**Faculty of Business and Law**

**Assignment Brief**

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| **Module Title:** | International HRM |  | **Assignment Number** | 1 |
| **Module Code:** | 305HRM |  | **Assignment Title** | Final Coursework |
|  |  |  | **Assignment Weighting** | 100% Report |
|  |  |  |  |  |
| **Release Date:** | 23/01/18 |  | **Module Leader** |  |
| **Submission Date: Submission Time:** |  |  |  |  |
| **Submission**  **Time and Place:** | **Submission through Turnitin ONLY** |  |  |  |

**Assessment Information**

This assignment is designed to assess the following learning outcomes:

1. Demonstrate sound knowledge about the relationship between the impact of culture on organisational life.
2. Identify key areas of similarity and difference in HR practice between countries.
3. Link the choice of strategic international HR with international business strategy approaches.
4. Measure the impact and effectiveness of international assignments.

This assignment is an individual coursework that has 2 components:

**Component 1:**

**International Joint Ventures (IJV) development stages and HRM implications**

This assignment requires you to write a report to develop a critical analysis to answer the following questions:

You are a HR Senior Manager working for a MNC from an emerging economy (**country A of your choice**) which is looking to engage in an International Joint Venture **(IJV)** with a company from a country of your choice (**country B**).

You have been asked to provide a critical overview of the main challenges and complexities that the International Joint Venture **(IJV)** HRM team has to confront in the development of appropriate HRM practices with regards to cross cultural communication, partnership and negotiation in the recruitment, selection and training process.

To meet the company's expectations you have to formulate a critical report to the board of directors which addresses the following questions:

* What are the major institutional and cultural differences which separate country A and country B?
* What are the advantages and disadvantages of working in an international and cross cultural managerial group involving the **(IJV)**' members from both countries (A and B)/ companies?
* What is the role of expatriate's from both companies with respect to recruitment, selection, communication, and cross cultural training process in the **(IJV)**?
* What is the role of expatriate's cross cultural training of both companies in supporting a cross cultural communication, partnership and negotiation in the recruitment, selection and training in the **(IJV)**?

To answer these questions you will be expected to demonstrate that you

a) Develop an analysis about the major political, economical, social with special emphasis on the institutional and cultural differences between the MNC from an emerging economy (country A) and the company (country B) both of your choice. This analysis will be based on a critical evaluation of the relevant literature about the theoretical debate on Institutional approach, Cross Cultural Management and IHRM.

b) Discuss the role of corporate and national cultures of both countries (A and B)/parents firms on the transfer and/or creation of a new organisational culture of the international Joint Venture **(IJV)**.

c) Identify and discuss the issues involving the **(IJV)** related to the cross cultural training, communication and negotiation in the recruitment, selection processes .

d) Based on your discussion, draw conclusions and suggest recommendations regarding to a critical approach to IHRM in relation to the **(IJV)** process of transfer in practice through your case study.

**Component 2:**

Personal Reflection

A 'Personal Reflection' which is your own reflection on the process of working in a multicultural group during the seminars and what you have learned.

a) Your reflection should be written in the first person (use me/I) and should be no more than 500 words in total. This is part of your overall 4,000 word count.

**Criteria for Assessment**

The report will be assessed out of 100 marks using the criteria on the pro-forma attached.

Basically, you will need to demonstrate the ability to:

* Write a clear Introduction and brief abstract which identifies the issues within the context of the assigned IHRM question and, from this to demonstrate a logical structure and layout for the paper (**10 marks**)
* Critically review the relevant literature and its implications for the aspect of IHRM discussed (**30 marks**)
* Critically analyse and discuss the pertinent issues, grounded in the literature, relevant to the assigned question (**35 marks**)
* Draw meaningful conclusions, provide appropriate recommendations, and reflective account of working in a multicultural team (**15 marks**)
* The assessment will follow a report structure. It will present the discussion in a clear, logical and coherent way, and correctly reference (Harvard Referencing System) all published material included in the paper (**10 marks**)

