

School of Marketing and International Business

IBUS 201 PRINCIPLES OF INTERNATIONAL BUSINESS

Trimester 1, 2015

COURSE OUTLINE

Names and Contact Details

Course Coordinator:	Dr. Yang Yu Room 1115, Rutherford House Telephone: 04 463 6486 Email: yang.yu@vuw.ac.nz
Office hours:	Thursdays 1:00pm – 3:00pm
Course Administrator:	Mary Alexander Room 1121, Rutherford House Telephone: 04 463 5330 Email: mary.alexander@vuw.ac.nz
Office Hours:	Monday to Friday: 9:00am – 4:00pm

Trimester Dates

Teaching Period: Monday 2nd March – Friday 5th June

Study Period: Monday 8th June – Thursday 11th June

Examination Period: Friday 12th June – Wednesday 1st July (inclusive)

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 13th March 2015.
2. The standard last date for withdrawal from this course is Friday 15th. After this date, students forced to withdraw by circumstances beyond their control must apply for permission on an 'Application for Associate Dean's Permission to Withdraw Late' including supporting documentation. The application form is available from either of the Faculty's Student Customer Service Desks or [online](#).

Class Times and Room Numbers

Tuesdays 8:30am – 9:20am RHLT1
Thursdays 8:30am – 9:20am RHLT1

Course Delivery

This course is student centred and will use a mixture of lectures, tutorials and in-class discussions to deliver essential materials and knowledge.

Tutorials

Five one-hour tutorials will be held as noted in the schedule. Times and places for the tutorials will be posted on *Blackboard*. Sign-up for tutorials will occur via S-cubed; instructions for this will be provided on the *Blackboard* site. The S-cubed site will be available on *Blackboard* from **Monday 2nd March 10am until Wednesday 4th March 5pm 2015**. Final student allocation to tutorial groups and rooms will be posted on *Blackboard* by the end of Week 1. For all tutorial allocation enquiries, please contact the course administrator, Mary Alexander.

Group Work

The second assignment (as indicated later in the course outline) contains a group work component. You will need to form a team of four students in your tutorial and investigate how a focal multinational corporation deals with issues in regards to the international business environment. You and your group members will need to arrange time to conduct research and discuss the case outside lectures and tutorials. Two hours per week are recommended. Your group work performance will be assessed based upon a 10-minutes-long oral presentation by all the team members in Tutorial 5.

Expected Workload

In addition to lectures students should expect to spend about 10-12 hours per week doing readings, assignments, thinking about the course material, and preparing for the final examination.

Prescription

This is an introductory course in international business, providing comprehensive coverage of the issues facing firms in international markets. There are three main themes: 1) the external environment of international business, 2) international business strategy, and 3) international business operations.

Course Learning Objectives

1. Define the concepts, terminology and theories commonly used in international business
2. Explain the drivers of globalisation and international business
3. Identify economic, political, legal and other environmental factors to compare national and regional economies throughout the world.

Course Content

The course consists of a number of topics as follows:

Week	Date	Lecture Topics	Chapter	Tutorial
1	3 rd March	Topic 1: What is international business	1&3	
	5 th March	<i>(Topic cont.)</i>		
2	10 th March	Topic 2: Globalisation and firm internationalisation	2&3	
	12 th March	<i>(Topic cont.)</i>		
3	17 th March	<i>(Topic cont.)</i>		1
	19 th March	Topic 3: Trade and FDI theories	6	
4	24 th March	<i>(Topic cont.)</i>		
	26 th March	<i>(Topic cont.)</i>		
5	31 st March	Topic 4: Cultural environment of international business	4	2
	2 nd April	<i>(Topic cont.)</i>		
MID-TRIMESTER BREAK				

Week	Date	Lecture Topics	Chapter	Tutorial
6	21 st April	(Topic cont.)		
	23 rd April	Topic 5: Ethics and international business	5	
7	28 th April	Topic 6: Political and legal systems in national environments	7	3
	30 th April	Topic 7: Government interventions in international business	8	
8	5 th May	Topic 8: Regional economic integration	9	
	7 th May	(Topic cont.)		
9	12 th May	Topic 9: Technological aspect of international business	Add.	4
	14 th May	(Topic cont.)		
10	19 th May	Topic 10: Understanding emerging markets		5*
	21 st May	(Topic cont.)		
11	26 th May	Topic 11: Introduction to strategies and operations of MNCs	10	
	28 th May	(Topic cont.)		
12	2nd June & 4 th June	course review and Q&As	12	

* Group presentation is due in Tutorial 5, week beginning 18th May.

