

School of Marketing & International Business

## **IBUS 406 ADVANCED INTERNATIONAL STRATEGY**

Trimester Two 2010

### **COURSE OUTLINE**

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#### **Names and Contact Details**

Dr Revti Raman (Course Co-ordinator)  
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#### **Trimester Dates**

Teaching Period: Monday 12<sup>th</sup> July – Friday 15<sup>th</sup> October 2010  
Study Period: Monday 18<sup>th</sup> October – Thursday 21<sup>st</sup> October 2010  
Examination Period: Friday 22<sup>nd</sup> October – Saturday 13<sup>th</sup> November 2010 (inclusive)

#### **Withdrawal from Courses:**

Your fees will be refunded if you withdraw from this course on or before **23 July 2010**.

The last date for withdrawal from this course is the three-quarter point of the teaching period, i.e. **Friday 24 September**. After that date, permission to withdraw requires the permission of the Associate Dean (Students) as set out in section 8 of the Personal Courses of Study Statute <http://policy.vuw.ac.nz/Amphora!~~policy.vuw.ac.nz~POLICY~000000001743.pdf>

To apply for permission, fill in the Late Withdrawal form available from either of our Student Customer Service Desks.

#### **Class Times and Room Numbers**

Thursdays, 12.40 – 15.30 RHGO1

#### **Course Content**

This course examines the relationship among strategies, structures and organisational processes in global business. It incorporates advanced theory, case studies and discussions with business practitioners to highlight issues related to structural design and business development. The following topics are covered in this course. The detailed list of readings is in the course book and will also be made available on Blackboard.

<b>Date (Thursdays)</b>	<b>Topic and Readings:</b> <i>A prior reading of the readings and cases is expected for achieving an overall good performance.</i>
Week 1, 15 July 2010	Introduction to the Course and International Business Strategy – Revti Raman <i>Group formation for the case Study Project</i>
Week 2, 22 July 2010	Strategies in International Competition – Revti Raman <i>Report the chosen firm for the case study project to the lecturer</i>
Week 3, 29 July 2010	FDI and Non-FDI Entry Modes – Yang Yu <i>One page initial individual assignment proposal due</i>
Week 4, 05 August 2010	Diversification, Mergers and Acquisitions – Yang Yu
Week 5, 12 August	Subsidiary Headquarter Relationships – Yang Yu <i>In class case study draft report discussion and feedback</i>
Week 6, 19 August 2010	Group Case Study Presentations – Revti Raman & Yang Yu <i>(Email your presentation slides by 18<sup>th</sup> August 12.00 noon )</i>
	<b><i>Mid-trimester break – August 23 to September 5, 2010</i></b>
Week 7, 09 September 2010	International Strategy and Structure Dynamics – Revti Raman <i>Written group assignment to be submitted in class</i>
Week 8, 16 September 2010	Exploiting Cross Border Knowledge Management – Yang Yu
Week 9, 23 September 2010	International Business in Emerging Economies – Yang Yu <i>Peer review on individual assignment to be completed by week 9</i>
Week 10, 30 September 2010	Individual Case Study Presentations – Revti Raman & Yang Yu <i>(Email your presentation slides by 29<sup>th</sup> September 12.00 noon )</i>
Week 11, 07 October 2010	Implementing the Strategy – Revti Raman <i>Written individual assignment to be submitted in class</i>
Week 12, 14 October 2010	Looking Forward, Overview of the course and Exam Clinic – Revti Raman <i>Class journal to be submitted in class</i>
Cases Studies	Source for case studies: Barlett, C., Ghoshal, S., and Beamish, P. (2008) Transnational Management , New York: McGraw Hill  Week2: Global Wine Wars: New world Challenges Old, pp 119-137 Week3: TCL Multimedia, pp210 – 225 Week4: Renault/Nissan: The Making of a Global Alliance, pp. 574 – 611 Week5: BRL hardy: Globalising an Australian Wine Company, pp. 665-682 Week7: General Electric Medical systems, pp. 261-281 Week8: McKinsey & Co: Managing Knowledge and Learning, pp. 499 - 514 Week9: Silvio Napoli at Schinder India, pp. 682 - 697 Week11: Taming the Dragons: Cummins in China, pp. 698-709

### **Course Learning Objectives**

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

LO1: Discuss key issues associated with the strategic and structural decisions of multinational enterprises.

