



School of Marketing and International Business

IBUS 201
PRINCIPLES OF INTERNATIONAL BUSINESS

Trimester 1 2006

COURSE OUTLINE

COURSE LECTURERS:

Mr. Greg Walton
Associate Professor Val Lindsay
Dr. Audra Mockaitis
Dr. Peter Zettinig
Dr. Joanna Scott-Kennel

CONTACT PERSON:

David St George, email: david.stgeorge@vuw.ac.nz
Office Hours Monday, Thursday 10.30 – 12.30.

LECTURE TIMES AND ROOMS:

Monday,	9.30-10.20am	RH LT 1
Thursday	8.30-10.20am	RH LT 1

TUTORIAL TIMES AND ROOMS:

Tutorial rooms and times will be available on the second day of class, and students should sign up for ONE tutorial time during the lecture. Students who are not able to sign up for a tutorial should email david.stgeorge@vuw.ac.nz with possible times from the list of tutorial times posted on Blackboard.

PREREQUISITES:

The prerequisites for this paper are FCOM 110 or (ECON 130 and MGMT 101).

PAPER OBJECTIVE:

This paper is designed to introduce the principles of international business. The focus of the paper is the changing international environment faced by international businesses. Seven principal facets of the environment are examined: globalisation, trade and investment, culture, technology, economic trends, political/legal issues and national competitive strategy. The paper recognises that international businesses both influence, and are influenced by, the international business environment. The paper is taught through a combination of lectures, videos, tutorials and assignments.

LEARNING OUTCOMES:

Upon completion of this paper students will be able to:

- * recognise the drivers and obstacles to globalisation of international business;
- * describe the principal factors accelerating change in the international business environment;
- * analyse the nature of change in the economic, trade and investment, cultural, political and legal, technological and competitive environments;
- * undertake a S.T.E.P. analysis of the macro-environment;
- * understand the relationships between international corporate strategy and environmental change;
- * discuss likely future developments in the international business environment;
- * comment on and critically assess international events and trends in regard to the impact on international businesses, and
- * contribute to their own learning and interest of these areas through independent research.

The first six learning outcomes will be achieved through tutorials, lectures and the examination, whereas the last two will be achieved through the essay and international business portfolio (IBP) assignment.

REQUIRED TEXT:

The required text for this paper is Charles W.L. Hill. (2005). International Business: Competing in the Global Marketplace, 5th Ed, McGraw Hill Irwin. A copy of this text is available in the library on closed reserve. Previous editions of the text are acceptable alternatives.

This text comes with a CD-Rom and web-site support (see below). The CD-Rom includes near-complete versions of the chapters, video clips and assignments. You are encouraged to use the textbook and CD-Rom in conjunction with the lecture and tutorial material. Chapters are assigned for each topic (see below).

STUDENT NOTES:

In addition to your textbook, there are 'Student Notes' required for this course. The 'Student Notes' includes lecture material, readings and tutorial assignments. These are available from Pipitea Book Centre, in Rutherford House.

WEB RESOURCES:

Blackboard. Students should consider the Blackboard site for IBUS 201 as a first point of call for answers to questions about course dates, times, announcements, assignments, tutorials, and grades. You need to be enrolled to be able to access this site. Tutors will check the discussion boards regularly, however, urgent requests should be directed to them personally or to the course contact (David St George).

IBUS Web Site: The website for this paper can be found at www.vuw.ac.nz/ibresources

This site suggests resources and web links to help you prepare your assignments.

Comments, suggestions and additions for the website should be sent to the course controller.

Global Business Plan CD-Rom (comes with the Hill textbook): See web links, business around the world, and videos on-line from this CD. Useful for your tutorial assignments, especially the economic profile, S.T.E.P. and culture tutorials.

McGraw-Hill's On-Line Learning Centre. For extra learning activities, readings, news, and revision check out the web-site for your textbook. I would recommend the following:

- Chapter Summaries
- Multiple choice quiz
- This week in Global News (useful for your portfolio assignment)
- Additional Readings
- Powerweb

You can access this site via your CD-Rom that comes with the Hill text, under Hill International Business Web Site. You will need to register using the codes given with the textbook.

RECOMMENDED READINGS:

The textbook provides the starting point for reading. This should be considered the minimum necessary. Additional readings are provided in your IBUS 201 'Student Notes', some of which will be required reading for the tutorials. These readings will also be useful as background reading for the lectures and assignments. Additional readings and/or references can be obtained from:

- this paper outline,
- bibliographies of the readings and textbook,
- library electronic databases,
- IBUS 201 website,
- McGraw-Hill On-Line Learning Center, or
- may be requested from the lecturer.

