

School of Marketing and International Business

IBUS 201 PRINCIPLES OF INTERNATIONAL BUSINESS

Trimester 3, 2011

COURSE OUTLINE

Names and Contact Details

Course coordinator:	Dr. Yang Yu Room 1115, Rutherford House Telephone: 463-6486 Email: yang.yu@vuw.ac.nz
Office hours:	Monday and Thursday: 11:30-12:30
Course Administrator:	Asako Clear Room 1121, Rutherford House Telephone: 463-5723 Email: asako.clear@vuw.ac.nz

Trimester Dates

- Teaching Period: Monday 14 November – Wednesday 7 December
- Examination Date: Wednesday 14 December

Withdrawal from Course

- Your fees will be refunded if you withdraw from this course on or before 18 November 2011.
- The last date for withdrawal from this course is Friday 9 December. 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

Lectures:

- Monday, Tuesday and Wednesday: 09:30 – 11:20am, GBLT2

Course Content

This is an introductory course in international business, providing comprehensive coverage of the issues facing firms in international markets. There are three main themes: 1) the external environment of international business, 2) international business strategy, and 3) international business operations. The course is divided into the following topics:

Introduction to International Business and Globalisation
The External Environment of International Business
Link between business and its environment
Social and cultural environment
Technological environment
Economic and financial environment
Political and legal environment
Multinational enterprises, trade and investment
Review of the course

Schedule of the course			
	Monday	Tuesday	Wednesday
Week 1	Introduction	Globalization	<i>In-class discussion</i>
	Introduction	Globalization	Business and environment
Week 2	Social/cultural environment	Social/cultural environment	Technological environment
	Social/cultural environment	<i>In-class discussion</i>	Technological environment
Week 3	<i>In-class discussion</i>	Economic/financial environment	Political environment
	Economic/financial environment	<i>In-class discussion</i>	Political environment
Week 4	<i>In-class discussion</i>	Trade theory	FDI and MNEs
	Trade theory	FDI and MNEs	Review of the course

Course Learning Objectives

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

Course Delivery

This course is student centred and will use a mixture of lectures, in-class discussions, and reviews of the literature.

Expected Workload

In addition to classroom hours (lectures and tutorials) you should expect to spend about 9-10 hours per week in reading, assignment, thinking about the course material, and preparing for the final exam.

Readings

The required text for this paper is Charles W.L. Hill. (2011), *International Business: Competing in the Global Marketplace*, 8th 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). Other materials for in-class discussions will be provided in advance.

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) such as *The Economist* and *Financial Times*, academic material (journals and books) such as *The Journal of International Business Studies*, 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. There is a separate site for this course on Blackboard. All announcements pertaining to the course will be posted here. No additional materials will be permitted during the final examination.

Assessment Requirements

A breakdown of the final market and description of each pieces of assessment follows:

Assessment	Learning objectives	Weight	Due Date
Business environmental report	LO 1 & 3	30%	30 November, Wednesday
Final examination	LO 1, 2 & 3	70%	14 December, Wednesday

Business environmental report (30%)

The business environmental report is designed to make you aware of the big wide world around you and its influence on international business. The purpose of the 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 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 paying attention to 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 - you are expected 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 length of the report is expected to be approximately 2,000 **words** or the equivalent of four pages (1.5 line-spacing, font size 11) plus references. In the report, you choose two out of the four topics of the STEP environmental analysis framework (social/cultural, technological, economic/financial and political/legal), and identify the relevant examples to demonstrate how the external environment may have impact on businesses. An additional guideline for the report will be provided at the beginning of the course. The report is due on **30 November, Wednesday in Week 3** of the trimester. You will need to submit both a softcopy of the report via the Blackboard by 5:00pm, and a hardcopy to the lecturer in class.

Written expression: If you have problems in written expression, we strongly encourage you to make use of the Student Learning Study Support Service on Level 2 of the Railway West Wing. We expect competent use of written English, and will assess this in each piece of work; while a few minor mistakes will not be penalised, frequent mistakes or major problems in written expression will result in the loss of marks. If grammatical problems mean that we cannot understand your assignment, it will be failed. If you fail due to poor written expression, you may revise the language (but not the content), and resubmit an otherwise identical assignment before the last teaching day of the trimester.

Quality Assurance 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.

Examination (70%)

The final examination will be a written **3-hour** exam and will cover the contents of the entire course (lectures, in-class discussions and course readings). It will be scheduled on **Wednesday 14 December**.

Penalties

In fairness to other participants, work submitted after the deadline will incur a penalty for lateness. Late assignments will carry a penalty of 15% for each day late. In the event of unforeseen circumstance e.g., serious illness, family bereavement, participants should discuss waiver of the penalty with the course co-ordinator.

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: <http://www.victoria.ac.nz/home/study/plagiarism.aspx>. Your assignments may be submitted to Turnitin (see below the same page), thus be sure to cite all of your references.

Mandatory Course Requirements

All students are expected to hand in the report and obtain a mark of at least 40%, and a mark of at least 50% on the final examination to pass this course.

Class Representative

A class representative will be elected in the first class, and that person's name and contact details made 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

All of your course marks will be uploaded to Blackboard as soon as they are available. Course notices will also be updated under *Announcements*.

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/>

Te Putahi Atawhai

Maori and Pacific Mentoring Programme

http://www.victoria.ac.nz/st_services/tpa/index.aspx