

School of Marketing and International Business

IBUS 201 PRINCIPLES OF INTERNATIONAL BUSINESS

Trimester 1 2010

COURSE OUTLINE

Contact Details

Yang Yu (Course Coordinator)
Room 1111, Rutherford House
Telephone: (04) 463 6486
E-mail: Yang.yu@vuw.ac.nz
Office hours: Wednesdays 11:30 – 12:30; Fridays 16:00 – 17:00

Trimester Dates:

Teaching Period: Monday 1st March – Friday 4th June 2010

Study Period: Monday 7th June – Thursday 10th June 2010

Examination Period: Friday 11th June – Wednesday 30th June 2010 (inclusive)

Please note that students who enrol in courses with examinations are obliged to attend an examination at the University at any time during the formal examination period.

Withdrawal from Courses:

Information available via

Withdrawal dates: Late withdrawals with Associate Dean (Students) permission

(See Section 8: Withdrawals - from the Personal Courses of Study Statute)

<http://policy.vuw.ac.nz/Amphora!~~policy.vuw.ac.nz~POLICY~000000001743.pdf>

Withdrawal dates: refunds:

<http://www.victoria.ac.nz/home/admisenrol/payments/withdrawalsrefunds.aspx>

Class Times and Room Numbers

Lectures: Wednesdays 14:40 – 16:30 GBLT1

Tutorials: Seven tutorials starting week 3 (see course schedule for details)

Workshops: Fridays 14:40 – 15:30 GBLT1 in week 2, 4, 7, 9 and 11

Course Content and Learning 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 the following topics:

Introduction

An introduction to international business
Globalisation of markets, production and capital

The External Environment of International Business

Socio-cultural environment
Technological environment
Economic and financial environment
Political environment

Multinational enterprises, trade and investment

Trade theory
Introduction to international operations of MNEs

Review of the course

By the end of this course, students should be able to:

- Apply the concepts and terminology commonly used in international business;
- Explain the drivers of globalisation and international business;
- Identify economic, political, legal, and other environmental factors to compare national and regional economies throughout the world

Expected Workload

You should expect to spend 14 hours per week on independent study for this course.

Attendance at classes (including tutorials):	3-4 hours per week
Reading and reviewing:	4-5 hours per week
Assignments:	5-6 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. Tutorial sign-ups will begin during Week 1 and you must have signed up for your tutorial by **5:00 pm Wednesday, 10th March** in Week 2. You will be informed about how to sign-up for tutorials during the first day of classes. Please choose your tutorial times carefully and select a time that does not interfere with your other courses. **You are required to attend at least 5 out of 7 tutorials.** If you are serious about passing this course, you should attend all tutorials. Tutorials are designed based on group discussion on cases and critical questions. You must prepare yourself fully for each tutorial. During the tutorials, you will have a chance to interact with your tutor and peers, review lecture materials and gain a deeper understanding of the concepts and theories of international business, by applying them in your assignments.

Workshops

This course will run five workshops in week 2, 4, 7, 9 and 11. Each workshop is designed to facilitate your learning process with regard to a specific topic (see the course schedule for details). Workshops are based on case study analysis and group discussion. Additional materials will be provided a week before the workshop.

Readings

The required text for this paper is Charles W.L. Hill. (2008). *International Business: Competing in the Global Marketplace: Asia-Pacific or International Edition*, 7th Edition, McGraw Hill Irwin. Earlier copies of the textbook are acceptable, but please ensure you read the correct chapters as given below:

- Chapter 1 Globalisation
- Chapter 2 National differences in political economy
- Chapter 3 Differences in culture
- Chapter 4 Ethics in international business
- Chapter 5 International trade theory
- Chapter 6 The political economy of international trade
- Chapter 7 Foreign direct investment
- Chapter 8 Regional economic integration
- Chapter 9 The foreign exchange market
- Chapter 10 The international monetary system (recommended, not required reading)
- Chapter 11 The global capital market (recommended, not required reading)

Additional readings (including a chapter from another textbook on managing technology) will also be provided by the course lecturer. The assigned textbook comes with web-site support (see materials and equipment below). Chapters are assigned for each topic (see schedule below).