Students are encouraged to make use of printed media (newspapers, magazines), academic material (journals and books), and resources available on the web (library databases, web pages of universities, companies, and international organisations, and media-related sites) as additional sources of reading and reference material. There are links to most of these sources on the IBUS webpage at www.vuw.ac.nz/ibresources

International Business Principles (IBP) Portfolio

The IBP Portfolio has an assessment weighting of 25% and is due on the following date:

IBP Portfolio (Compulsory)

Due Date 25 May, submit on Blackboard

This assignment is designed to make you aware of the big wide world around you and its influence on international business. The purpose of the portfolio is to apply the principles, concepts, key ideas and theories of international business given in lectures to real world examples of companies, strategies, countries, and current events that influence the IB environment. It is also intended to help you remember the ideas about international business you will learn in this course - the key is to be able to apply these principles or concepts to your real world examples! By the end of this assignment you should be able to read/watch/surf the news and media and be able to comment on why and how this relates to international business.

The IBP Portfolio consists of FIVE individual reports on the international business environment facing multinational enterprises (MNEs) and small to medium sized enterprises (SMEs). Two of these reports are done in tutorials and the remaining three are handed in together for marking on the due date given above.

You are encouraged to start collecting relevant examples from the first week of the trimester. The choice of which IB principles to apply and which examples to use is up to you, but there should be no repetition of principles, or examples. Examples given in the lectures, textbook, or tutorials should not be used in this assignment - we want you to come up with your own! Note that tutorials 3 and 7 ask for examples and concepts relating to trade and investment, and the political environment respectively.

The highest grades will be given to IBP Portfolios which:

- are *creative* in both their content and presentation;
- demonstrate a *solid understanding of a variety of IB principles* from different topic areas;
- critically evaluate* examples in light of the IB principle chosen, and discuss *implications/insights* for business strategy/managers/consumers/country welfare/non-government organisations (NGOs) etc. where appropriate;
- apply and explain highly relevant, *interesting, up-to-date*, and non-trivial examples;
- draw on a number of different media to find examples (i.e. use of magazines, newspapers, journals, web sites, company data, personal experience within a business context, case studies, advertisements, videos etc), and clearly display this example in the report;
- are presented using a clear and concise structure and writing style.

Each report should start with a brief definition/explanation of the IB principle being applied. The remainder should be devoted to applying your example specifically to this principle, then highlighting the implications for business (as above). A brief summary at the end of each report should reinforce the application of the concept to the example and summarize key points. An IB principle can include any model, theory, concept, or idea that has been discussed during the lectures, is in the readings, or in the textbook. You should indicate where the principle has been taken from by citing the source: ie. ([Lecturer's name], 2006, topic 3) or (Hill, 2005, p. 307).

Format

Reports should have a cover page clearly showing the name of the assignment, your name and ID number, your tutor's name, your tutorial time and room.

Length

The length of each report is expected to be approximately 600 words or the equivalent of two pages (1.5 line-spacing). The IBP Portfolio consists of five reports, therefore should be approximately 3000 words plus references.

Headings

Main and secondary headings should be numbered. Example:

IBP REPORT 1. CULTURE IN BUSINESS NEGOTIATIONS

- 1.1 How culture influences business negotiations – a definition of 'cultural time'
- 1.2 Japanese culture and negotiations
- 1.3 The implications of different approaches to 'time' during negotiations between Sony and Universal Pictures

Referencing

The portfolio should include reference to quoted material where appropriate. Students should follow the style and referencing guidelines for reports/assignments available at www.vuw.ac.nz/ibproject/referencing.htm.

Tutorials

Tutorials are designed to examine the principles introduced in classes in more detail, by looking at specific examples, case studies and assignments. This is your time to shine! You will get the most out of the tutorials if you participate fully in the discussions, presentations, debates and activities. They are also your key contact point for getting help with your assignments, or other questions you might have about the course. They will also help you prepare for the exam.

Tutorials start in the third week of the trimester, and are held each week, with the exception of the weeks when the essay and the portfolio are due. All students are expected to prepare for and attend at least **six out of eight tutorials**, as well as contributing to the discussion in those tutorials.

Tutorial assignments are given in your 'Student Notes'.

Tutorial topics for the week beginning:

27 February, 6 March No tutorial. Get your student notes and textbook this week from the bookshop in the Old Government Buildings (Law School).

13 March 1. Introductory tutorial – please attend this tutorial (if you are unable to attend please email your tutor and s/he will assign you for next weeks assignment!)

20 March 2. Globalisation Debate - Friend or Foe? A debate that requires your team to examine and argue either for or against the globalisation phenomena.

27 March 3. Submission of an IBP Portfolio piece on the trade and investment environment (Chapters 4 and 6 of Hill, 2004).

6 April First compulsory essay due - no tutorial

10 April Study Break

17 April Study Break

24 April 4. Culture - Dos and Taboos - Making a meal out of culture. Here you and a partner will demonstrate to the class the social etiquette of a country of your choice, as we partake in a dish from that country.

