

MIBP - COURSE CATALOG

AUTUMN SEMESTER 2009

Last update: 9.4.2009. All information is subject to change.

Malaysia International Business Program (MIBP) Sept. 1 to Dec. 4, 2009

Dates	Courses and Professors	Hours
Aug. 27-28 & Sept. 1-2 Sept. 4	Student Arrival Days Orientation Day	
Sept. 7 -Sept. 18	Consumer Behavior Professor George P. Moschis Georgia State University, USA mktgpm@langate.gsu.edu	9.00am – 1.00pm Monday to Friday
Sept. 21 -Oct. 2	Asian Management Professor Francis Piron, Ph.D. University Technology Malaysia francispiron@gmail.com	9.00am - 1.00 pm Monday to Friday
Oct. 5 -Oct. 16	International Human Resources Management Associate Professor Rosmini Omar, Ph.D. University Technology Malaysia Rosmini.Omar@minotstateu.edu	9.00am – 1.00pm Monday to Friday
Oct. 17 -Oct. 25	SEMESTER BREAK	
Oct. 26 -Nov. 6	Cross-Cultural Management Director Martin Desmaras International Business Intelligence Asia-Pacific ibi@ibiasia.net	9.00am – 1.00pm Monday to Friday
Nov. 9 -Nov. 20	Competitive analysis Dr. Manjit S. Sandhu Monash University Malaysia manjit.singh@buseco.monash.edu.my	9.00am – 1.00pm Monday to Friday
Nov. 23 - Dec. 9	Management of SME's and Entrepreneurship Dr. Nelson Ndubisi, Professor of Entrepreneurship University of Nottingham Malaysia olynel@hotmail.com	9.00am – 1.00pm Four days per week for the first two weeks, two days for the third week

All courses are subject to change.

Consumer Behaviour, 6 ECTS units

September 2009

Instructor: Professor George P. Moschis
Professor of Marketing
Georgia State University
University Plaza
Atlanta, GA 30303
Email: gmoschis@gsu.edu

Required Text: Henry Assael, Consumer Behavior: A Strategic Approach, Boston: Houghton Mifflin.

Additional Readings: Class handouts.

Course Objectives: This course has two main objectives:

- (1) to acquaint the student with theories, concepts, techniques, and research findings which may be useful to the study of consumer behavior; and
- (2) to relate behavioral concepts and findings to marketing decision-making.

Classroom Procedure: A combination of lecture and discussion will be used throughout the course. The lectures will be used to amplify and extend text material. Students are expected to participate in class discussion. A portion of your grade will be based on your class contributions. There will be daily at-home assignments for classroom discussion.

Examination & Grading: There will be three major exams.

GRADING BREAKDOWN

Exam I	30% (150 pts.)
Exam II	30% (150 pts.)
Group Project*	30% (150 pts.)
Class Participation and Attendance	<u>10% (50 pts.)</u>
	100% (500 pts.)

Class Attendance: Students are expected to attend all classes. They will be asked (randomly) to discuss class assignments and absences will affect their class-participation grade.

TENTATIVE OUTLINE

Sept. 7	Chapter 1– Orientation; a managerial approach Chapter 2 – Complex decision making
Sept. 8	Chapter 3 – Consumer research and consumer learning Chapter 4– Low involvement consumer decisions Chapter 5—Situational influences
Sept. 9	Chapter 6 – Consumer perceptions Chapter 7 – Information processing Chapter 8 – Attitude development & change
Sept. 10	Chapter 9 – Demographics and social class Chapter 10 – Lifestyles and personality
Sept. 11	Project: Field trips—visit marketplaces, observe and record shopping behaviors of Malays and marketing practices of businesses.
Sept 14	Exam I – (Chapters 1-10); Chapters 11 & 12 – Cultural and subcultural influences
Sept 15	Chapter 13– Cross-cultural/global influences Chapter 14--Reference groups Chapter 15--Household decision making
Sept 16	Chapters 16-- Group communications Chapter 17-- Marketing Communications Chapter 18 – Market segmentation
Sept 17	Project presentations (reports on field trips)
Sept 18	Exam II – (Chapter 11-18);

***Group project:** This assignment involves on-site observations of shopping habits of Malay consumers, marketing practices of business establishments, in-depth interviews with Malay consumers and retail vendors. Oral in-class reports are to include the findings from these shopping field trips as they relate to (a) consumer behavior material covered in the course and (b) differences in comparison to your experiences in your country. More details will be given in class. All group members are expected to contribute to these reports (there will be peer evaluations, which will be considered by the instructor in assigning grades).

