



# MGMT330

## International Study Tour - India

S1 Day 2018

*Archive (Pre-2019) - Dept of Marketing and Management*

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#### **Disclaimer**

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## General Information

Unit convenor and teaching staff

Unit Coordinator & Lecturer

Dr Meena Chavan

[meena.chavan@mq.edu.au](mailto:meena.chavan@mq.edu.au)

Contact via Email

Bldg E4A level 6 Room 625

Wednesdays 11 to 12pm

Credit points

3

Prerequisites

(36cp at 100 level or above) 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
<a href="#">Field trip participation</a>	40%	No	15th April - 29th April
<a href="#">Post tour - Individual report</a>	30%	No	23th May, 2018 - 5 pm
<a href="#">In class participation</a>	30%	No	Every week Wednesday's

### Field trip participation

Due: **15th April - 29th April**

Weighting: **40%**

Students are required to actively participate in all activities scheduled during the field trip. Students will be assessed on 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 a positive attitude toward learning, and demonstration of cultural sensitivity on all occasions, behaving respectful and being courteous is an important requirement at all meetings, visits and gatherings during the international study tour to India. Please find further details on the assignment in the 'Assignment Guide' and the marking rubrics on ilearn.

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.

### Post tour - Individual report

Due: **23th May, 2018 - 5 pm**

Weighting: **30%**

**Post tour Report - Individual assignment - 30%**

For this report, you will identify a business, cultural, social, economic, political related research topic within the context of the Indian business environment to be researched and further explored during the study tour. Some samples of topic areas are given in the 'Assignment Guide'. The individual report is due after the study trip and is based on research, reflections and experience during the tour. For this purpose, it is recommended that you maintain a reflective journal during your tour for your benefit. Further details on the structure, presentation and Turnitin submission and marking rubrics for the report can be found on ilearn and the 'Assignment Guide'. 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 to 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.

## In class participation

Due: **Every week Wednesday's**

Weighting: **30%**

### Experiential activity

Students will be formed into groups of 4 students and will partake in an experiential activity each week. Details of the experiential activities and marking rubrics can be found in the 'Assignment Guide' on ilearn.

On successful completion you will be able to:

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

## Delivery and Resources

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

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 recommended on ilearn.

The learning experience is delivered through pre-departure seminars at MQ campus and 2-week study tour to India where students will visit industry, government organisations, cultural, social and educational institutions to observe and understand 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 Powerpoint (where applicable) for the research reports and presentations). You can check that your computer's software and hardware are compatible 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	28.2.18	<p>Introduction to the unit</p> <p>Assessing the environment Political, Economic, Legal, Technological</p> <p>Introduction to doing business in India - The people, the land and the nation.</p>	<p>Group formation</p> <p>Group assignment instruction &amp; Field trip preparation</p> <p>Reading: Building a market economy in India</p> <p>Case study: International Negotiation: The tale of India's Dabhol power plant.</p> <p>Experiential activity: Forces at work</p>
2	7.3.18	Understanding the role of culture in India	<p>Brief on the individual assignment</p> <p><i>Reading: McDonald's and the Hindu Culture</i></p> <p><i>Case study: Hollywood and the rise of cultural protectionism</i></p> <p>Experiential activity: India staffing</p>
3	14.3.18	Investment climate, trade agreements and foreign trade policy	<p>Reading: India's software sector</p> <p>Case study: Ikea's expansion into India</p> <p>Experiential activity: Video</p>
4	21.3.18	<p>Types of enterprise and entry strategies</p> <p>Australian Business operating in India</p>	Case study Mahindra and Mahindra An emerging global giant
5	28.3.18	Demographic changes, labour laws and human resource India and the do's and don'ts while in India	<p>Case study Ethical leadership: Ratan Tata and India's Tata Group</p> <p>Experiential activity: Cross badging &amp; Daikin growth strategy in India</p>
6	4-4-18	Guest lecture	.
7	11.4.17	Practical session/Study Tour from 15th to the 29th of April	Case study: Bacardi
8	2.5.17	No lecture	
9	9.5.17	No lecture	

10	16.5.17	No lecture	
11	23.5.17	<b>Individual report due</b>	
12	30.5.17	Feedback on individual report	
13	6.6.17	Feedback on group work There is no formal exam for this unit.	

## Learning and Teaching Activities

### Resources

This unit will be taught via the participant-centred 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 two 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 before the due date.

### Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central) (<https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central>). Students should be aware of the following policies in particular with regard to Learning and Teaching:

- [Academic Appeals Policy](#)
- [Academic Integrity Policy](#)
- [Academic Progression Policy](#)
- [Assessment Policy](#)

- [Fitness to Practice Procedure](#)
- [Grade Appeal Policy](#)
- [Complaint Management Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#) (**Note:** The Special Consideration Policy is effective from 4 December 2017 and replaces the Disruption to Studies Policy.)

Undergraduate students seeking more policy resources can visit the [Student Policy Gateway](https://students.mq.edu.au/support/study/student-policy-gateway) (<https://students.mq.edu.au/support/study/student-policy-gateway>). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

If you would like to see all the policies relevant to Learning and Teaching visit [Policy Central](http://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central) (<http://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/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/study/getting-started/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/>

## 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 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](http://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/](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

- Field trip participation
- Post tour - 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**

- Post tour - 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**

- In class participation

## **Effective Communication**

We want to develop in our students the ability to communicate and convey their views in forms effective with different audiences. We want our graduates to take with them the capability to read, listen, question, gather and evaluate information resources in a variety of formats, assess, write clearly, speak effectively, and to use visual communication and communication technologies as appropriate.

This graduate capability is supported by:

## **Assessment task**

- In class participation

## 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

## Changes from Previous Offering

There have been minor changes in the 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, Australia to understand the progress in Global Climate Agreements worldwide and the impact of culture on its acceptances towards sustainable global business practices.

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