**Marking Scheme -Undergraduate Assignment Assessment Sheet**

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| --- | --- | --- | --- | --- | --- | --- |
|  | **Distinction (70-100)\*** | **Merit (60-69)** | **Pass (50-59)** | **Pass (40-49)** | **Fail (0-39)** | **Mark** |
| **Nature of topic(s) (10%)** | |  |  | | --- | --- | | Identifies and describes the nature  of topic(s) critically  and thoroughly |  | | Identifies and describes the nature of topic(s) correctly and critically | Identifies the nature of topic(s) correctly with adequate description | Identifies the nature of topic(s) correctly with some description | Fails to identify the nature of topic(s) correctly |  |
| **Literature review (30%)** | Has evidence of reading on relevant material beyond those given in teaching sessions or exercises  Refers extensively to sources  Evaluates literature logically and critically | Shows evidence of accessing and reading on relevant material  Refers to adequate sources  Analyses literature clearly and critically | Demonstrates clear understanding of relevant theories, concepts and issues  Refers to some sources  Discusses literature thoroughly with some critical analysis | Presents some understanding of theories, concepts and issues  Refers to a few sources  Describes literature with limited critical analysis | Shows limited or no understanding of relevant literature  Refers to limited or no sources  Describes literature with no critical analysis |  |
| **Analysis and discussion (35%)** | Presents strong and critical analysis and discussion well-grounded in literature  Shows both depth and breadth of understanding of the topic(s) | Has well-reasoned arguments shown in analysis and discussion based on literature  Presents appropriate understanding of the topic(s) | Has logical and clear arguments shown in analysis and discussion based on literature  Demonstrates clear understanding of the topic(s) | Demonstrates some arguments in analysis and discussion based on literature  Shows basic understanding of the topic(s) | Has unsubstantiated and invalid analysis and discussion based on anecdotes and generalisation  Presents limited or no understanding of the topic(s) |  |
| **Conclusion, recommendation &Reflective Account**  **(15%)** | Summarises the assignment thoroughly and critically  Thorough and detailed reflective account  Provides realistic and feasible recommendations | Summarises the assignment clearly and critically  Conveyed some logical and sound reflective account  Provides logical recommendations | Summarises the assignment adequately  Some effort to provide a clear reflective account  Provides some recommendations | Summarises the assignment briefly  Presents a brief reflective account  Provides a few recommendations | Provides limited or no summary of the assignment  Provides limited or no reflective account  Presents limited or no recommendations |  |
| **Presentation of the Report and reference (10%)** | Conveys all information clearly and completely with logical order  Displays excellent use of reference style | Delivers information clearly and accurately with sound structure  Shows correct use of reference style with minor errors | Conveys content consistently without misunderstanding  Displays correct reference style but a few inconsistencies | Conveys content adequately without misunderstanding  Displays correct reference style but some inconsistencies | Provides vague content with many errors  Presents limited or no referencing with incorrect style |  |

**Word Count**

The word count is 4,000 words

There will be a penalty of a deduction of 10% of the mark (after internal moderation) for work exceeding the word limit by 10% or more.

The word limit includes quotations, but excludes the bibliography.

**How to submit your assessment**

The assessment must be submitted by . No paper copies are required. You can access the submission link through the module web.

* Your coursework will be given a zero mark if you do not submit a copy through Turnitin. Please take care to ensure that you have fully submitted your work.
* All work submitted after the submission deadline without a valid and approved reason (see extenuating circumstances below) will be given a mark of zero.
* Extenuating Circumstances - The University wants you to do your best. However we know that sometimes events happen which mean that you can’t submit your coursework by the deadline – these events should be beyond your control and not easy to predict.  If this happens, you can apply for an extension to your deadline for up to two weeks, or if you need longer, you can apply for a deferral, which takes you to the next assessment period (for example, to the resit period following the main Assessment Boards). You must apply before the deadline. You will find information about the process and what is or is not considered to be an event beyond your control at <https://share.coventry.ac.uk/students/Registry/Pages/Deferrals-and-Extension.aspx>
* Students MUST keep a copy and/or an electronic file of their assignment.
* Checks will be made on your work using anti-plagiarism software and approved plagiarism checking websites.

**GUIDELINES AND BACKGROUND TO THIS ASSIGNMENT**

**Plagiarism**

As part of your study you will be involved in carrying out research and using this when writing up your coursework. It is important that you correctly acknowledge someone else’s writing, thoughts or ideas and that you do not attempt to pass this off as your own work. Doing so is known as plagiarism. It is not acceptable to copy from another source without acknowledging that it is someone else’s writing or thinking. This includes using paraphrasing as well as direct quotations. You are expected to correctly cite and reference the works of others. The Centre for Academic Writing provides documents to help you get this right. If you are unsure, please visit [www.coventry.ac.uk/caw](http://www.coventry.ac.uk/caw). You can also check your understanding of academic conduct by completing the Good Academic Practice quiz available on Moodle.

Moodle includes a plagiarism detection system and assessors are experienced enough to recognise plagiarism when it occurs. Copying another student’s work, using previous work of your own or copying large sections from a book or the internet are examples of plagiarism and carry **serious consequences**. Please familiarise yourself with the CU Harvard Reference Style (on Moodle) and use it correctly to avoid a case of plagiarism or cheating being brought. Again, if you are unsure, please contact the Centre for Academic Writing, your Academic Personal Tutor or a member of the course team.

**Return of Marked Work**

You can expect to have marked work returned to you on . If for any reason there is a delay you will be kept informed. Marks and feedback will be provided online. As always, marks will have been internally moderated only, and will therefore be provisional; your mark will be formally agreed later in the year once the external examiner has completed his / her review.