Professor

George Moschis, Ph.D., is Professor of Marketing, at Georgia State University. He has been studying the lifestyles and habits of different generations in U.S.A. and other countries for more than 30 years. Through his Center, which is globally known and has been recognized over the years by American Demographics as one of the best sources of marketing information in the United States, Dr. Moschis has conducted dozens of studies and has disseminated his research findings to thousands of organizations. His list of publications includes more than 150 peer-reviewed articles and papers, dozens of research monographs, and seven books.

Dr. Moschis is also a frequent contributor to various consumer and trade publications in this country and abroad, and has been recognized by educators and practitioners on several occasions for his contributions to marketing knowledge and practice. He has served on the editorial boards of leading scientific journals, and he is one of the most frequently-cited authors by those who publish in academic and practitioner journals in his field.

As a guest of various types of organizations around the globe, Dr. Moschis lectures annually in several countries in the five continents and is considered as one of the world's foremost authorities on topics related to consumption habits of different generations. He has consulted with and developed programs for a variety of leading corporations and government agencies worldwide, and has been a frequent speaker at business forums and a guest on national and international television networks.

(All courses are subject to change.)

Asian Management, 6 ECTS units

The course **Asian Management** offers an in-depth analysis of the fundamental changes that have taken place both in business environments and in business practices in Asia. It reviews the current Asian management practices and highlights individual, organizational and societal influencers. It is aimed at students interested in furthering their understanding about Asian enterprise management.

The topics covered include:

Asian Management in a Changing World,

The Management Challenges of Large Asian Nations,

Managing Industrial Development through Learning,

Managing the Process of Continuity-in-Change,

Dynamic and Divergent Asian management Responses to Convergent Global Imperatives

Textbook:

Asian Management in Transition: Emerging Themes, Shamir R. Chatterjee and Alan R. Nankervis (editors), Palgrave Macmillan, 2006

Lecturer:

Prof. Francis Piron, University Technology Malaysia

Dr. Francis Piron is a Professor of International Business at the International Business School of Universiti Teknologi Malaysia in Kuala Lumpur, Malaysia. He received his B.Sc. degree from University of Louisiana, USA, his MBA-MIM degree from American Graduate School of International Management, Glendale, Arizona, USA and his Ph.D. degree in Business Administration from Graduate School of Business, University of South Carolina, USA.

He has been Assistant Professor at the School of Business, the University of Alaska, Anchorage, Lecturer in International Business at the Chinese University of Hong Kong, Senior Lecturer in Marketing at the Nanyang Technological University in Singapore and a Professor of Marketing at the University of Macau, Peoples Republic of China.

Dr. Piron has taught in MBA Programs at the China-Europe International Business School in Shanghai and Guang Hua School of Management of Peking University. He has also taught at leading business schools in France such as ESSEC in Paris and CERAM in Nice.

International Human Resources Management,

6 ECTS units

Instructor: Assoc. Prof. Dr. Rosmini Omar

e-mail: rosmini@citycampus.utm.my

Office : International Business School, Universiti Teknologi Malaysia, Jalan Semarak, Kuala Lumpur

Consultation Hours : by appointment

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Course Synopsis

This course provides fundamental, yet critical issues, related to talents that organizations must manage as they set global ventures from home-base to abroad. With such a global outlook, organizations of all sizes need to align corporate strategies and effective management of talents in order to gain long-term sustainability. This is a challenging ask for multinational enterprises and transnational corporations because every stakeholder, especially the staff must feel comfortable with diversity and uncertainty. It is an intricate issue as organizations strike balance between internal and external factors of each different country, while making appropriate adjustment to structures, policies, and strategies for managing their employees as they move from one host- country to another.

