



School of Marketing and International Business

IBUS 308

SPECIAL TOPIC: International Business Simulation

Trimester Three 2006

COURSE OUTLINE

Contact Details

COURSE CO-ORDINATOR

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Class Times and Room Numbers

LECTURE TIMES AND ROOMS:

Mon 20th of November 2006, 2am – 3.00pm (HM LT 104)

Tue 21st of November 2006, 9am – 4.15pm (HM LT 104, Computer Labs KK 216, KK 217)

Wed 22nd of November 2006, 9am – 4.15pm (HM LT 104, Computer Labs KK 216, KK 217)

Thu 23rd of November 2006, 9am – 4.15pm (HM LT 104, Computer Labs KK 216, KK 217)

Fri 24th of November 2006, 9am – 3.00pm (HM LT 104, Computer Labs KK 216, KK 217)

Course Objectives

IBUS 308 is targeting 300 level students to set an endpoint to their studies in international business at 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.

The main objective of the management simulation is to train complex and rapid decision-making in the global business environment. The participants develop a holistic view on all necessary activities from the strategic to the operational level. They can apply knowledge from different areas in economics and business administration from a holistic perspective. Participants also train their skills in team-work and in group decision-making in a complex and dynamic environment.

COURSE STRUCTURE

TOPSIM Global Challenge is a management simulation in global business. Five teams with 3-5 members take over the management of firms that produce printers. Each of these firms is located in a different home region: Europe, India, Taiwan, Japan, and South Korea. In the first period, each firm is only acting in its respective home country. In five subsequent periods, the firms can internationalise and enter the other markets by forming

co-operations, own subsidiaries, and by the acquisition of subsidiaries. The firms can produce and sell their products in the different markets. The same applies to the purchase of raw materials. The management teams have to make decisions on the strategic and the operational level. On the strategic level, the teams decide in which countries they will develop their activities. On the operational level, they have to make functional decisions in production, marketing, purchasing, logistics, and finance for each market.

The management simulation comprises seven planning rounds including one test round to explore the game. Alternating lectures provide the decision-making rounds with explanations of the simulation itself and the training of international management knowledge. The management simulation comprises three consecutive days.

Lectures

These sessions provide an introduction into the rules and mechanisms of the game. The lectures further present the key concepts relating to the management of internationalisation

Planning rounds

In the planning rounds, decision will be made for the respective period or “year” to be played. At the beginning of each planning round, the management teams receive the reports with the results of the last year. In addition, they get information on changes in basic parameter, such as market volumes or prices for necessary inputs. On the basis of this information, the decisions for the next year can be developed.

Course Schedule - IBUS 308

		Room
Monday:	02.00 pm – 03.00 pm Constitutive meeting	HM LT 104
Tuesday:	09.00 am – 10.30 am Introduction	HM LT 104
	10.30 am – 10.45 am Break	
	10.45 am – 12.15 pm Test round	Computer Labs
	12.15 pm – 01.00 pm Break	
	01.00 pm – 02.30 pm Discussion of reports	HM LT 104
	02.30 pm – 02.45 pm Break	
	02.45 pm – 04.15 pm 1 st Round	Computer Labs
Wednesday:	09.00 am – 10.30 pm Concepts 1	HM LT 104
	10.30 am – 10.45 pm Break	
	10.45 am – 12.15 pm 2 nd Round	Computer Labs
	12.15 am – 01.00 pm Break	
	01.00 am – 02.30 pm Concepts 2	HM LT 104
	02.30 am – 02.45 pm Break	
	02.45 am – 04.15 pm 3 rd Round	Computer Labs
Thursday:	09.00 am – 10.30 pm Concepts 3	HM LT 104
	10.30 am – 10.45 pm Break	
	10.45 am – 12.15 pm 4 th Round	Computer Labs
	12.15 am – 01.00 pm Break	
	01.00 am – 02.30 pm Concepts 4	HM LT 104
	02.30 am – 02.45 pm Break	
	02.45 am – 04.15 pm 5 th Round	Computer Labs
Friday:	09.00 am – 10.30 am 6 th Round	Computer Labs
	10.30 am – 10.45 am Break	
	10.45 am – 12.15 pm Closing session	HM LT 104
	12.15 pm – 01.00 pm Break	
	01.00 pm – 03.00 pm Quiz	Blackboard

Expected 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 15 hours for each assignment.

Readings

All materials are 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 (e.g. the quiz).

Assessment Requirements

Coursework	60%
Essay	25%
Case Study Report	25%
Quiz	10%
Final Test	40%
Overall	100%

COURSEWORK REQUIREMENTS:

A. CASE STUDY REPORT

Write a (approximately 3000 words, due on 1st December, 2006, worth 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 8th December 2006.

