

School of Marketing & International Business

IBUS 401 ADVANCED INTERNATIONAL BUSINESS

Trimester One 2011

COURSE OUTLINE

Contact Details

Associate Professor Val Lindsay (Course Co-ordinator)

Room 1101, Rutherford House

Telephone: (04) 463-6915

Email: val.lindsay@vuw.ac.nz

Office hours: Tuesday 1-3 and by appointment

Professor David Crick

Room 1120, Rutherford House

Telephone: (04) 463-6953

Email: david.crick@vuw.ac.nz

Office hours: Tuesday 1-3 and by appointment

Trimester Dates

Teaching period: Monday 28th February - Friday 3rd June 2011

Study/ examination period: No examination for this course

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before 11 March 2011.
2. The standard last date for withdrawal from this course is 14 May. After this date, students forced to withdraw by circumstances beyond their control must apply for permission on an '*Application for Associate Dean's Permission to Withdraw Late*' including supporting documentation

The application form is available from either of the Faculty's Student Customer Service Desks.

Class Times and Room Numbers

Friday: 09.30-12.20 (RHG01)

Course Content

The course analyses advanced theories and develops applications relevant to present day developments in international business, enabling students to apply analytical tools to inform global strategy formulation and execution, and to assess outcomes. In particular, the course addresses issues regarding international business theory, strategy and management concerns.

Course Learning Objectives

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

Learning objective 1 (LO1) - Examine and critically assess contemporary issues in the field of international business (assessed by class presentation, discussion, and literature review).

Learning objective 2 (LO2) - Synthesize the conceptual and empirical literature on the management of these international issues (assessed by annotated bibliography, class presentation, discussion, and literature review).

Learning objective 3 (LO3) - Apply theory and concepts to real-life business scenarios (assessed by class presentation and discussion).

Course Delivery:

This course is student centred. Sessions will generally be conducted in a seminar format, with all students expected to take active roles in the discussion. Students should read 'required reading' materials as well as search new materials relating to the assigned issue/topic of the week before the class. Students should plan on attending *each* session, and on being *thoroughly prepared* to make contributions to the class discussion.

The three hours per week are typically divided into two parts. The first part will be devoted to a discussion and critique of the readings assigned for that week. From week two, a student(s) will lead this discussion in the form of an interactive seminar. The second part will be used to provide a further review of the topic under discussion, or a case study review and discussion. These will generally be in a lecture format led by the course coordinator, with opportunities for student discussion and comment.

Expected Workload

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

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

Groupwork

Students will work in groups of 2-3 to conduct one class seminar presentation during the trimester. The dates for these will be decided in the first week of class. Detailed requirements will be posted on Blackboard.

Readings

Readings for this course will be distributed prior to the material being covered in class. If you are unable to collect the readings in class, they may be collected from the course lecturer during class, or from Reception in RH1121.

Generally, there will be several prescribed readings each week. These readings should be considered as the starting point for wider reading in preparation for seminars and the literature review. Students are thus encouraged to make use of the library databases, books and periodicals, as well as web resources (below) to obtain further reading material relevant to this course.

Web Resources:

Blackboard. Students should consider the Blackboard site for IBUS 401 as a first point of call for answers to questions about course dates, times, announcements, assignments, and grades. You need to be enrolled to be able to access this site.

Materials and Equipment

No special requirements.

Assessment Requirements

The course will be assessed on the basis of 100% coursework, described below.

Assessments	Length/Time	Due Date	Value	Objectives Assessed
Proposal for a literature review	500-600 words	18 th March	10%	1
Class seminar presentation (Group work)	1-1.5hrs	TBA	15%	1,2,3
Annotated Bibliography	2000-2500 words	TBA	15%	1,2
Literature Review	Approx. 5000 words	3 rd June	60%	1,2

Information on the assessment requirements will be provided in class and on Blackboard. Turnitin submission of individual analysis and the final report is required by 4pm 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.

Penalties

Late work will be accepted without penalty for good reason (e.g. a medical certificate) and prior permission. In other cases, five marks will be deducted (out of 100) for each day, or part day, the assignment is late.

Mandatory Course Requirements

To meet mandatory course requirements in IBUS 401, students must submit **all** of the assigned work in the course outline. Students must also obtain **50%** overall and **40%** in each of the assignments, to obtain a pass mark for this course.

Class Representative

A class representative will be elected in IBUS 405, and that person's name and contact details 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

Announcements will be made during class and Blackboard. Data files for the computer lab assignments will be distributed via Blackboard. Please check both your official VUW e-mail and Blackboard regularly.

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

Find key dates, explanations of grades and other useful information at www.victoria.ac.nz/home/study

Find out about academic progress and restricted enrolment at <http://www.victoria.ac.nz/home/study/academic-progress.aspx>

The University's statutes and policies are available at www.victoria.ac.nz/home/about/policy, except qualification statutes, which are available via the Calendar webpage at <http://www.victoria.ac.nz/home/study/calendar.aspx> (See Section C).

Further information about the University's academic processes can be found on the website of the Assistant Vice-Chancellor (Academic) at www.victoria.ac.nz/home/about_victoria/avcacademic/default.aspx

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

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/

**IBUS 401 2011
Schedule**

DATE	WEEK	TOPIC	SEMINAR/ DISCUSSION LEADER	TO BE SUBMITTED*
	Part 1	The Global Environment of International Business: Impact and Future Trends		
4 Mar Val & David	1	Introduction to the Course Issues of Globalization		
11 Mar Val	2	The Role of the Political Environment and Multilateral Institutions	Group 1	Annotated Bibliography (Group 1)
18 Mar Val	3	The Multinational Enterprise in the Global Environment	Group 2	Annotated Bibliography (Group 3) Proposal
25 Mar Val	4	Culture And Society: Issues For International Business	Group 3	Annotated Bibliography (Group 3)
	Part 2	Strategies for International Business		
1 Apr David	5	An Introduction to theories of Internationalisation		
8 Apr David	6	Internationalisation Continued: Beyond the Stages Approach		
15 Apr David	7	Market Entry Strategies: Strategic Implications		
		EASTER BREAK		
	Part 3	The Management of International Business		
6 May Val	8	Internationalisation Of Services: Theoretical And Practical Considerations	Group 4	Annotated Bibliography (Group 4)
13 May David	9	The Link With International Entrepreneurship		
20 May Val	10	Global Supply Chain Management	Group 5	Annotated Bibliography (Group 5)
27 May David	11	International Human Resource Management: Issues and Implications		
3 June David & Val	12	Future Research Issues Review		Literature Review

- The discussion leader must submit their Annotated Bibliography at the time allocated for their seminar (tba)