This course is delivered via two loci. The first locus initiates students to appreciate the essence of strategic orientation when managing and leading international corporate, entrepreneurial ventures. The second locus lead students to examine the various lenses of HRM activities namely human resource planning, employer-employee relations, recruitment and selection, training and development, performance management and reward systems, as well as re-entry and career planning and industrial relations. All the HRM activities are discussed with the understanding that national culture and country specifics differ, and thus students need to capture and cultivate the skills to understand diverse groups of people for work effectiveness. International management of the human capital is an integral component of business development and thus links closely to the overall corporate strategy, vision, mission and values. An understanding of international HRM would influence the character, development, quality and productivity of the human capital. It helps any firm to achieve its primary strategic goal of enhancing value creation and global competitive advantage.

Course Objectives

Upon completion of this course, students should be able to:

- understand the nature of International HRM and appreciate how and why International HRM has become so critical to entity's competitiveness and to our society's well-being
- to develop greater sensitivity and confidence in our own capacity when working across cultures and this must effectively encompass all the HRM processes
 - staffing for international growth and operations
 - recruiting and selecting
 - training, development and succession planning
 - compensating, motivating and rewarding
 - performance management
 - repatriation, re-entry
 - industrial relations
- to develop a global mindset that enable the process of reflecting, sharing, discussing and writing thoughtfully issues of HRM from the perspectives of culture and diversity.

Required Material

Peter J. Dowling, Marion Festing, and Allen D.Engle, Sr. International Human Resource Management: Gaining a Competitive Advantage. London: Thompson Learning, 5th edition.

Course Assessment

Methods Percentage

Participation: 15

Assignments:

Group Case Analysis (Written & Presentation):30

Individual Global Mindset Reflection:15

Paper

Final Examination: 40

Total 100

Course Requirements & Policies

You are expected to fulfill the following requirements of the course to obtain a grade:

- Attendance
Attendance for face to face class is compulsory. Any student not attending a class should provide a medical certificate or a written justification. Punctuality is equally important.
- Participation
Students are required to participate actively in class discussion, exercises and other class activities. It is just not enough to read and study the lectures given by the instructor, or to participate mentally in the discussion without voicing out your opinions or relating your own experiences. Students are expected to read the topics before coming to class, and be ready with the case analyses or class presentations, according to the schedule given in the course plan.
- Assignments
This course gives emphasis to both individual and group effort, as much as incorporates theories and real world conflicts and phenomena. Thus, the types of assignments for this class reflect these patterns. Generally, each student is required to submit written assignments given the specific submission date shown in the course plan. The instructor fully appreciates students who diligently submit all assignments before or exactly on the due dates with excellent standard of work.
- Such students will be given Tier 1 marks. If you encounter any problem to submit assignments on the specific date, let the instructor know. Otherwise, your marks on the assignments will be moved to Tier 2 or 3 (where marks will be penalized on a daily basis), depending on the period between the deadlines and your submission.
- All assignment submission can be either in hardcopy or softcopy (via email, but make sure you are 100% VIRUS FREE!)

Cross-Cultural Management, 6 ECTS units

Lecturer:

José Martín Desmaras Luzuriaga

MSC Cultural Anthropology

Director, International Business Intelligence Asia-Pacific.

Senior Director, Santa Trade (Santa Catarina Trade Office)

Lecturer of International Relations, International Logistics and Cross-Cultural Management.

Educational Background

Master in Anthropology, Universidade Federal de Pernambuco, Brazil, 2001

Bachelor in Political Science, Universidad del Salvador, Argentina, 1996

Professional Background

Lecturer of Graduate Programs (Master's and Specialization Level) at the following higher education institutions: California State University, East Bay; International Trade Institute, Taiwan; Centro Universitário de Jaraguá do Sul, Brazil; Universidade do Alto Vale do Itajaí, Brazil; Universidade do Vale de Itajaí, Brazil. Teaching Field: Cross-Cultural Management, Global Business and Business English.

Lecturer of Undergraduate Programs at the following higher education institutions: Centro Universitário de Jaraguá do Sul, Brazil; Chinese Culture University, Taiwan. Teaching Field: Cross-Cultural Management, International Relations, Global Business, International Logistics, Research Methodology and Business English.

Director of International Business Intelligence Asia-Pacific (IBI-Asia) – Consulting Firm with a focus on international market intelligence and business promotion for enterprises, consortia and governments (2005 through present).

Director of International Business Intelligence of the Americas (IBI-Americas) – Consulting Firm with a focus on international market intelligence and business promotion for enterprises, consortia and governments (2004 through present).