1 May 5. Technological Learning in Korea's Electronics Industry. Assess how Korea's electronic companies gained, adopted and adapted Western technology. You are to critically evaluate the advantages and disadvantages of their strategies for the development of this industry.

8 May 6. Economic Profile - Selected Countries. Construct your own host country investment profile; key economic indicators as well as restraints and incentives for investment into your chosen country.

15 May 7. Submission of an IBP Portfolio piece on the political/legal environment of trade and investment (Hill, 2004, chapter 2 pp.49-55, chapters 5, 7 or 8).

22 May *IBP Portfolio due in class - No tutorial*

29 May 8. S.T.E.P Analysis of the Russian automobile market. This assignment requires you to draw on what you have learnt about the Socio-cultural, Technological, Economic and Political environments in this course.

Please note it is your responsibility to come prepared for, and attend, the tutorials. Failure to prepare your tutorial assignment OR attend the tutorial will result in a zero grade for that specific tutorial.

Final grades for tutorials will incorporate the combined marks for the tutorial assignments (excluding the IBP reports), as well as participation in tutorials. Participation marks are based on frequency of attendance and contribution towards discussion during the tutorials.

Exam

The final examination accounts for 40% of the assessment weighting for this course. The exam will consist of essay and short-answer questions at the discretion of the course-controller. The exam will expect students to draw on what they have learnt from the textbook, lectures, tutorials and assignments.

Previous examination scripts are given in your 'Student Notes' (at the back). Further details about the final examination will be given during lectures.

Final examinations for Trimester 1 will be held in the period 5-23 June 2006.

SUBMISSION OF ASSIGNMENTS

The essays and IBP Portfolio are due on **Thursdays at 8.30am**, and are to be submitted **on blackboard**.

All work handed in must give the title and topic of the assignment, your name, ID number, your tutor's name, tutorial time and room, and a word count. This enables us to return your assignment in tutorials.

Late submissions of assignments. The essays and the IBP Portfolio can be handed in **late** with the following penalties applying:

<u>Day</u>	<u>Time</u>	<u>Penalty</u>
Thursday	8.40am - 4pm	5%
Friday	Before 10am	10%
Friday	before 4pm	15%
Friday	after 4pm	will not be accepted

WHERE WORK IS HANDED IN LATE OR EXTENSIONS HAVE BEEN GRANTED assignments must be handed in to the SMIB Office and reception area, RH 1121.

Please note late tutorial assignments WILL NOT be accepted.

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 controller. Note: There will be no extensions given for tutorial assignments.

Return of Assignments. All submitted assignments will be graded, and feedback will be provided within two weeks of submission.

WORKLOAD

You should expect to spend some 10 hours per week on this paper (including class contact hours).

Faculty of Commerce and Administration Offices

Railway West Wing (RWW) - FCA Student Administration Office

The Student Administration Office is located on the ground and first floors of the Railway West Wing. The ground floor counter is the first point of contact for general enquiries and FCA forms. Student Administration Advisers are available to discuss course status and give further advice about FCA qualifications.

Easterfield (EA) - FCA/Law Kelburn Office

The Kelburn Campus Office for the Faculties of Commerce & Administration and Law is situated in the Easterfield Building - it includes the ground floor reception desk (EA005) and offices 125a to 131 (Level 1). The office, will be open from 9:00 am to 5:00 pm during Trimester 2, offers the following:

- Duty tutors for student contact and advice.
- Information concerning administrative and academic matters.
- FCA Student Administration forms (e.g. application for academic transcripts, requests for degree audit, COP requests).
- Examinations-related information during the examination period.

Please note:

There will be a Student Administration Adviser, from the RWW office, based in EA005 from Monday 27 June to Friday 1 July (9:00 am to 5:00 pm) and from Monday 4 July to Friday 22 July (11:00 am to 1:00 pm).

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, please contact the relevant Course Co-ordinator, or Associate Dean who will either help you directly or put you in contact with someone who can.

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.

Maori and Pacific Mentoring programme (Manaaki Pihipihinga)

This is a free programme of mentoring for Maori and Pacific students doing first year courses within the Faculty of Commerce and Administration. Weekly one hour mentoring sessions: drafting and editing assignments/discussing any questions that you might have from tutorials or lectures and going over every aspect of essay writing, either in small group sessions or on a one-

to-one basis.

This includes:

- A computer suite hooked up to cyber commons for students to use to produce their assignments.
- Regular skill-based workshops with a learning adviser from Student Learning Support Services.
- Networking with other Maori and Pacific support groups throughout the university.

For more information please contact:

Melissa Dunlop, Programme Coordinator

Ph: 463 6015 or Email: Maori-Pacific-Mentoring@vuw.ac.nz