LO2: Apply critical thinking to interpret international strategy issues.

LO3: Apply theories and concepts of international business to challenges facing multinational enterprises.

LO4: Independently critique and assess strategic issues in international business.

### **Course Delivery**

Each class will generally be split into 3 sessions. First session will be led by students for critically evaluating the readings of the week. Second session will be led by the lecturer and will focus on providing additional insights and rigour to the topic of the week based on synthesis of current literature and relevant examples. Last session will focus on case study analysis for the topic of the week. In the case of guest lectures from business practitioners, the guest lectures will replace the case study time slot of the session. All students are expected to take active roles in the discussion. Students should read recommended materials and case studies as well as search new materials relating to the assigned issue/topic/case of the week before the class. Students should plan on attending **each** class, and on being **thoroughly prepared** to make contributions to the class discussion. All the lecture slides will be put on Blackboard after the lectures are delivered. Students are expected to remain in touch with Blackboard to stay current with class activities and developments.

### **Expected Workload**

You should expect to devote about 10 – 12 hours per week to assigned reading, attending classes and completing the assessment for this course.

### **Group Work**

A time slot of 10 minutes will be provided in each class for undertaking group work discussion. Additional meetings should be planned outside the class hours to finish the work effectively in time.

### **Readings**

There is no required textbook for this course. A course book containing the required articles and cases will be given out in the first lecture. Students are encouraged to use the library for relevant strategy text-books and the university databases for exploring further related readings.

### **Materials and Equipment**

No additional equipment will be required for this course.

### **Examinations**

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

The final examination for this course will be scheduled at some time during the period  
**Friday 22nd October – Saturday 13th November 2010 (inclusive)**

## Assessment Requirements

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

Group Assignment – Case Study Project (LO1, LO2, LO3)	<b>15%</b>
Presentations – Week 6, August 19	5%
Written Report (3000 – 3500 words) – Week 7, September 09	10%
Individual Assignment (LO1, LO2, LO3, LO4)	<b>25%</b>
Initial Written Proposal (One page) – Due Week 3, July 29	--
Seminar Presentation – Due Week 10, September 30	5%
Written Assignment (3500 – 4000 words) – Due Week 11, October 07	20%
Discussion/ participation (LO1, LO2)	<b>20%</b>
Class Journal (1500 – 2000 words) – Due Week 12, October 14	10%
In-class discussion participation – Judged over the trimester	10%
Final Examination (LO1, LO2, LO3, LO4)	<b>40%</b>
<b>Total</b>	<b>100%</b>

Information on individual pieces of assessment will be provided in class and on Blackboard. All written assignments are to be submitted in class on the respective due dates. Turnitin submission of both the written assignments is required by 8 pm on the respective due dates.

Note: Your assessed work may also be used for quality assurance purposes, such as to assess the level of achievement of learning objectives as required for accreditation and audit purposes. The findings may be used to inform changes aimed at improving the quality of FCA programmes. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the course.

## Return of Assignments

Both the group and individual assignments will be returned in class. Uncollected assignments will be held by the SMIB office (RH 1121) for three months following the end of term, and disposed of after that time.

## Penalties

Late assignment submissions will incur a penalty of 10% per day. 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](http://www.vuw.ac.nz/home/studying/plagiarism.html).

## Mandatory Course Requirements

The students are required to obtain at least 40% in each of the assessment requirements and 50% overall, to obtain a pass grade for this course.

## Class Representative

A class representative has been elected for the Honours class. The class representative provides a communication channel to liaise with the Course Coordinator on behalf of students.

## Communication of Additional Information

Additional information or information on changes will be conveyed to students via Blackboard.

**Use of Turnitin**

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 which compares submitted work with a very large database of existing material. At the discretion of the Head of School, handwritten work may be copy-typed by the School and subject to checking by Turnitin. 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.

**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/avcacademic/Publications.aspx](http://www.victoria.ac.nz/home/about_victoria/avcacademic/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/](http://www.victoria.ac.nz/st_services/mentoring/)