

School of Marketing & International Business

IBUS 406 ADVANCED INTERNATIONAL STRATEGY

Trimester One 2012

COURSE OUTLINE

Names and Contact Details

Dr Revti Raman (Course Coordinator)

Room 1110, Rutherford House

Telephone: (04) 463-7452

Email: revti.raman@vuw.ac.nz

Office Hours: Tuesday 1.00 pm to 3.00 pm

Dr Yang Yu

Room 1115, Rutherford House

Telephone: (04) 463-6486

Email: yang.yu@vuw.ac.nz

Office Hours: Wednesday 1.00 pm to 3.00 pm

Trimester Dates

Teaching Period: Monday 5 March – Friday 8 June

Study Period: Monday 11 June – Thursday 14 June

Examination Period: Friday 15 June – Wednesday 4 July (inclusive).

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 16 March 2012.
2. The standard last date for withdrawal from this course is Friday 18 May 2012. 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 14.40 – 17.30 (RH 1113)

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 course focuses on the following topics.

Week	Day & Date	Instructor	Topics*
1	Friday, March 9	Revti	Understanding International Strategy and the Context
2	Friday, March 16	Yang	International Strategy and Large Emerging Markets
3	Friday, March 23	Yang	Strategizing in Crisis
4	Friday, March 30	Revti	Global Sourcing of Goods and Services
5	Friday, April 6**	Revti	International Strategy-Structure Dynamics
<i>Mid Trimester Break</i>			
6	Friday, April 27	Revti	Group Case Study Presentations
7	Friday, May 4	Yang	Foreign Operation Modes
8	Friday, May 11	Yang	Subsidiary Headquarter Relationships
9	Friday, May 18	Yang	Exploiting Cross Border Knowledge Management
10	Friday, May 25	Revti	Individual Assignment Presentations
11	Friday, June 1	Revti	Implementing the Strategy
12	Friday, June 8	Revti	Other Strategy Issues and the Course Review
* A reading list containing 4 journal articles and a case for each topic will be provided through Blackboard. ** No class being Good Friday, Slides to be posted on Blackboard, Q&As in week 6			

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 three sessions: The first session will be led by students to critically evaluate the readings of the week. The 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. The last session will focus on case study analysis for the topic of the week. In some weeks business practitioners may replace the case study time slot.

All students are expected to take active roles in all discussions. 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 attend **each** class and be **thoroughly prepared** in order 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 regularly check Blackboard to get updated 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 group work discussion. Additional meetings outside the class should be planned to finish the work effectively in time.

Readings

There is no required textbook for this course. A readings list is provided and students are expected to download the readings from the library databases. Printed copies of the cases to be discussed over the trimester will be given during first week of the course. Students are encouraged to use the library for relevant strategy text-books and the online databases for exploring further related readings.

Materials and Equipment

No additional equipment will be required for this course.

Assessment Requirements

Assessment	Learning Objectives Addressed	Weight	Due Date
<i>Group Assignment</i>	LO1, LO2, LO3	15%	
Presentations (15 Minutes)		5%	Week 6, Friday, April 27
Written Report (3000 words)		10%	Week 7, Friday, May 4
<i>Individual Assignment</i>	LO1, LO2, LO3, LO4	30%	
Presentations (20 Minutes)		10%	Week 10, Friday May 25
Written Assignment (3000 words)		20%	Week 12, Friday, June 8
<i>Discussion/ participation</i>	LO1, LO2	15%	Over the Trimester
<i>Final Examination (Three Hours)</i>	LO1, LO2, LO3, LO4	40%	
	Total	100%	

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 11pm on the respective due dates. You must attach International Business Assessment Cover Sheet to your group and individual written assignments. The coversheet will be made available on Blackboard.

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.

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 from Friday 15 June – Wednesday 4 July (inclusive).

Penalties

Late assignment submissions will incur a penalty of 5% 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.

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 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

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

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/tpa/>