Consulting and/or Executive Training

Clients include companies, associations and government agencies in Brazil, Argentina and Taiwan.

Subjects of Interest

Cross-Cultural Management

International Business

International Relations

Internationalization of SMEs.

Course Description:

This is a course in cross-cultural management, with a focus on Asian markets, designed to develop and implement an integrated approach to managing multicultural business relations. Its purpose is to enable participants to sharpen the quality of communication, negotiation and conflict-resolution skills within an intercultural context. Emphasis is placed on organizational culture, cross-cultural management and multicultural environment analysis. The course correlates theory with real-world examples, the instructor's/participants' experiences, intensive case analysis, and interactive exercises to develop the cross-cultural skills and capabilities demanded in Asian cultures to develop effective business and work relations.

Course Objectives:

This course is designed to enhance management and negotiation skills for executives to operate successfully across cultural borders. It proposes a theoretical framework to analyze the nature of cross-cultural communication and negotiation strategies and tactics. It addresses features of Asian business cultures and discusses how to communicate, negotiate and manage conflict effectively.

The course is organized into five distinct sections. The first section develops a framework for understanding the types of organizational cultures, discusses the challenges involving the management of multicultural groups, and turns the spotlight on corporate culture issues that affect the operation of global firms. The second section examines the role of intercultural communication when dealing with Asian cultures and discusses practical approaches to reach win-win situations. The third section builds an understanding of cultural values behind the different Asian negotiation styles, analyses processes and outcomes, and proposes practical ways of attaining “zones of common agreement”. The final section aims at further developing analytical capabilities to understand the impact of culture in real-life global business situations and at gaining “communicational empathy” in multicultural environments.

The following are the major objectives of this course:

1. To help participants gain an appreciation and understanding of the nature of culture and cross-cultural communication, emphasizing on the impact of culture on business practices in Asia.
2. To develop skills to improve communication with individuals from Asian cultures, with the aim of enhancing management skills in multicultural environments.
3. To enable participants to develop cross-cultural negotiation skills with business people of Chinese, Indian, and Malay origin, determined by specific cultural/national contexts.
4. To gain insight in global human resource management issues, related to executive posting in Asia.
5. To enable participants to exercise cross-cultural abilities through real-life communication and negotiation practices.

Text:

Managing Cultural Differences, Sixth Edition: Global Leadership Strategies for the 21st Century (Managing Cultural Differences), Philip R. Harris, Robert T. Moran, and Sarah V. Moran, 2004

Course Format

This course will be conducted as a seminar with a discursive coverage of the selected topics. The instructor will present the material in an interactive format and the presentation will be interspersed with the discussion of cases. Participants will be called upon to contribute to the discussions and to make presentations of the cases assigned. The course will consist of lecture/discussion sessions combined with case presentations, discussions of classic and recent articles, group discussions, and role playing.

Course Evaluation Method

Participants are required to analyze and present a major cross-cultural business strategy case, critique other case presentations, participate in class discussions, and complete two written assignments. The final grade will be determined on the basis of an arbitrary weighting of these criteria. Teamwork will be at a premium but care will also be taken to isolate independent and original work by each participant. The grade for the course will be determined as follows:

Final test	50%
Written Assignments	30%
Class Participation	20%
Total	100%

All courses are subject to change.

Competitive Analysis, (6 ECTS units)

Semester: NOVEMBER 2009

Course Lecturer: **Dr Manjit Singh Sandhu**

Office: Department of Management, School of Business, Monash University, Sunway Campus

Telephone: 03-55146195/012-2016281

E-mail: manjit.singh@buseco.monash.edu.my

Course Objective:

The unit aims to provide students with an understanding of the fundamental determinants of competitive advantage

This unit is designed to enable students to:

Knowledge

- describe the competitive environment and drivers of competitiveness
- define the influence of internal and external factors on performance
- recognise the impact of industry and firm specific conditions
- understand the linkage between competitiveness and performance and
- understand the role of scale and scope

Skills

- use qualitative and quantitative data to assess competitive advantage and strategic options
- integrate theory and practice in assessing complex competitive situations
- analyse firm financial, market, organisational and production data and
- take responsibility for their own learning through application to current cases

