

VICTORIA UNIVERSITY OF WELLINGTON
Te Whare Wananga o te Upoko o te Ika a Maui



School of Marketing & International Business

**IBUS 308
SPECIAL TOPIC**

**“Thinking, Planning, Doing:
An International Business Simulation”**

**Course Outline
2005**

Course Outline - Quick Reference

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Course Outline - Quick Reference

- **Course dates**

The core of IBUS 308 will take place from 14-18th of November 2005 (please reserve full days, 9am – 5pm). The course will be completed including assignments and final test by 9th of December 2005.

- **Lecture times and location**

Mon. 14th of November 2005, 2pm – 3pm (RLWW 501)
Tue. 15th of November 2005, 9am – 5pm (RLWW 501)
Wed. 16th of November 2005, 9am – 5pm (RLWW 501)
Thu. 17th of November 2005, 9am – 5pm (RLWW 501)
Fri. 18th of November 2005, 9am – 5pm (RLWW 501)

- **Course notices and lecture notes**

<http://blackboard.vuw.ac.nz>

- **Course assessment**

Quiz	10%	(Fri. 18 th of November 2005, during lectures)
Final Test	40%	(Mon. 21 st of November 2005, 9am-12pm, RLWW 501)
Case Study	25%	(due on 25 th of November 2005)
Essay	25%	(due on 2 nd of December 2005)

Full participation is required during lectures, discussions and simulation (14-18th of November 2005).

- **Staff contact**

Course Coordinator contact

Dr. Thomas Borghoff (tel. ext.: 6499; thomas.borghoff@vuw.ac.nz) and
Dr. Peter Zettinig (tel. ext.: 7452; peter.zettinig@vuw.ac.nz).

Course Objectives

IBUS 308 is targeting 300 level students to set an endpoint to their studies in international business on undergraduate level. The objective of the course is to surpass the delivery of knowledge and comprehension and to emphasise strongly on cognitive capabilities such as application, analysis, synthesis and evaluation. The course objective is achieved by providing a well-distributed mix between lecture blocks and discussions on one and practical decision-making in a computer simulation on the other hand. The student will complete this course with a high degree of self-confidence concerning managerial decision-making in an international business setting.

LEARNING TARGET

During this very intensive course you will practice to analyse a given market situation, observe and adjust necessary decisions in the light of dynamic changes in the environment. You will apply the knowledge from international business and related commercial courses in order to influence the mechanisms on a given market. You will apply concepts in the setting of managing a company that is in oligopolistic competition with other firms on domestic and international markets. You will compare the competitions' strategic moves and analyse macro economic changes that influence your industry plus the firm's strategic path. You will synthesise the complex interaction of market signals and judge your firm's development within the dynamic framework of this interactive simulation during a number of business periods. By applying different complexities of cognitive domains (knowledge, comprehension, application, analysis, synthesis and evaluation) you will strengthen already acquired knowledge and gain confidence in using your managerial capabilities.

REQUIRED LITERATURE

All materials provided during the course.

Blackboard. Students should consider the Blackboard site for IBUS 308 as a first point of call for answers to questions about course dates, times, announcements, assignments and style guidelines, and grades. You need to be enrolled to be able to access this site. Please make yourself familiar with the Blackboard environment since part of the assessment is using Blackboard (cf. quiz).

ASSESSMENT

Coursework	60%
Essay	25%
Case Study Report	25%
Quiz	10%
Final Test	40%

A. CASE STUDY REPORT

Write a (approximately 3000 words, due on 25th of November, 2005, weight 25%) case study report based on your experiences during the simulation. This case study will include descriptions and reflections on the following issues:

- Organisation of the team;
- Working in the team;
- Strategic planning processes;
- Strategic plans and environmental factors;
- Interactions with competitors;
- Internationalisation choices and processes;
- The outcome of your game.

The marking criteria for the case study report are the following:

We will use the case study report to identify your theoretical knowledge and understanding in international business. Further, we will look for evidence of application of theoretical knowledge and the use of analytical tools in your case study. Finally, the synthesis of things you learned through this simulation and the evaluation of your team's decision making will form the basis on which your case study will be marked.

B. COMPULSORY ESSAY

Write a 1500-2000 words (referenced) essay, which is well structured, clearly written and provides strong arguments. During the lectures you will receive a list of essay topics from which you can choose one topic for your work. The marking criteria for the essay will be posted on Blackboard. The essay is due on 2nd of December 2005.

