

School of Marketing and International Business

IBUS 201 PRINCIPLES OF INTERNATIONAL BUSINESS

Trimester One 2008

COURSE OUTLINE

Contact Details

Lecturers:

Dr. Audra I. Mockaitis (Course Coordinator)
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Office hours: Mondays 13:30-14:30, Fridays 13:30-14:30

Course Lecturers:

Professor Peter Dowling
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Office hours: Tuesdays 10:00-11:00 am and 15:30-16:30; and by appointment

Dr. Joanna Scott-Kennel
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Office hours: Thursdays 10:00-12:00

Class Times and Room Numbers

Lectures:

Mondays	9:30-11:20	RH LT1
Fridays	16:40-17:30	RH LT1

Final examination period: 2nd-25th June 2007.

Course Objectives

This is an introductory course in international business, designed to provide you with the foundations necessary to continue your degree in international business and a comprehensive understanding of the issues facing firms in international markets. The course broadly covers all facets of international business and is divided into three main themes: 1) the external environment of international business, 2) international business strategy, and 3) international business operations. Among the topics covered are the following: the legal, political, economic and cultural environments of international business, the basic forces that drive globalisation, the key drivers for a successful global strategy, the importance of assessing global market opportunities, how companies select foreign markets for entry, the different frameworks and theories regarding the internationalisation process, the factors that dictate the choice of a particular foreign market entry mode, the structures of multinational companies (MNCs), how MNCs try to find the right combination of organizational structure and strategy, and management of the multinational enterprise. The course is taught through lectures, tutorials, individual and group work and videos.

It is expected that you will attain the following **learning outcomes** in this course:

- A working knowledge of the concepts and terminology commonly used in the international business disciplines;
- An understanding of the drivers of globalisation and international business;
- An appreciation of the cultural, political and legal factors that influence international business;
- An awareness of the relative standing of national and regional economies throughout the world;
- An understanding of the influence, structure and strategies of international organizations;
- An ability to recognise viable foreign market entry strategies and methods of operation;
- The ability to identify and critically analyse and synthesise issues of global concern.

In addition, you will acquire the following **skills**:

- An ability to work in diverse teams;
- An improvement in your written and oral communication skills;
- The ability to apply theoretical concepts to real life situations.

Course Content

The course is divided into three main themes. These are outlined below, with a list of topics under each theme.

Introduction

- An introduction to international business, international trade and investment theories

Theme 1: The External Environment of International Business

- National trade and investment policy
- The international economic environment
- The legal environment
- The role of culture, ethics and social responsibility
- Regional economic integration

Theme 2: International Business Strategy

- International strategic management
- Foreign market entry strategy
- Structure and control of international organisations

Theme 3: International Business Operations

- International human resource management
- International marketing

A detailed schedule of readings by topic is included under the section entitled *Detailed Course Schedule*.

Expected Workload

You should expect to spend 10 hours per week on independent study for this course.

Attendance at classes (including tutorials):	4 hours per week
Reading and reviewing:	3 hours per week
Assignments:	3 hours per week

It is very important that you keep up with the course readings, as this is a fast-paced course, covering much material.

Tutorials

Tutorials will meet from Week 3 onwards. You are required to sign up for one tutorial, which will meet for one hour per week. Tutorial sign-ups will begin during Week 1 and you must have signed up for your tutorial by the end of Week 2 (the **deadline is Friday, 7th March**). You will be informed about how to sign-up for tutorials during the first day of classes.

During the tutorials, you will have a chance to interact with your tutors and colleagues, review lecture materials and gain a deeper understanding of the concepts and theories of international business, by applying them in your assignments. Many of your assessments will take place during the tutorials - you will take three tests, participate in discussions and present your final projects to the class.

Please choose your tutorial times carefully and select a time that does not interfere with your other courses. Attendance at tutorials is required.

Group Work

Part of your final course grade will be comprised of group work. You will form groups of 4-5 students, with whom you will work on your group presentation. The full assignment description is provided on Blackboard. You will also receive guidelines from your tutors.

Your group will analyse a short case study and will apply the theories and concepts learned throughout the course to assess the main issues of the case and offer a solution. Your group will present your analysis to your tutorial class during the final tutorial session. The final presentation will account for 10% of your final mark (see *Assessment Requirements* below).

Course Materials:

Required course textbook:

Fisher, G., Hughes, R., Griffin, R., & Pustay, M. 2006. *International Business: Managing in the Asia-Pacific* (3rd Ed.). Frenchs Forest, NSW: Pearson Education Australia.

You are encouraged to consult the student section of the course book website at: <http://www.pearsoned.com.au/fisher>. This companion website contains numerous review questions to help you prepare for your final exam. No password is required to access this website. Simply click on a chapter and begin reviewing the materials.