Materials and Equipment

The textbook provides the starting point for reading. This should NOT be considered the minimum necessary to complete assignments. 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. Additional references and reading material can be obtained from:

- the bibliography of the textbook,
- library electronic databases such as Proquest or Expanded Academic ASAP,
- the ibresources website at www.vuw.ac.nz/ibresources, McGraw-Hill On-Line Learning Center (see your textbook for details), www.globaledge.com, or www.scholar.google.com or
- the lecturer of this course.

Assessment Requirements

A breakdown of the final mark and description of each piece of assessment follows.

STEP Portfolio Reports (assessing Objective 1 and 3)	40%
Mid-term test (assessing Objective 1 and 2)	20%
Final examination (assessing Objective 1, 2 and 3)	40%
Total	100%

STEP Portfolio (40 %)

The STEP Portfolio 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 reports is to apply the principles, concepts, key ideas and theories of international business given in lectures and the textbook 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 own real world examples!

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 - I want you to come up with your own. 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 STEP Portfolio consists of FOUR individual reports on the international business environment - one report for each of the four S.T.E.P environments; i.e. socio-cultural, technological, economic/financial and political/legal. Each report will be worth 10 per cent of your final mark. The first of these, the socio-cultural environment report, **is due in week 5**. You need to submit a hardcopy of the report to your tutor in the week's tutorial. You will be given a grade and feedback on this report to help with your preparation of the remaining three reports.

Structure of the STEP reports

1. Principle or concept. Each report should start with a clear definition and explanation of the IB principle or concept chosen and a reference to where this concept is found in the lecture notes or textbook (ie. indicate where the principle has been taken from by citing the source: ie. (Scott-Kennel, 2009, topic 3) or (Hill, 2008, p. 307). Your chosen principle can include any model, theory, concept, or idea that has been discussed during the lectures or in the assigned chapters of the textbook that relate to the four S.T.E.P environments; ie. socio-cultural, technological, economic/financial and political/legal.

2. Example. The next section of the report should introduce your example. It can be a company, country, event or even a trend, as long as it has some relevance to international business.

3. Application. This section is the most important and should be devoted to applying your chosen example specifically to the principle you have chosen. The objective is to use the example to illustrate the concept – the reader should be able to understand the concept by reading the explanation and details of the example provided in this section. A good way to start is to write, ‘The example of company X demonstrates the principle of XXX... etc.’.

4. Implications. The final section should briefly discuss the implications or insights for any of the following; companies, business strategy, managers, consumers, country welfare, or non-government organisations(NGOs) etc., where appropriate.

Reference list. Each report should include a reference list of all material used in your research on the concept and the example.

The **length** of each individual report is expected to be approximately 600 words or the equivalent of two pages (1.5 line-spacing) plus references. Students should follow the style and referencing guidelines given in this course outline. Main and secondary headings should be numbered, as shown below.

Example: STEP PORTFOLIO REPORT 1. CULTURE IN BUSINESS NEGOTIATIONS

1.1 Concept: How culture influences business negotiations
...A definition of 'cultural time' is given here...

1.2 Example: Sony & Universal Pictures Negotiations
...Introduce Sony and Universal Pictures – brief corporate profile and reason for the negotiations...

1.3 Application

...The example of Sony & Universal illustrates the differences in Japanese and Western perceptions of time, and how this affects business negotiations...

1.4 Implications:

...The implications for the outcome of the negotiations and the subsequent relationship between the two partners of different approaches to 'time' during negotiations between Sony and Universal Pictures are likely to be...

References (reference to the lecture notes, textbook, other sources of information)

STEP REPORT 1 (socio-cultural environment) **DUE** **TUTORIAL 2 IN WEEK 5**

STEP PORTFOLIO REPORTS 2-4 (technological, economic/financial and political/legal)
DUE **TUTORIAL 7 IN WEEK 11**

Marking criteria. The highest grades will be given to STEP portfolios which:

- focus on one principle or concept and one example per report;
- demonstrate a clear definitions and solid understanding of each IB principle or concept chosen;
- apply and explain the relevance of an interesting, up-to-date, and non-trivial example with regard to each principle or concept;
- critically evaluate the examples in light of the principle/concept chosen;
- are presented using a clear and concise structure and writing style; and
- provide multiple references to sources of information from lectures, the textbook and other reference materials found on-line or elsewhere (demonstrating research capability).

