

School of Marketing & International Business

## **IBUS 201 PRINCIPLES OF INTERNATIONAL BUSINESS**

Trimester Three 2010

### **COURSE OUTLINE**

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

Lecturer: Dr. Thomas Borghoff  
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Office hours: Monday 12:30 pm – 1:30 pm  
Thursday 12:30 pm – 1:30 pm

#### **Trimester Dates**

**Teaching Period:** Monday 17 January to Thursday 10 February 2011

**Examination Period:** Monday 14 February to Saturday 19 February 2011 (inclusive)

Note: Students who enrol in courses with examinations should be able to attend an examination at the University at any time during the formal examination period.

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

Your fees will be refunded if you withdraw from this course on or before: **24<sup>th</sup> January 2011**

The last date for withdrawal from this course is the three-quarter point of the teaching period, i.e. **28<sup>th</sup> January 2011**

After that date, students wishing to withdraw late must apply on an ‘*Application for Associate Dean’s Permission to Withdraw Late*’ including supporting documentation.

The application form is available from either of our Student Customer Service Desks.

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

Lectures:	Monday	1.40 pm - 3.30 pm	RH LT 2
	Wednesday	1.40 pm - 3.30 pm	RH LT 2
	Thursday	1.40 pm - 3.30 pm	RH LT 2

## Course Content

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

### *International Business Strategy and Operations*

Multinational enterprises (MNEs), trade and investment  
Introduction to international strategic management

### *Review of the course*

## Course Learning Objectives

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

- Apply the concepts and terminology commonly used in international business (assessed by STEP portfolio reports);
- Explain the drivers of globalisation and international business (assessed by the mid-term test);
- Identify economic, political, legal, and other environmental factors to compare national and regional economies throughout the world (assessed by the STEP portfolio reports, mid-term test, and the final examination).

## Course Delivery

The course will be delivered in 12 lectures within four weeks from 17 January to 10 February 2011. There will be no additional tutorials or workshops.

### Detailed course schedule

Date	Topic	Due	Readings Hill, 2009
17 <sup>th</sup> January	Globalisation		Chap 1
19 <sup>th</sup> January	National differences in the political economy		Chap 2
20 <sup>th</sup> January	Differences in culture		Chap 3
24 <sup>th</sup> January	Ethics in international business		Chap 4
26 <sup>th</sup> January	International trade theory		Chap 5
27 <sup>th</sup> January	The political economy of international trade	<b>Socio-cultural Report</b>	Chap 6
31 <sup>st</sup> January	<b>Mid-term test</b> Foreign direct investment	<b>Mid-term test</b>	Chap 7

Date	Topic	Due	Readings Hill, 2009
2 <sup>nd</sup> February	Regional economic integration		Chap 8
3 <sup>rd</sup> February	The foreign exchange market		Chap 9
7 <sup>th</sup> February	The international monetary system		Chap 10
9 <sup>th</sup> February	The global capital market		Chap 11
10 <sup>th</sup> February	Strategy and organisational structure in IBUS	<b>STEP Reports</b>	Chap 12, 13

### Expected Workload

You should expect to spend 15 hours per week on independent study for this course.

Attendance at classes:	6 hours per week
Reading and reviewing:	4 hours per week
Assignments:	5 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.

### Readings

The required text for this paper is Charles W.L. Hill. (2009). *International Business: Competing in the Global Marketplace: Asia-Pacific or International Edition*, 7<sup>th</sup> Edition, McGraw Hill Irwin. 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](http://www.vuw.ac.nz/ibresources), McGraw-Hill On-Line Learning Center (see your textbook for details), [www.globaledge.com](http://www.globaledge.com), or [www.scholar.google.com](http://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	40%
Mid-term test	20%
Final examination	40%
<b>Total</b>	<b>100%</b>

## **STEP Portfolio**

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 on the 27 January 2011**. You will be given a grade and feedback on this report to help with your preparation of the remaining three reports. The **length** of each of the four individual reports is expected to be approximately 600 words or the equivalent of two pages (1.5 line-spacing) plus references.

**STEP REPORT 1 (socio-cultural environment) DUE THURSDAY, 27 JANUARY**

**STEP PORTFOLIO REPORTS 2-4 (technological, economic/financial and political/legal) DUE THURSDAY, 10 FEBRUARY**

## **Mid-term Test**

The final **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).

## **Examination**

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).

## **Examinations**

The final examination for this course will be scheduled at some time during the period from **Monday 14 February to Saturday 19 February 2011**.

## **Penalties**

Late assignment submissions will not be accepted. 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).

*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.*

### **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.

### **Class Representative**

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

### **Communication of Additional Information**

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

### **Use of Turnitin (if applicable)**

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/)