Blackboard:

Additional resources are provided on the IBUS 201 **Blackboard** site.

The Blackboard site contains numerous resources that will help you to review the course materials and prepare for the final examination. The 'Course Resources' section contains information about your assessments, week-by-week lecture slides, and additional review questions. In the 'Useful Links' section you will find additional references by chapter to help you with your final paper, as well as a guide to using the library. Under 'Communications' you will find the Discussion Board, which you should check often, and use it should you have any questions about the course. Use Blackboard often, and regularly check for any new announcements throughout the semester.

Materials and Equipment

No additional equipment will be required for this course. No additional materials will be permitted during the final examination.

Assessment Requirements

Your final mark will be comprised of individual and group work. Individual assessment comprises 90% and group work 10% of your final mark. A breakdown of the final mark and description of each piece of assessment follows.

Final examination	60%
3 tests at 5% each	15%
Individual assignment	15%
<u>Group presentation</u>	<u>10%</u>
Total	100%

Final examination. The final examination (60% of the final mark) will be a written 3-hour exam and will cover the contents of the entire course (lectures, videos, course readings).

Individual assessments. You will take **three tests** to assess your understanding of the materials throughout the semester. You will take these tests during your tutorials (see the *Detailed Course Schedule* for dates). Each test will count for 5% of your final mark, totalling 15%. Test 1 (Week 4) will cover materials (lectures and readings) from Weeks 1 to 2. Test 2 (Week 8) will cover materials (lectures and readings) from Weeks 3 to 7. Test 3 (Week 11) will cover materials (lectures and readings) from Weeks 8 to 10.

In addition, several practice tests will be uploaded to Blackboard. You are strongly advised to take these practice tests, as they will help you to prepare for the written tests and the final examination.

You will also complete an **individual written assignment** worth 15% of your total course mark. You will analyse a written case (Nguyen, H.H. & Welch, C. 2005. Setting up a Joint Venture in Vietnam. In P.Ramburuth and C.Welch (Eds.), *Casebook in International Business: Australian and Asia-Pacific Perspectives*: 179-182. Frenchs Forest NSW: Pearson Education Australia) that incorporates the concepts learned during Weeks 1-6.

Your essay must be between 1500 and 2000 words (5-6 double-spaced A4 pages, using no less than an 11-pt font) and must include at least three academic references, using the *Journal of International Business Studies* referencing style (see *Note on Referencing* below). Detailed guidelines for the written assignment and assessment criteria are included in the individual assignment documents on Blackboard > Course Resources and will be provided by your tutor.

The **deadline** for submission of the individual assignment is **Friday, 11th April, at 4:30 pm**. You must submit your assignment through Blackboard. Do not leave the submission of your assignment to the last minute! Online submissions will close shortly thereafter and late assignments will not be accepted, except under special circumstances (see *Penalties* below).

Attendance at tutorials. Because much of your assessment will take place during tutorials, attendance is required. You will not be marked on attendance, however, the tutorials are intended to prepare you for the final examination; thus, if you are serious about passing this course, you should attend all tutorials. Missing a tutorial test because of non-attendance will result in a mark of zero (0) for the test. You must also be present at the tutorial during your group presentation to receive a mark for the presentation. No make-up tests will be given. Exceptions will be made only for special circumstances (bereavement, illness, etc.) where documentation is provided. If you miss a tutorial, please obtain the necessary materials covered in the tutorials you have missed from your colleagues – tutors will assist you during the tutorial but will not review the tutorial materials for missing students outside of scheduled class times.

Group presentation. You will form groups of 4-5 students during **Week 8** and will work with the group on your group presentation. Please note that you will not be allowed to alter the composition of your group once it is formed. Part of the reality of international business is working with people with different skills, resources and backgrounds; thus, you will be expected to work through any difficulties your group experiences on your own. Keep in mind that group assessment means that all of your group members will receive a common mark on the group presentation.

In your group presentation (10% of your final mark) you will apply the concepts you have learned throughout the course in a brief analysis of a company contemplating international expansion (see pg. 338 of your textbook, “Building Global Skills”). Your presentation should be no more than 10 minutes long, and you will be asked a series of questions to assess your understanding of the theories and concepts you have applied in your analysis. All group members must participate in the presentation; thus, try to make your presentation lively and interesting. The tutorial during **Week 10** will be used for the group presentations. Detailed guidelines for the group presentation and assessment criteria are included in the group presentation documents on Blackboard > Course Resources and will be provided by your tutor.

Note: All submitted assignments must include your name, ID number, your tutor’s name, tutorial time and room.

