

# IBUS90003 Managing the Multinational

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| <b>Credit Points:</b>                    | 12.5   |
| <b>Level:</b>                            | 9 (Graduate/Postgraduate)  |
| <b>Dates &amp; Locations:</b>            | 2015, Parkville<br>This subject commences in the following study period/s:<br>Semester 1, Parkville - Taught on campus.<br>Semester 2, Parkville - Taught on campus.   |
| <b>Time Commitment:</b>                  | Contact Hours: One 3-hour lecture per week Total Time Commitment: Approximately 2.5 hours of personal study per hour of class time is required to achieve a satisfactory level of performance  |
| <b>Prerequisites:</b>                    | Entry to Master of International Business, Master of Human Resource Management, Master of Commerce (Management), Master of Commerce (Marketing), Master of Management and Master of Management (Human Resources). (MC-MGTS, MC-MGMT, MC-MGTHRES, MC-MGMTHRE, MC-COMMGT, MC-COMMKT).  |
| <b>Corequisites:</b>                     | None   |
| <b>Recommended Background Knowledge:</b> | None   |
| <b>Non Allowed Subjects:</b>             | None   |
| <b>Core Participation Requirements:</b>  | For the purposes of considering requests for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Students Experiencing Academic Disadvantage Policy, academic requirements for this subject are articulated in the Subject Description, Subject Objectives, Generic Skills and Assessment Requirements for this entry. The University is dedicated to provide support to those with special requirements. Further details on the disability support scheme can be found at the Disability Liaison Unit website: <a href="http://www.services.unimelb.edu.au/disability/">http://www.services.unimelb.edu.au/disability/</a>   |
| <b>Coordinator:</b>                      | Dr Sachiko Yamao   |
| <b>Contact:</b>                          | MBS @ Berkeley Street<br>Level 4, 198 Berkeley Street<br>Telephone: +61 3 8344 1670<br>Email: <a href="mailto:mbs-enquiries@unimelb.edu.au">mbs-enquiries@unimelb.edu.au</a><br>Web: <a href="http://mbs.unimelb.edu.au">http://mbs.unimelb.edu.au</a> ( <a href="http://mbs.unimelb.edu.au/">http://mbs.unimelb.edu.au/</a> )   |
| <b>Subject Overview:</b>                 | This subject explores two important areas of concern facing managers of multinational corporations. First it examines the relationship and balance between global integration and local responsiveness that lies at the heart of understanding strategies of multinational enterprises (MNEs). This brings with it the question of organisational structure and design and aspects of the internal management of the MNE such as subsidiary tasks, control and coordination. Second, it delves into the many factors within host economies that impact on MNE operations. Third, it also deals with contemporary issues around managing MNEs such as MNEs from emerging economies and sustainability, ethics, and diversity in international business. |
| <b>Learning Outcomes:</b>                | <p><b>On successful completion of this subject, students should be able to:</b></p> <ul style="list-style-type: none"> <li># Understand the centrality of the Integration-Responsiveness grid and its application in modern corporations, comprehend how the internal functioning of MNC is managed, how resources such as materials and labour are accessed;</li> <li># Appropriately apply these theories, models, ideas and concepts to different scenarios as presented in case studies and exercises;</li> <li># Analyse and synthesise different theories, models, ideas and concepts; and</li> </ul>  |

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|                           | # Critically evaluate different theories, models, ideas and concepts usefulness in addressing the problems of global management.  |
| <b>Assessment:</b>        | 800 word individual reflective essay #1. Due in Week 4 (10%); 3000 word individual case analysis. To be completed between Weeks 5 -12 (Students have to select ONE case out of six cases that are discussed between Weeks 5 -12) (40%); 3200 word group case. To be completed between Weeks 5 -12 (Students will be allocated into groups and ONE case out of six cases that will be discussed between Weeks 5 -12 will be assigned to each group) (40%); and One 30 minute group presentation (around 7 minutes per person) based on the case allocated to the group. To be completed between Weeks 5 and 12 on the day the case will be discussed in class (10%). |
| <b>Prescribed Texts:</b>  | To be advised.  |
| <b>Recommended Texts:</b> | To be advised.  |
| <b>Breadth Options:</b>   | This subject is not available as a breadth subject.   |
| <b>Fees Information:</b>  | Subject EFTSL, Level, Discipline & Census Date, <a href="http://enrolment.unimelb.edu.au/fees">http://enrolment.unimelb.edu.au/fees</a>   |
| <b>Generic Skills:</b>    | <p><b>On successful completion of this subject, students should have improved the following generic skills:</b></p> <ul style="list-style-type: none"> <li># Research skills involving the use of written and electronic sources and other forms of data and information;</li> <li># A range of analytical approaches to critically evaluate complex arguments in international management;</li> <li># The ability to evaluate, interpret and present analysis in oral and written communication; and</li> <li># Ability to work co-operatively in teams within a culturally diverse environment.</li> </ul>  |
| <b>Related Course(s):</b> | Master of Accounting<br>Master of International Business<br>Master of International Business<br>Master of Management<br>Master of Management  |