

School of Marketing & International Business

**IBUS 412 SPECIAL TOPIC – DYNAMIC PERSPECTIVES ON
THE GLOBALISATION OF FIRMS**

Trimester One 2011

COURSE OUTLINE

Contact Details

Prof David Crick (Course Co-ordinator)

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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

Tuesday: 09.30-12.20 (RHG01)

Course Content

A dynamic perspective on the globalisation process of firms, complementing the traditional functional views in international management. The course explores different conceptual and case-related approaches.

Course Learning Objectives

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

Learning objective 1 (LO1) - Critically discuss issues relating to the dynamics in international businesses, drawing on existing knowledge, theories, and concepts. This will be assessed by an oral presentation and a research report.

Learning objective 2 (LO2) - Develop independent research capability, from setting initial research questions to making conclusions. This will be assessed by an oral presentation and a research report.

Learning objective 3 (LO3) – Lead class discussion on topics of interest, and stimulate and answer questions from a knowledgeable audience. This will be assessed by an oral presentation.

Learning objective 4 (LO4) – Critically evaluate research based on wider acquired knowledge about the dynamics in international business. This will be assessed by an oral presentation and a research report.

Course Delivery

Sessions will generally be conducted in a seminar format, with everyone expected to take active roles in the discussion. Participants should read recommended materials as well as search new materials relating to the assigned issue/topic of the week before the class and should plan on attending **each** session, plus being **thoroughly prepared** to make contributions to the class discussion.

This course is participant centred, and structured into two broad stages.

Stage 1 - The introductory class will prepare candidates for the course, for example, expectations regarding the learning outcomes and the assessment. After this introductory class the first stage will be devoted to conceptual issues concerning internationalisation in a global arena together with case discussion, where applicable, associated with the issue/topic assigned for that week. Participants will also be assigned a firm to work with. Stage 1 can be also considered as a preparation for Stage 2 in which participants will individually present their own work and lead the class discussion in respect of assigned tasks.

Stage 2 - The first part of the seminar period will be led by individual participants based on the ongoing development of their plan that forms the assessment for the course. Specifically, reporting on data collected and facilitating comments from fellow participants and the co-ordinator on applications of theory and appropriate recommendations for the firm they are studying. Particular weeks will also be devoted to a formal presentation by participants when a member of the firm in which they have been working with will be invited to attend and comment. The course co-ordinator will use the remaining time to make comments on students' performance in the presentation and discussion will also take place regarding tasks

associated with the specific week of the course.

Expected Workload

You should expect to devote about 10 hours per week minimum of study to this course.

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| Attendance at classes: | 3 hours per week |
| Reading: | 2-4 hours per week (Weeks 2-11) |
| Preparation for seminars and discussion: | 3-6 hours per week (Weeks 2-11) |
| Research report | 2-4 hours per week (weeks 7-11) |

Groupwork

Refer to the section on coursework.

Readings

There is no text for IBUS 412 as this is an applied course implementing some of the theories discussed in other courses in a 'live' case. However, relevant material will be provided.

Materials and Equipment

No additional equipment will be required for this course.

Assessment Requirements

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

Course participants will complete a research project using a 'live' case that combines learning from other courses in the programme. Specifically, participants will undertake research to establish a market selection and entry strategy for a new international venture. The strategy proposed must have a well-developed conceptual foundation and will include a primary research component associated with working with someone attempting to become an international entrepreneur through a university spin-out new venture. The course is assessed by the preparation of an international market selection and entry plan that is underpinned by relevant theory/academic models plus research relevant to a specific firm. The course provides participants with the opportunity to critically evaluate and apply contemporary international business (IB) theories associated with the internationalisation of firms in a global economy and in particular with a focus on small and medium-sized enterprises (SMEs).

While participants may be working on the same live case this will not be considered as groupwork and instead two pieces of assessment are individually assessed and will contribute to and test the course objectives.

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|-------------------|-----|-----------------------------------|
| Oral presentation | 30% | (Learning objectives 1-4) |
| Research report | 70% | (Learning objectives 1, 2, and 4) |

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.

In week one, participants will be presented with options of firms that are willing to work alongside the course members in the form of a 'live case'; more specifically the international entrepreneurs within the firms. Participants will have the opportunity to self-select the firms they wish to work alongside with regards to the assigned assessment. Dates for presentations will also be established at this point together with expectations associated with the course. Participants will discuss topics associated with the course in seminar format including cases, videos and other teaching vehicles where appropriate. This teaching style will continue throughout the course.

Starting from week two, participants will commence work associated with the firm with which they are working with regards the assigned coursework. The seminar period will be used to facilitate discussion in order that theory can be applied to practice and for participants to share learning associated with the live case study. In later weeks participants will be required to formally present their findings with regards to the case on which they have been working.

The way in which the presentation is undertaken is left somewhat to individuals in terms of the length of time covering aspects of the live case, but it should include the following:

- An outline of the background of the firm and the context in which it operates (e.g. resources base, IB experience, etc);
- The main theoretical perspectives or approaches to address the issue of entering a new overseas market;
- Secondary data to justify the market selection and entry strategy that is proposed;
- The presenter's own view of the issue and their practical recommendations in the form on an international business plan (more specifically focussing on a market selection and entry strategy) for the live case.

Presenters will be evaluated against the marking criteria provided in advance and this is worth 30% of the total mark:

Report: A report of no more than 5000 words is required as a key part of the course work. The report should be written following the referencing style of an academic article in a top-tier International Business journal (e.g., *Journal of International Business Studies*) and detail the points contained in the presentation. Participants will be evaluated against the marking criteria provided in advance and this is worth 70% of the total mark:

Penalties

Submission of Assignments and Penalties:

- a) The written assignments are due on 3 June at 9.30. The presentation dates will be agreed in class time.
- b) The assignments can be handed in late with the following penalties applying: 1 day late: 5% penalty, then a further 5% penalty for each subsequent day.
- c) All work handed in must have the course name, title and topic of the assignment, and your name and ID number.
- d) Extensions **must be applied for in advance** - they will only be considered if a written application is made at least 24 hours prior to the due date, except where the student has a medical certificate, a note from the student counsellor, or some exceptional circumstance exists. Application for an extension must be made to the course coordinator.

- e) Work where extensions have been granted or work that is late is be handed in to the course coordinator, or the SMIB Office RH 1101.

Mandatory Course Requirements

Students must undertake and submit both pieces of assigned work and achieve the required standard to pass.

Class Representative

A class representative will be elected in the first class, 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

Blackboard and student email addresses are the devices through which any additional information or changes regarding this course will be communicated. Please check Blackboard and your student emails frequently (every two days at least).

Additional Details

Return of assignments: Assignments will be marked and returned to students within two weeks of submission, unless agreed otherwise.

Guidelines for referencing: All of your referencing should follow the format of a major IB journal such as the Journal of International Business Studies. See: http://www.palgrave-journals.com/jibs/style_guide.html.

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 www.victoria.ac.nz/home/study/academic-progress.

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 www.victoria.ac.nz/home/study/calendar (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/