Attitudes and Values

- appreciate the complexity of strategic choice
- explore the ethical boundaries of law, economics and corporate behaviour
- develop an interdisciplinary approach to understanding strategy and competitiveness and
- understand the emerging impact of global and technology factors on performance

Learning Methodology

This unit will involve interactive classes, case analyses and group learning activities as well as a significant amount of self-directed learning

Recommended Textbook:

COMPETITIVE STRATEGY ANALYSIS. Robert M.Grant, Sixth edition published 2008 by Blackwell Publishing Ltd

Additional References:

Ansoff, H.I. and McDonnell, E. (1990). *The Essence of Strategic Management*, New York: Prentice Hall.

Baden-Fuller, C. and Stopford, J.M. (1996). *Rejuvenating the Mature Business*. (2nd Ed.) London: Routledge.

Brewster, D. (1997). *Business Economics*. London: Dryden.

Collis, D.J. and Montgomery, C.A. (2006), *Corporate Strategy: A Resource-Based Approach*, 2/e, New York: McGraw Hill.

D’Aveni, R.A. and Gunther, R. (1995). *Hyper-competitive Rivalries*. New York: Free Press.

David, F, (2006) *Strategic Management:Concepts and Cases*, 10th edition, Pearson

Fleisher, Craig S. and Bensoussan, Babette E. (2007) *Business and Competitive Analysis: Effective Application of New and Classic Methods*. Upper Saddle River: FT Press.

Ford, D. and Saren, M. (1996). *Technology Strategy for Business*. London: International Thomson Business Press.

Ghemawat, P. (2001). *Strategy and the Business Landscape*. New Jersey: Prentice Hall.

Grant, R. M. (1999). *Cases in Contemporary Strategy Analysis* (2nd ed.) Oxford: Blackwell.

Hanson, D., Dowling, P., Hitt, M.A. Ireland, R.D. Hoskisson, R.E. (1999). *Strategic Management: Competitiveness and Globalization* Pacific Rim Ed. Nelson, Melbourne

Kay, J. (1993). *Foundations of Corporate Success*. New York: Oxford University Press.

Mischlewski, D. (1995). *Sustaining Competitive Advantage*. South Melbourne: Pitman Publishing

Thompson, A.A. Jr., Strickland III, A.J. and Gamble, J.E. (2005) *Crafting and Executing Strategy: The Quest for Competitive Advantage* 14th New York: McGraw-Hill Irwin.

Course Assessment:

Assignments	60%
Final Examination:	40%

Total:

100%

LECTURE PROGRAM

DATE	TOPIC	REQUIRED READING
	1. The concept of strategy <ul style="list-style-type: none">• contribution of strategy to the success of organisations• role of strategy in providing direction and integration of the activities and decisions of firms• how strategy builds linkages between organisational goals and values, organisational resources, and the external environment• the distinction between business and corporate strategy• strategy as rational choice versus strategy as process	Grant (2008) Chapter 1
	2. Tools of strategic management: goals, values and performance <ul style="list-style-type: none">• strategy as a quest for profits• analysing performance• setting performance targets• values and mission	Grant (2008) Chapter 2,
	3. The analysis of industry and competition <ul style="list-style-type: none">• analysing industry attractiveness• industry definition and key success factors• static versus dynamic industry analysis• industry segmentation analysis, strategy groups, and competitor analysis	Grant (2008) Chapters 3, 4
	4. Internal environment of the firm: resources and capabilities analysis <ul style="list-style-type: none">• resources and capabilities and their role in strategy formulation• resources of the firm and organisational capabilities• resources and capabilities and profit potential• developing resources	Grant (2008) Chapter 5
	5. Internal environment of the firm: organisation and management systems	Grant (2008)

	<ul style="list-style-type: none"> • principles of organisational design • structural forms • management systems for coordination and control 	Chapter 6
	<p>6. The nature and sources of competitive advantage</p> <ul style="list-style-type: none"> • emergence of competitive advantage • sustaining competitive advantage • competitive advantage in different market settings • sources of cost advantage • differentiation advantage • costs, differentiation and the value chain 	Grant (2008) Chapters 7, 8 & 9
	<p>7. Business strategies and industry evolution</p> <ul style="list-style-type: none"> • life cycle model • changes in structure, competition and success factors over the life cycle • preparing for the future 	Grant (2008) Chapter 10
	<p>8. Business strategies in different industry contexts</p> <ul style="list-style-type: none"> • competitive advantage in technology-intensive industries • strategy and the management of technology and innovation • implementing technology strategies • key success factors in a mature industry environment • strategy implementation in mature industries • strategies for declining industries 	Grant (2008) Chapters 11 and 12

