

SCHOOL OF MARKETING AND INTERNATIONAL BUSINESS

IBUS 311 **INTERNATIONAL BUSINESS RESEARCH PROJECT** **Trimester Three 2006**

COURSE OUTLINE

Contact Details

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Class Times and Room Numbers

Consultation times will be agreed on after initial planning for each project.

Course Objectives

This paper involves the application and assessment of an approved topic relevant to international business through supervised practical experience in an agency, firm or organisation involved in the development, planning and management of international business programmes, policy formation and/or enterprise.

The primary purpose of the paper is to allow students to work for credit on a supervised IBUS project while employed at a company or agency involved in some aspect of international business. Typically this would be in the form of a research project for the company, or employment with the company where the students gain international experience. Research projects can be quite varied in scope and could include topics such as the following:

- Developing a market entry strategy into a new market for an existing export product.
- Assessing the business outlook for New Zealand trade into a specified market.
- Preparing a case study of an international company, focussing on a selected aspect of their international operations.
- Auditing the “International Business Readiness” of a small/medium sized business.
- Evaluating the impact of “greenhouse emission” accords (or other policies) on New Zealand trade policies.
- Examining the impact of currency fluctuations on export pricing strategies.
- Identifying the key factors that shape FDI policies in selected regions.
- Analysing domestic and international competitors for a selected firm or industry.
- Design of a business plan for an international spin-off, start-up or expanding firm or planning and evaluation of such project.

It is expected that the IBUS 311 project will normally be carried out within a partnering agency for whom the student is working. There is provision however for students to work on a supervised project within a company or agency without specifically being employed. The key consideration in these

circumstances is identifying a manager who is willing to take direct responsibility for working with the student on a project with mutually agreed objectives and outcomes. This includes being reasonably available to the student through the project period (8-10 hours over three months), and assuring reasonable access to people and information likely to be required in adequately completing the project. Alternatively IBUS 311 can be conducted using an international cooperation with one of our overseas partner institutions, where students work in cross-national virtual teams on a common project (i.e. related to international entrepreneurship, international new venture, etc.).

The School for its part works closely with the student in formulating an agreed topic and project outcomes, and supervising the work to ensure that academic requirements are met. While the School is happy to work with students in identifying possible project sites, responsibility for this rests finally with students themselves.

PLEASE NOTE that acceptance into IBUS 311 is subject to approval by the course coordinator. Approval is based on the quality of the student's proposal, the availability of a project supervisor, or on limited placements in pre-designed projects with partner institutions.

The learning objectives of IBUS311 are to:

- Develop the students' analytical and interpretive skills in the context of international business strategy, strategy formulation and/or management functions within an organisation engaged in some aspect of international business activity.
- Give students practical experience in some aspect of international business that will build on existing academic knowledge and skills, and more specifically.
- Promote the application of skills, techniques and tools relating to international business, strategy and research to solving the problems or otherwise of a real-world case study firm.
- Refine skills in research, analysis, written presentation of research reports and communication.

Expected Workload and Group Work

Students' workload will vary depending on each project. Normally students can expect to work an average of 10 hours per lecture week on meetings, readings, research and planning. Meeting for developing the group outputs might need to be outside of regular working hours (Mo-Fr. 8:30-5:30pm) and might include virtual meetings with team partners overseas (considering time differences).

Readings

No standard literature is selected. Students can discuss recommendations based upon the specifics of their projects.

Assessment Requirements

1. For individual projects: Research Project 100% (due on the 9th February, 2007).
2. For group projects: Research Project 30% (due date to be negotiated),
Reflective Essay 70% (due on the 9th February, 2007).

The research questions, contents, lengths and depths as well as other aspect of the research project will be negotiated with the course coordinator and agreed on before the 1st of November (for individual projects) or before the 1st of December 2007 (for group projects).

Research projects will be assessed using the Carnegie Foundation's 'Six Standards for Assessing Scholarly Work' (cf. Glassnick, Huber & Maeroff, 1997: clear goals, adequate preparation, appropriate

methods, significant results, effective presentation and reflective critique). Reflective papers will be assessed using Bloom et al (1956) Taxonomy of Cognitive Domains (knowledge, understanding, application, analysis, synthesis and evaluation).

Prerequisites

IBUS 301, International Management, a further 24 300-level points, QUAN 102 (or an approved substitute).

Additional Requirements

University policy requires all research projects involving human subjects to be approved by the Human Ethics Committee. Approval for IBUS 311 projects, *that meet certain conditions*, has already been granted. Students should ensure that their research project meets these conditions, or they will need to apply for HEC approval independently. A copy of these conditions is available at www.vuw.ac.nz/ibproject under Info for students, the expectations.

In addition students are required to submit and gain approval from the supervisor for their proposed research topic. A proposal form is available at www.vuw.ac.nz/ibproject under Info for students, submit proposal, and should be submitted to the Course Coordinator.

Penalties

All deliverables must be submitted before the end of the trimester. Specific dates will be agreed on with the supervisors.

Mandatory Course Requirements

Research project (for individual projects) and additionally a reflective essay (for group projects) must be submitted and each individual piece of work needs to obtain a minimum of 50% of the marks available.

Communication of Additional Information

Additional information can be found under www.vuw.ac.nz/ibproject. Means of communication will be agreed on with each student/group on an individual basis at the beginning of the course.

Referencing

There are many different styles of referencing and the Faculty of Commerce & Administration at VUW has decided to make APA (American Psychological Association) referencing style the common standard across the Faculty. The Commerce and Central Libraries hold the APA Style Guide. You can also access the information from the online VUW library site (<http://www.vuw.ac.nz/library/resources/virtualref.shtml#style>).

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
Room 210, Level 2
Railway West Wing
Tel. (04) 463 8997
Email: Puawai.Wereta@vuw.ac.nz

Fa'aoi Seiuli
Room 109 B
14 Kelburn Parade
Tel. (04) 463 5842
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'aoi links Pacific students to the services and support they need while studying at Victoria.