C. QUIZ

The end point of the block of lectures, discussions and simulations is the first assessment point. You will access blackboard and fill in a quiz that asks questions which are not targeted at knowledge directly but will focus on comprehension, application and analysis. The only preparation needed for this assessment is presence, active participation in discussions and individual reflection throughout the course. The quiz requires general IB and management knowledge that ought to be standard for a 300 level student as a basis. The quiz will be held on the 18th of November 2005, after the simulation game is finalised.

SUBMISSION OF ASSIGNMENTS

Students of VUW' Faculty of Commerce are encouraged to use the **APA-Style** for information as to how to present, submit, organize and reference their work. These guidelines,

including examples, of appropriate essay, report, and academic research formats are available on-line at: <http://www.vuw.ac.nz/ibproject/> (Under Info for Students, Project Format). We will use Blackboard for submission of assignments.

Due dates for assignments are the following:

Quiz	18 th of November 2005, during the lecture.
Case Study Report:	25 th of November 2005
Essay:	2 nd of December 2005

For essays and case studies that are handed in late the following penalties apply: Penalty of 5%, if submitted on due day after the reserved time in the beginning of the lecture. Penalty of 10% if submitted on the day following the due day (before 5pm). Later submission will not be accepted. Late submissions are to be handed in to the IB office in Rutherford House, Rm 1121

All work handed in must have the course name, title and topic of the assignment, your name, ID number.

Extensions **must be applied for in advance** - they will only be considered if a written application is made at least 24 hours prior to the due date, except where the student has a medical certificate, a note from the student counsellor, or some exceptional circumstance exists. Application for an extension must be made to the course coordinator. Note: There will be no extensions given for tutorial assignments.

WHERE EXTENSIONS HAVE BEEN GRANTED work is to be handed in to the lecturer or the IB office in Rutherford House, Room 1121.

Essays and the Case Study Report will be graded and returned through Blackboard, including an individual feedback. Students can expect their assignments to be returned two weeks after submission.

FINAL TEST

The final test accounts for 40 % of the assessment weighting for this course. The final test will expect students to draw on what they have learnt from the course materials, lectures and interactions during the class. The final test will take place on Monday, 21st of November 2005, from 9am to 12pm. The exact location of the final test will be announced during the lectures and through Blackboard.

STAFF

The staff of IBUS 308 is Dr. Thomas Borghoff and Dr. Peter Zettinig.

WORKLOAD

You should expect to spend approximately 40-50 hours during the week of lectures, discussions and simulations. Further you will need to reserve approximately 10 hours for each assignment.

GENERAL UNIVERSITY POLICIES AND STATUTES

Students should familiarise themselves with the University's policies and statutes, particularly those regarding assessment and course of study requirements, and formal academic grievance procedures.

Student Conduct and Staff Conduct

The Statute on Student Conduct together with the Policy on Staff Conduct ensure that members of the University community are able to work, learn, study and participate in the academic and social aspects of the University's life in an atmosphere of safety and respect. The Statute on Student Conduct contains information on what conduct is prohibited and what steps can be taken if there is a complaint. For queries about complaint procedures under the Statute on Student Conduct, contact the Facilitator and Disputes Advisor. This Statute is available in the Faculty Student Administration Office or on the website at: www.vuw.ac.nz/policy/StudentConduct.

The policy on Staff Conduct can be found on the VUW website at: www.vuw.ac.nz/policy/StaffConduct.

Academic Grievances

If you have any academic problems with your course you should talk to the tutor or lecturer concerned or, if you are not satisfied with the result of that meeting, see the Head of School or the Associate Dean (Students) of your Faculty. Class representatives are available to assist you with this process. If, after trying the above channels, you are still unsatisfied, formal grievance procedures can be invoked. These are set out in the Academic Grievances Policy which is published on the VUW website: www.vuw.ac.nz/policy/AcademicGrievances.

Academic Integrity and Plagiarism

Academic integrity is about honesty – put simply it means **no cheating**. All members of the University community are responsible for upholding academic integrity, which means staff and students are expected to behave honestly, fairly and with respect for others at all times. Plagiarism is a form of cheating which undermines academic integrity. Plagiarism is **prohibited** at Victoria.