DETAILED COURSE SCHEDULE, 2008

Week	Date/ Time	Topic	Lecturer	Readings	Assignments due
1	Mon, 25 th Feb 9:30-11:20	Introduction to IBUS 201	Mockaitis		
	Fri, 29 th Feb 16:40-17:30	Principles of International Business	Mockaitis	Ch. 1	
2	Mon, 3 rd Mar 9:30-11:20	Trade and investment theories	Mockaitis	Ch.2	Deadline for tutorial sign-up (7 th March)
	Fri, 7 th Mar 16:40-17:30	(Cont.)	Mockaitis		
3	Mon, 10 th Mar 9:30-11:20	The rise of born global firms	Mockaitis		
	Fri, 14 th Mar 16:40-17:30	The role of culture	Mockaitis	Ch.7	
Wk 3 Tutorial:		Introductory tutorial			
4	Mon, 17 th Mar 9:30-11:20	(Cont.)	Mockaitis		Test 1 (5%)
	Fri, 21 st Mar 16:40-17:30	Holiday. No lecture			
Wk 4 Tutorial:		Test 1 (5%) Topic: <i>International business theories (Weeks 1-2)</i>			
5	Mon, 24 th Mar 9:30-11:20	Holiday. No lecture			
	Fri, 28 th Mar 16:40-17:30	The legal and economic environments and international trade	Scott-Kennel	Ch.4 Ch. 6	
6	Mon, 31 st Mar 9:30-11:20	(Cont.)	Scott-Kennel		
	Fri, 4 th Apr 16:40-17:30	The world economy – focus on emerging markets (BRIC economies)	Scott-Kennel	Ch.5 Ch. 9	
Wk 6 Tutorial:		Test 1 review. Writing workshop.			
7	Mon, 7 th Apr 9:30-11:20	(Cont.)	Scott-Kennel		Written assignment due (11 th April by 4:30 pm) (15%)
	Fri, 11 th Apr 16:40-17:30	Ethics and social responsibility	Dowling	Ch.8	
14 th – 27 th Apr		MID-TRIMESTER BREAK			
8	Mon, 28 th Apr 9:30-11:20	International business strategy	Scott-Kennel	Ch.10	Test 2 (5%) Group formation for presentations
	Fri, 2 nd May 16:40-17:30	(Cont.)	Scott-Kennel		
Wk 8 Tutorial:		Test 2 (5%) Topic: <i>The external environment of business (Weeks 3-7)</i>			
9	Mon, 5 th May 9:30-11:20	Foreign market entry	Mockaitis	Ch.11	
	Fri, 9 th May 16:40-17:30	(Cont.)	Mockaitis		

Week	Date/ Time	Topic	Lecturer	Readings	Assignments due
10	Mon, 12 th May 9:30-11:20	(Cont.)	Mockaitis		Final group presentations (10%)
	Fri, 16 th May 16:40-17:30	International human resource management	Dowling	Ch.16	
Wk 10 Tutorial:		Group presentations (10 minutes per group)			
11	Mon, 19 th May 9:30-11:20	International Marketing	Mockaitis	Ch.13	Test 3 (5%)
	Fri, 23 rd May 16:40-17:30	International organisation and control	Dowling	Ch.12	
Wk 11 Tutorial:		Test 3 (5%) Topic: <i>Strategy and foreign market entry (Weeks 8-10)</i>			
12	Mon, 26 th May 9:30-11:20	(Cont.)	Dowling		
	Fri, 30 th May 16:40-17:30	Review for final exam	Mockaitis		
2 nd –25 th June		STUDY/EXAMINATION PERIOD			

Penalties

Late assignment submissions will not be accepted. Missing a tutorial test because of non-attendance will result in a mark of zero (0) on the test. Exceptions will be made only for special circumstances (bereavement, illness, etc.) where documentation is provided.

Any student caught cheating on an assignment or examination will receive an automatic mark of zero (0) and/or disciplinary actions may be taken under the Statute on Student Conduct. This includes plagiarism. You are strongly advised to consult the **Academic Integrity and Plagiarism** policy website at: www.vuw.ac.nz/home/studying/plagiarism.html. Your assignments will be submitted to **Turnitin** (see page 9), thus be sure to cite all of your references. It's not worth the risk!

Mandatory Course Requirements

You are required to obtain an overall mark of at least 50%, and a mark of 40% on the final examination to pass this course.

Note on Referencing

All of your references must follow the referencing format of the Journal of International Business Studies. See: <http://www.jibs.net/> ('Instructions for Authors'). Please also consult articles within the journal for additional examples.

Journal/Periodical Articles:

Cosset, J., & Suret, J. 1995. Political risk and benefits of international portfolio diversification. *Journal of International Business Studies*, 26(2): 301-318.