COURSEWORK (60%)

ASSIGNMENT 1 (INDIVIDUAL)-20%

Your **individual contribution** is worth 20 percent of the total assessment made up of two components worth 10% each)

This will be assessed via a "Contemporary Competitive Analysis Watch" written paper, and presentations.

Examples of strategic analysis and strategic decisions can be found in many business publications. You are to seek out a current article that addresses issues of competitive analysis at a business or industry level. You may choose any current event or discussion that you feel is **relevant to material covered in this unit**. Sources could include the daily press, journals, business magazines, professional association newsletters.

You are required to give a **10-minute presentation based** on you selected article (10%). The key evaluation criteria will be how well you identify the linkages between the article you have found and the theoretical

and analytical material covered in this unit. Peer group assessment may be used to assist in the allocation of marks for this presentation.

Your presentation should attempt to:

- give a (very) brief summary of the key point(s) of the article.
- discuss how the article relates to the concept(s) examined in the course (clearly note the concept(s) being illustrated) and the implications for business practitioners.
- give your personal evaluation of, and reaction to, the article (your evaluation should be based upon the perspectives you are gaining from this course - be honest in your evaluation).
- generate thoughtful comment and discussion from your peers

You MUST **submit a brief summary report** of your presentation(10%) (no more than two A4, typed, double-spaced pages) and a copy of the article you choose, clearly identifying the source and the date of publication. (You might also consider giving a copy to each of your classmates to generate comment and discussion). The summary and articles are due on the day you present.

Presentations will be spread out over the two weeks. Your lecturer will allocate times and dates for individual presentations.

ASSIGNMENT 2 (GROUP WORK)-40%

The GROUP work will account for 40 percent of the total assessment. It will take the form of a presentation (20%) and a brief summary report (20%). You should form into syndicate groups made up of three members only.

Your GROUP is to provide a background briefing on the **nature of the competitive environment** in an **industry of your choice**. You are to then discuss the impact of technology and technical change on that industry and assess how this will influence the competitive dynamics within the industry.

The presentation should take approximately 20 minutes, plus ten minutes for questions and responses from your audience. You may wish to provide a summary handout to your audience, but this is not an assessable requirement.

The summary report to your lecturer must be no longer than 1500 words and should identify the key points of your analysis. **You must gain your lecturer's approval of your topic before you start on this assignment.**

FINAL EXAM (40%)

Students are expected to sit for a comprehensive exam covering all topics at the end of the course

LECTURER RESUME

DR MANJIT SINGH SANDHU
OFFICE
DEPARTMENT OF MANAGEMENT
SCHOOL OF BUSINESS AND ECONOMICS
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PERSONAL DATA

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Sex: Male

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EDUCATION

- DBA, Charles Sturt University, Australia (2007), DBA thesis ..Foreign direct investment in the Malaysian services sector.
- MBA, Tun Abdul Razak University, Malaysia . 2000.(CGPA: 3.17)
- B. Economics (Hons), International Islamic University Malaysia- 1991(Second Class Upper)

EXPERIENCE

Academic Experience

- Senior Lecturer, Business School, Monash University Malaysia
- Head Centre for Teaching and Learning/Senior Lecturer, Faculty of Business Administration Universiti Tun Abdul Razak -(2003 - 2007)
- Lecturer, Faculty of Business Administration, Universiti Tun Abdul Razak , Malaysia- (1998 . 2002)
- Lecturer, Center for Continuing Education, Universiti Teknologi Mara, Malaysia -(1997- 1998)
- Assistant Lecturer, A-levels Program, Center for Preparatory Education, University Technology Mara -(1993-1997) (previously known as Institute Technology Mara)

Industry Experience

- Socfin Company Berhad (Plantation Division)- Assistant Manager, (1991-1993)

TEACHING

Course Currently Teaching (Sem 1: 2009)

