



BUSINESS SCHOOL

Course Outline 2016
INTBUS 307: INTERNATIONAL MANAGEMENT AND STRATEGY
(15 POINTS)

Semester 2 (1165)

Course Prescription

Examines theories and practices of management in a cross-border context. Focuses on strategies and their implementation in international markets and how management changes when done internationally.

Programme and Course Advice

Prerequisites: INTBUS 201 OR INTBUS 202 OR INTBUS 210

Restriction: INTBUS 303

Goals of the course

This course aims to enable students to understand what international management and international strategy are and analyse the crucial factors that influence them. Accordingly, the course covers issues regarding international management in terms of its domain, multinational corporations as global players, different entry mode strategies, global talent management, cross-cultural communication and knowledge management across borders.

Learning Outcomes

By the end of this course, students are expected to:

1. Master concepts needed to understand international management and strategy,
2. Understand and analyse issues that are central to international management, and
3. Understand and analyse issues that are central to international strategy

Content Outline

- The Domain of International Management
- The MNC
- Cross-border Mergers and Acquisitions
- Cross-border Joint Ventures
- Emerging Markets Strategies
- Global Talent Management
- Expatriation
- Repatriation
- Communicating across Cultures. Cultural Intelligence.
- Knowledge Management across Borders

Learning and Teaching

Each week consists of a 2-hour session that takes place in class, followed by 1-hour of work through Canvas. Students are expected to study carefully the assigned course readings prior to the in-class sessions. Independent learning is assumed and necessary.

Teaching Staff

Professor Snejina Michailova
Department of Management and International Business
Email: s.michailova@auckland.ac.nz

Dr Grigorij Ljubownikow
Department of Management and International Business
Email: g.ljubownikow@auckland.ac.nz

Learning Resources

There is no prescribed textbook for this course. Readings, presentations, and complementary materials will be available on Canvas.

Assessment

Individual Assignment (Due 26 August, 9am)	35%
Group Assignment	20%
Final Exam	45%

Learning Outcome	Individual Assignment	Group Assignment	Final Exam
1	x	x	x
2	x	x	x
3	x	x	x