Mid-term Test (20%)

The **mid-term test** will be a written 1-hour test and will cover the contents of the first half of the course (lectures, tutorials, videos, course textbook and readings). It will be in the Week 7 lecture. More detailed information about the test will be provided by the lecturer in classes.

Examination (40%)

The final **examination** will be a written 2-hour examination and will cover the contents of the entire course (lectures, tutorials, videos, course textbook and readings).

Class Representative

A class representative, whose name and contact details will be available to VUWSA, the Course Coordinator and the class, will be elected in the first class. The class representative provides a communication channel to liaise with the Course Coordinator on behalf of students.

Penalties

In fairness to other participants, work submitted after the deadline will incur a penalty for lateness. Late assignments will carry a penalty of 10% for each day late. In the event of unusual circumstance e.g., serious illness, family bereavement, participants should discuss waiver of the penalty with the course co-ordinator.

Mandatory Course Requirements

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

Communication of Additional Material

Any additional information or changes will be posted on the IBUS 201 Blackboard website: (www.blackboard.scs.vuw.ac.nz).

DETAILED COURSE SCHEDULE

IBUS 201 Principles of International Business 2010 TRIMESTER 1

Week	Date/Time	Topic	Due	Readings Hill, 2008	
1	Wed 3 March	Introduction to the course and international business			
2	Wed 10 March	Topic 1. Globalisation of markets, production & capital		Chap 1; Chap 10 (opt)	
	Fri 12 March	Workshop 1 for Topic 1: Video 'Debate on globalisation'			
3	Wed 17 March	Topic 2: The socio-cultural environment		Chap 3, 4	
		Tutorial 1 for Topic 1: 'Your view on globalisation' Q1 and 4 (p.35)			
4	Wed 24 March	(Cont.)			
	Fri 26 March	Workshop 2 for Topic 2: Case study 'Matsushita and Japan's changing culture' (p.161)			
5	Wed 31 March	Topic 3: The technological environment		Chap 11*	
		Tutorial 2 for Topic 2: Case study 'A tale of two countries' (Case will be provided in class)	S Report		
7 Apr – 18 April, Study Break, no class					
6	Wed 21 April	(cont.)			
		Tutorial 3 for Topic 3: Case study 'Nokia' challenge' (Case will be provided in class)			
7	Wed 28 April	Topic 4: The economic and financial environment	Mid-term test	Chap 2, 9; Chap 11 (opt)	
	Fri 30 April	Workshop 3 for Topic 3: Case study 'Singapore Ind. Park' (Case will be provide in class)			
8	Wed 5 May	(Cont.)			
		Tutorial 4 for Topic 4: Economic environment analysis exercise			
9	Wed 12 May	Topic 5: The political and legal environment		Chap 6, 8	
	Fri 14 May	Workshop 4 for Topic 5: Case study 'Doing business in Fiji' (Case will be provided in class)			
		Tutorial 5 for Topic 5: Case study 'Indonesia – the troubled giant' (p.81)			
10	Wed 19 May	Topic 6: MNEs, trade and investment		Chap 5, 7; Chap 12 (opt)	
		Tutorial 6 for Topic 6: Case study 'Logitech' Q1-4, 6 (p.319)			
11	Wed 26 May	(cont.)			
	Fri 28 May	Workshop 5 for Topic 6: Case study 'Trade in IT and US economic growth' (p.197)			
		Tutorial 7 for Topic 6: Case study ' Cemex's FDI' Q1-2, 4-5 (p.269)	(S)TEP Reports		
12	Wed 2 June	Review of the course			

* A chapter from an alternative textbook, this reading will be made available in class.

For the following important information follow the links provided:

Academic Integrity and Plagiarism

<http://www.victoria.ac.nz/home/study/plagiarism.aspx>

General University Policies and Statutes

<http://www.victoria.ac.nz/home/about/policy>

AVC (Academic) Website: information including: Conduct, Academic Grievances, Students with Impairments, Student Support

http://www.victoria.ac.nz/home/about_victoria/avcademic/Publications.aspx

Faculty of Commerce and Administration Offices

<http://www.victoria.ac.nz/fca/studenthelp/>

Manaaki Pihipihinga Programme

http://www.victoria.ac.nz/st_services/mentoring/