- International Business: Theory and Practice (Masters in International Business Program)
- International Business (Bachelor of Business and Commerce Program)

Courses Currently Teaching (Sem. 2: 2008)

- Managing Multinational Enterprise: Cases and Issues(Masters in International Business Program)
- Organizational Change and Development (Bachelor of Business and Commerce Program)

Courses Taught (1994 -2007)

- *Graduate Level* . Managing Multinational enterprise: Cases and Issues, Economics for Managers, International Business, Business Research Methods, Economics of Competitive Advantage, Globalisation of Business, Economics for the Business Environment, Managerial Economics, Macroeconomic Policy in the Asia Pacific
- *Undergraduate Level* . Economics and Society, Microeconomics, Macroeconomics, Economics of Strategy, Malaysian Economy Research Methodology, Managerial Economics, Malaysian Corporate Environment, International Business, Organizational Change and Development

ADMINISTRATIVE DUTIES

- International Business Coordinator, School of Business, Monash Malaysia (2008 -now)
- Head of Centre for Teaching and Learning (July .Dec 2007, Tun Abdul Razak, University)
- Head Collaboration Unit (July 2006 . July 2007, Tun Abdul Razak, University)
- Head of Exam Vetting and Second Examiner Committee (Jan 2006. Dec 2007, Tun Abdul Razak, University)

RESEARCH INTEREST

- Economics of Multinational Firms (Inward FDI, Outward FDI, Technology Transfer, Partnership selection)
- Knowledge Economics/Knowledge Management/Knowledge Sharing
- Economics of Entrepreneurship/Small business
- E-Learning/ Corporate E-learning

Management of SME'S and Entrepreneurship, 6 ECTS units

Management of SME's and Entrepreneurship (6 ECTS)

Course Objectives:

To impart knowledge about Entrepreneurship and SME management in the new global environment. To furnish theoretical and practical knowledge for creating and managing SMEs globally and within the Pacific Rim.

Course Contents:

Introduction to entrepreneurship; Opportunities recognition and idea generation; Industry and market analysis; Creating business plans; Sourcing for resources; Locating innovative employees and building creative teams; Marketing for new ventures; Challenges of SMEs in Asia Pacific; Government incentives; Women and minority business owners, and Succession planning.

Texts:

Entrepreneurship: Successfully Launching New Ventures by Bruce R. Barringer and Duane R. Ireland, Pearson Prentice Hall, NJ, 2006.

SMEs in the Pacific Rim by Nelson Oly Ndubisi, Arah Publications, Malaysia, 2008.

Evaluation:

Class participation and quiz – 15%

Case analysis and presentation – 20%

Test – 25%

Project plan for creating a new business venture and marketing its products or services in Asia – 40%

Instructor:

Professor Nelson Oly Ndubisi BSc, MBA, MNIM, PhD (Entrepreneurship)

Profile:

Professor Nelson Oly Ndubisi BSc, MBA, MNIM, PhD (Entrepreneurship)

Dr Nelson Oly Ndubisi is Professor of Entrepreneurship at Nottingham University Business School in Malaysia. He has expertise in the fields of entrepreneurship and marketing. He's been a visiting professor to a number of Universities in Asia and Africa. Dr. Ndubisi has bagged numerous international awards mostly in recognition of his quality teaching and outstanding research in the fields of entrepreneurship and marketing. Some of his research models include the Entrepreneur Technology Acceptance Model (ETAM), the Moguls' Model of Computing (MMC), and the Model of Marketing Symbiosis (MOMS). He is listed in the "Who's Who in the World" 2009, Who's Who in Asia 2008, and the inaugural "Who's Who in Asia" 2007 by Marquis Who's Who, USA. He has consulted numerous organizations, governments and government

agencies in Africa and Asia. Dr Ndubisi is the author of the SME hand and research books published by Pearson/Prentice Hall and Arah Publications, chief editor of the International Journal of Entrepreneurship and co-editor of the Asian Academy of Management Journal. He is the convener and chair of the annual Entrepreneurship and Small Business Global Conference. He has published over hundred papers including books, book chapters, and journal articles in entrepreneurship and marketing. His main research interests are in entrepreneurship and innovation, entrepreneurial marketing, small business marketing strategy, relationship marketing and customer relations.