The University defines plagiarism as follows:

Plagiarism is presenting someone else's work as if it were your own, whether you mean to or not. *'Someone else's work' means anything that is not your own idea, even if it is presented in your own style. It includes material from books, journals or any other printed source, the work of other students or staff, information from the Internet, software programmes and other electronic material, designs and ideas. It also includes the organization or structuring of any such material.*

Plagiarism is not worth the risk.

Any enrolled student found guilty of plagiarism will be subject to disciplinary procedures under the Statute on Student Conduct (www.vuw.ac.nz/policy/studentconduct) and may be penalized severely. Consequences of being found guilty of plagiarism can include:

- an oral or written warning
- suspension from class or university
- cancellation of your mark for an assessment or a fail grade for the course.

Find out more about plagiarism and how to avoid it, on the University's website at: www.vuw.ac.nz/home/studying/plagiarism.html

Students with Disabilities

The University has a policy of reasonable accommodation of the needs of students with disabilities. The policy aims to give students with disabilities an equal opportunity with all other students to demonstrate their abilities. If you have a disability, impairment or chronic medical condition (temporary, permanent or recurring) that may impact on your ability to participate, learn and/or achieve in lectures and tutorials or in meeting the course requirements, then please contact the Course Coordinator as early in the course as possible.

Alternatively you may wish to approach a Student Adviser from Disability Support Services to confidentially discuss your individual needs and the options and support that are available. Disability Support Services are located on Level 1, Robert Stout Building, or phoning 463-6070, email: disability@vuw.ac.nz. The name of your School's Disability Liaison Person can be obtained from the Administrative Assistant or the School Prospectus.

Student Support

Staff at Victoria want students' learning experiences at the University to be positive. If your academic progress is causing you concern, the following staff members will either help you directly or quickly put you in contact with someone who can.

Staff	Faculty	Room number
Sue Dover	Student Support Coordinator, FHSS	2 Wai-te-ata Road
Kirstin Harvey	Law	Old Gvt Building room 103
Liz Richardson	Science and Architecture and Design	Cotton Building room 150

The Student Services Group is also available to provide a variety of support and services. Find out more at www.vuw.ac.nz/st_services/ or email student-services@vuw.ac.nz.

VUWSA employs two Education Coordinators who deal with academic problems and provide support, advice and advocacy services, as well as organising class representatives and faculty delegates. The Education Office is located on the ground floor, Student Union Building, phone 463 6983 or 463 6984, email education@vuwsa.org.nz.

Schedule IBUS 308 - 2005

	Room
Monday, 14 th of November 2005	
02.00 pm – 03.00 pm Constitutive meeting	RLWW 501
Tuesday, 15 th of November 2005	
09.00 am – 10.30 am Introduction	RLWW 501
10.30 am – 10.45 am Break	
10.45 am – 12.15 pm Test round	RLWW 415
12.15 pm – 01.00 pm Break	
01.00 pm – 02.30 pm Discussion of reports	RLWW 501
02.30 pm – 02.45 pm Break	
02.45 pm – 04.15 pm 1 st Round	RLWW 415
Wednesday, 16 th of November 2005	
09.00 am – 10.30 pm Concepts 1	RLWY 501
10.30 am – 10.45 pm Break	
10.45 am – 12.15 pm 2 nd Round	RLWW 415
12.15 am – 01.00 pm Break	
01.00 am – 02.30 pm Concepts 2	RLWY 501
02.30 am – 02.45 pm Break	
02.45 am – 04.15 pm 3 rd Round	RLWW 415
Thursday, 17 th of November 2005	
09.00 am – 10.30 pm Concepts 3	RLWY 501
10.30 am – 10.45 pm Break	
10.45 am – 12.15 pm 4 th Round	RLWW 415
12.15 am – 01.00 pm Break	
01.00 am – 02.30 pm Concepts 4	RLWY 501
02.30 am – 02.45 pm Break	
02.45 am – 04.15 pm 5 th Round	RLWW 415
Friday, 18 th of November 2005	
09.00 am – 10.30 am 6 th Round	RLWW 415
10.30 am – 10.45 am Break	
10.45 am – 12.15 pm Closing session	RLWY 501
01.00 pm – 03.00 pm Quiz	RLWW 415
Monday, 21 st of November 2005-10-18	
09.00am – 12.00pm FINAL TEST	RLWW 501