Note: The schedule is a guide only and will be subject to the actual progress of the course.

Readings

The required text for this course is Cavusgil et al. (2012), *International Business: The New Realities*, 2nd edition (Australian adaptation), Pearson. You may also choose to purchase an e-book for the textbook to suit your needs. Additional readings (including a chapter from another textbook on technological aspect of MNCs) will be provided by the lecturer. The assigned textbook comes with web-site support (see materials and equipment below). Other materials for in-class discussions will be provided in advance.

Materials and Equipment

The textbook provides ONLY the starting point for reading. This should NOT be considered the minimum necessary to complete assignments. Students are encouraged to make use of printed media (newspapers, magazines) such as *The Economist* and *Financial Times*, resources available on the web (library databases, web pages of universities, companies, and international organisations, and media-related sites), and academic material (journals and books) as additional sources of reading and reference material. There is a separate site for this course on Blackboard, where all announcements pertaining to the course will be posted. No additional materials will be permitted during the final examination.

Assessment

The Assessment Handbook will apply to all VUW courses: see

<http://www.victoria.ac.nz/documents/policy/staff-policy/assessment-handbook.pdf>.

A breakdown of the final mark and description of each pieces of assessment follows:

Assessment	Learning objectives	Weight	Due Date
Essay (1,500 words)	LO 1 & 2	15%	2pm Wednesday 25 March
International Business Case report			
a) Oral presentation (group work)	LO 1 & 3	10%	Tutorial 5
b) Written report (2,000 words)		25%	2pm Wednesday 27 May
Final examination (2 hours)	LO 1, 2 & 3	50%	Friday 12 th June – Wednesday 1st July (inclusive)

Detailed instructions of the essay and case report will be provided by the course coordinator.

Notably, Tutorial 1 is designed to help you prepare for the essay. In this tutorial, you will also need to form a group of four with other students for the second assignment “Business case report”. Your oral presentation of the case is scheduled in Tutorial 5.

Note: In submitting these two assessments on the due date, students MUST hand in the hard copy at the drop box on the Mezzanine floor Rutherford House, and upload an electronic copy via Turnitin on the course Blackboard.

Penalties

In fairness to other participants, work submitted after the deadline will incur a penalty for lateness. Late assignments will carry a penalty of 10% for each day late (including weekends). In the event of unforeseen circumstance (e.g. serious illness with supporting medical documentation, family bereavement) participants should discuss waiver of the penalty with the course co-ordinator. Students who cannot make the scheduled presentation in week 10 must inform the tutor and course coordinator prior to the tutorial to discuss the alternative solution to the assessment; otherwise penalty of a zero mark may apply.

Use of Turnitin

Student work provided for assessment in this course may be checked for academic integrity by the electronic search engine <http://www.turnitin.com>. Turnitin is an on-line plagiarism prevention tool which compares submitted work with a very large database of existing material. At the discretion of the Head of School, handwritten work may be copy-typed by the School and submitted to Turnitin. A copy of submitted materials will be retained on behalf of the University for detection of future plagiarism, but access to the full text of submissions will not be made available to any other party.

Examinations

Students who enrol in courses with examinations are obliged to attend an examination at the University at any time during the formal examination period. The final examination for this course will be scheduled at some time during the following period:

Friday 12th June – Wednesday 1st July (inclusive)

Mandatory Course Requirements

In addition to obtaining an overall course mark of 50% or better, students must:

- obtain a minimum mark of 40% in the final examination to pass the course;
- submit both the essay and the written report; and
- attend at least 3 of 5 tutorials.

If you cannot complete an assignment or sit a test or examination, refer to

www.victoria.ac.nz/home/study/exams-and-assessments/aegrotat

Class Representative

A class representative will be elected in the first class, and that person's name and contact details made available to VUWSA, the course coordinator and the class. The class representative provides a communication channel to liaise with the course coordinator on behalf of students.

Communication of Additional Information

Your course marks will be uploaded to Blackboard grade centre as soon as they are available.

Course notices will also be updated under *Announcements*. Urgent information may be also sent to students via the university student email account.

Student feedback

Student feedback on University courses may be found at

www.cad.vuw.ac.nz/feedback/feedback_display.php

Link to general information

For general information about course-related matters, go to

<http://www.victoria.ac.nz/vbs/studenthelp/general-course-information>

Note to Students

Your assessed work may also be used for quality assurance purposes, such as to assess the level of achievement of learning objectives as required for accreditation and academic audit. The findings may be used to inform changes aimed at improving the quality of VBS programmes. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the course.