Financial Times. 1996. Survey - Czech Republic: Message from the people. December 6: 3.

Books:

Donahoe, J. D. 1989. *The privatization decision*. New York: Basic Books.

Papers:

Harley, N. H. 1981. Radon risk models. In A. R. Knight & B. Harrad (Eds), *Indoor air and human health*, Proceedings of the Seventh Life Sciences Symposium, 29-31 October 1981, Knoxville, USA: 69-78. Amsterdam: Elsevier.

Chapters in Edited Books:

Caves, R. E., & Mehra, S. K. 1986. Entry of foreign multinationals into the US manufacturing industries. In M. E. Porter (Ed.), *Competition and global industries*: 449-481. Boston, MA: Harvard Business School Press.

Dissertations:

Salk, J. E. 1992. *Shared management joint ventures: Their developmental patterns, challenges and possibilities*. Unpublished PhD Dissertation, Sloan School of Management, Massachusetts Institute of Technology, Cambridge, MA.

Online documents:

The Investment Company Institute. 2004. Worldwide mutual fund assets and flows, third quarter 2003. <http://www.ici.org>. Accessed 4 February 2004.

Online journal articles:

Van de Vliert, E. 2002. Thermoclimate, culture, and poverty as country-level roots of workers' wages. *Journal of International Business Studies*, doi: 10.1057/palgrave.jibs.8400007.

Any reference you use in writing your papers must be cited. References within the text should be cited using the name and date format. Multiple references are separated by a semicolon (;).

For example:

Perhaps one of the most informative dimensions of culture is the individualism-collectivism (I/C) dimension (Hofstede, 1984; Maznevski, DiStefano, Gomez, Noorderhaven, & Wu, 2002; Triandis, 2004).

Quoted citations must include the page number. For example:

Hofstede (2001, p. 209) defines individualism as 'the relationship between the individual and the collectivity that prevails in a given society'.

Communication of Additional Information

Course instructors may be contacted via Blackboard or during scheduled office hours. Sign-up sheets for meetings with students will also be available on the door of room 1107. Please do not send individual emails to course instructors unless it is an absolute emergency. Use your tutors as a first point of contact with any questions you might have.

The Blackboard site has a discussion board for you to post any general questions about the course structure or course content. Please use this Blackboard feature, as many students may have similar questions or concerns. The discussion board also has links to your individual tutorials, where your tutors will answer any additional questions about tutorial assignments or requirements.

All assignment guidelines and assessment criteria are provided under the *Course Resources* section in Blackboard. You will also find practice tests and international business resources here. Please

make use of the Blackboard site. If you are unfamiliar with Blackboard, there is a help section available on your personal Blackboard login site.

All of your course marks will be uploaded to Blackboard as soon as they are available. Course notices will also be updated under *Announcements*.

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 on the ground floor (EA005). This counter is the first point of contact for:

- 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.

Notice of Turnitin Use

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 that identifies material that may have been copied from other sources including the Internet, books, journals, periodicals or the work of other students. Turnitin is used to assist academic staff in detecting misreferencing, misquotation, and the inclusion of unattributed material, which may be forms of cheating or plagiarism. *At the discretion of the School, handwritten work may be copy typed by the School and subject to checking by Turnitin.* You are strongly advised to check with your tutor or the course coordinator if you are uncertain about how to use and cite material from other sources. Turnitin will retain a copy of submitted materials 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.

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 or go to <http://www.victoria.ac.nz/home/about/policy/default.aspx>

For information on the following topics, go to the Faculty's website www.victoria.ac.nz/fca under Important Information for Students:

- Academic Grievances
- Academic Integrity and Plagiarism

- Student and Staff Conduct
- Meeting the Needs of Students with Impairments
- Student Support

Manaaki Pihipihinga Programme

Manaaki Pihipihinga is an academic mentoring programme for undergraduate Māori and Pacific students in the Faculties of Commerce and Administration, and Humanities and Social Sciences. Sessions are held at the Kelburn and Pipitea Campuses in the Mentoring Rooms, 14 Kelburn Parade (back courtyard), Room 109D, and Room 210, Level 2, Railway West Wing. There is also a Pacific Support Coordinator who assists Pacific students by linking them to the services and support they need while studying at Victoria. Another feature of the programme is a support network for Postgraduate students with links to Postgraduate workshops and activities around Campus.

For further information, or to register with the programme, email manaaki-pihipihinga-programme@vuw.ac.nz or phone (04) 463 6015. To contact the Pacific Support Coordinator, email pacific-support-coord@vuw.ac.nz or phone (04) 463 5842.