Mrs. Iyer (2002) Octopussy Outsourced Parzania (2007) Singularity Slumdog Millionaire The Best Exotic Marigold Hotel The Bourne Supremacy The Darjeeling Limited The Dark Knight Rises The Great Indian Butterfly (2010) The Lives of a Bengal Lancer The Man Who Would Be King The Myth The Namesake The Other End of the Line The Rains Came The River The Way Back Trishna Zero Dark Thirty

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

Assessment Policy http://mq.edu.au/policy/docs/assessment/policy_2016.html

Grade Appeal Policy http://mq.edu.au/policy/docs/gradeappeal/policy.html

Complaint Management Procedure for Students and Members of the Public http://www.mq.edu.au/policy/docs/complaint_management/procedure.html

Disruption to Studies Policy (in effect until Dec 4th, 2017): http://www.mq.edu.au/policy/docs/disruption_studies/policy.html

Special Consideration Policy (in effect from Dec 4th, 2017): https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policies/special-consideration

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/

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.

Student Support

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

Learning Skills

Learning Skills (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 Services and 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.

Student Enquiries

For all student enquiries, visit Student Connect at ask.mq.edu.au

IT Help

For help with University computer systems and technology, visit http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/.

When using the University's IT, you must adhere to the Acceptable Use of IT Resources Policy. The policy applies to all who connect to the MQ network including students.

Graduate Capabilities

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 systemically 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

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

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

http://www.geert-hofstede.com/

Global edge Global business resources

http://globaledge.msu.edu/

Country profiles

http://www.kwintessential.co.uk/resources/country-profiles.html

Virtual Library on International Development

http://www2.etown.edu/vl/intldev.html

The World Index of Chambers of Commerce & Industry

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/

http://www.bbc.com/news/world/asia/india

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, Austalia to understand the progress in Global Climate Agreements worldwide and the imapact 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, Austalia to understand the progress in Global Climate Agreements worldwide and the imapact of culture on its acceptances towards Sustainable Global Business Practices.