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 International Business and management knowledge that ought to be standard for a 300 level student as a basis. The quiz will be held on the 24th November 2006, 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	24 th of November 2006, during the lecture.
Case Study Report:	1 st of December 2006
Essay:	8 th of December 2006

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).

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.

Essays and the Case Study Report will be graded and returned through Blackboard, including 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, 27th of November 2006, from 10am to 12pm. The exact location of the final test will be announced during the lectures and through Blackboard.

Communication of Additional Information

Additional information of information on changes will be conveyed through Blackboard. This includes the course outline, student notes, and other course materials.

Faculty of Commerce and Administration Offices

Railway West Wing (RWW) - FCA Student and Academic Services Office

The Faculty's Student and Academic Services 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. To check for opening hours call the Student and Academic Services Office on (04) 463 5376.

Easterfield (EA) - FCA/Education/Law Kelburn Office

The Kelburn Campus Office for the Faculties of Commerce and Administration, Education 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 is available for the following:

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

To check for opening hours call the Student and Academic Services Office on (04) 463 5376.

General University Policies and Statutes

Students should familiarise themselves with the University's policies and statutes, particularly the Assessment Statute, the Personal Courses of Study Statute, the Statute on Student Conduct and any statutes relating to the particular qualifications being studied; see the Victoria University Calendar available in hard copy or under 'About Victoria' on the VUW home page at www.vuw.ac.nz.

Student 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 are to be taken if there is a complaint. For information about complaint procedures under the Statute on Student Conduct, contact the Facilitator and Disputes Advisor or refer to

the statute on the VUW policy 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; class representatives may be able to help you in this. If you are not satisfied with the result of that meeting, see the Head of School or the relevant Associate Dean; VUWSA Education Coordinators are available to assist in 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 at 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. The University defines plagiarism as follows:

The presentation of the work of another person or other persons as if it were one's own, whether intended or not. This includes published or unpublished work, material on the Internet and the work of other student or staff.

It is still plagiarism even if you re-structure the material or present it in your own style or words.

Note: It is however, perfectly acceptable to include the work of others as long as that is acknowledged by appropriate referencing.

Plagiarism is prohibited at Victoria and is not worth the risk. Any enrolled student found guilty of plagiarism will be subject to disciplinary procedures under the Statute on Student Conduct and may be penalised severely. Consequences of being found guilty of plagiarism can include:

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

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 Impairments

The University has a policy of reasonable accommodation of the needs of students with disabilities. The policy aims to give students with disabilities the same opportunity as 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, 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

(DSS) to discuss your individual needs and the available options and support on a confidential basis. DSS are located on Level 1, Robert Stout Building, telephone (04) 463 6070, email disability@vuw.ac.nz. The name of your School's Disability Liaison Person is in the relevant prospectus or can be obtained from the School Office or DSS.

Student Support

Staff at Victoria want students to have positive learning experiences at the University. Each Faculty has a designated staff member who can either help you directly if your academic progress is causing you concern, or quickly put you in contact with someone who can. Assistance for specific groups is also available from the Kaiwawao Māori, Manaaki Pihipihinga or Victoria International.

In addition, the Student Services Group (email student-services@vuw.ac.nz) is available to provide a variety of support and services. Find out more at www.vuw.ac.nz/st_services/.

VUWSA employs 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 (tel. 04 463 6983 or 04 463 6984, email education@vuwsa.org.nz) is located on the ground floor, Student Union Building.

Manaaki Pihipihinga - Maori and Pacific Mentoring Programme (Faculty of Commerce and Administration)

This is a mentoring service for Maori and Pacific students studying at all levels. Weekly one hour sessions are held at the Kelburn and Pipitea Campuses in the Mentoring Rooms, 14 Kelburn Parade, and Room 210 and 211, Level 2, Railway West Wing. Sessions cover drafting and discussing assignments, essay writing, and any questions that may arise from tutorials and/or lectures. A computer suite networked to Cyber Commons is available for student use.

To register with Manaaki Pihipihinga, please contact one of the following:

Puawai Wereta	Fa'afai Seiuli
Room 210, Level 2	Room 109 B
Railway West Wing	14 Kelburn Parade
Tel. (04) 463 8997	Tel. (04) 463 5842
Email: Puawai.Wereta@vuw.ac.nz	Email: Faafoi.Seiuli@vuw.ac.nz

The Pacific Support Coordinator is also available on the Pipitea Campus, Room 212, Level 2, Railway West Wing, every Thursday, 1-4pm. No appointment is necessary. You can either come in, email or phone with any issue that you need help with. Fa'afai links Pacific students to the services and support they need while studying at Victoria.