

School of Marketing and International Business

## **IBUS 402 MULTINATIONAL CORPORATIONS IN THE CONTEMPORARY ENVIRONMENT**

Trimester 2 2012

### **COURSE OUTLINE**

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

**Course coordinator:** Dr. Yang Yu  
Room 1115, Rutherford House  
Telephone: 463-6486  
Email: yang.yu@vuw.ac.nz

**Office hours:** Wednesday 14:00-16:00

#### **Trimester Dates**

Teaching Period: Monday 16 July – Friday 19 October

Study Period: Monday 22 October – Thursday 25 October (Monday 22 October is a public holiday, Labour Day)

Examination Period: Friday 26 October – Saturday 17 November (inclusive)

#### **Withdrawal from Course**

1. Your fees will be refunded if you withdraw from this course on or before Friday 27 July 2012.
2. The standard last date for withdrawal from this course is Friday 28 September for courses with 12 teaching weeks. 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 12:40-15:30 pm; Room: RH 1113

## Course Content

This course examines the role, scope and impact of multinational corporations (MNCs) in the global economy, with particular emphasis on current issues in the global business environment. Critique and extension of existing theories of the MNC are developed in light of these issues.

Week	Topic
1	Introduction: Is the world flat or spiky?
2	Topic 1: MNC theories in IB
3	Topic 2: MNCs in the institutional environment
4	Topic 2 (cont.)
5	Topic 3: Dealing with liability of foreignness
6	Topic 4: Corporate social responsibility of MNCs
7	Topic 5: MNCs' spillover effects
8	Topic 6: MNCs and political environment
9	<i>Essay presentations</i>
10	Topic 7: MNCs in emerging markets
11	Topic 8: Operation management of MNCs
12	<i>Review</i>

## Course Learning Objectives

At the Honours level you are encouraged to take responsibility for your own learning, to develop an independent research orientation, and exhibit a degree of intellectual independence. Through a mixture of lectures, readings, student-led discussions, seminars and critiques, students who complete this course should:

1. Critically evaluate research and issues relating to MNCs in the world economy.
2. Demonstrate in-depth knowledge and understanding of key areas relating to MNC's in the global business environment.
3. Lead discussion and debate using evidence and ideas to support arguments.
4. Use critical reasoning to identify and interpret the implications of important issues in today's international business environment.

## Course Delivery

This course is student centred. The three hours per week are divided into three parts. The first part is devoted to students' presentation and critique of the weekly assigned readings. The second part will be a seminar that facilitates the understanding of the weekly topic. After Week 2, seminars will be led by a group of two students. The third part will be used by the lecturer to provide an overview of the topic, with opportunities for student discussion and comment.

## Expected Workload

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

Attendance at classes:	3 hours per week
Reading and critique:	3-4 hours per week
Preparation for seminars and essay:	3-4 hours per week

## Group Work

Students will lead the eight seminars between week 5 and week 11. Each of you will contribute to two seminars throughout the course. In week two, you need to choose which two topics you

would like to work on. You will team up with another colleague for the seminars, based upon academic interest. You and your team member should expect to spend 2-3 hours together preparing the seminar of the week. An equal mark will be given to both students in a team.

**Readings**

Readings will be assigned for each week. These readings should be considered as the starting point for wider reading in preparation for in-class discussion and seminars. Students are encouraged to make use of the library databases, books, and periodicals to obtain further readings relevant to this course, which is also essential for running the seminars.

**Materials and equipment**

Students are encouraged to make use of other sources of materials to prepare for the assessments, particularly seminar and essay. Important academic journals that can be used for this purpose include for instance, *Academy of Management Journal*, *Academy of Management Review* and *Journal of International Business Studies*.

**Assessment Requirements**

The course will be assessed on the basis of 100% coursework which comprises of weekly presentations of the assigned articles, two seminar, one essay, and participation.

Assessment	Learning objectives	Weight	Due date
Weekly presentations	1, 2	15%	Weekly
Seminar (group work) x 2	2,3	15%	tba
Annotated Bibliography x 2	1,2	20%	tba
Essay	2,3,4	50%	Week 12

***Weekly presentations***

You will choose four topics and present one article of each throughout the course. This will be scheduled in Week 2. Please note that presentation should be more than a summary of the selected article. You need to also include own comments about the article and identify its strength, weakness, implications, and connection with other articles of the week (if applicable), etc. For instance, how similar/different is the article to/from others? What issues does the article raise? What are the contributions and implications of the article? If it is an empirical work, what are the possible limitations? You will have 15 minutes to present an article, and another 5 minutes will be allocated for discussion and responding to questions raised by colleagues.

***Seminar (group work)***

If you run the seminar of the week, you should read more widely, using the assigned articles only as a start-point and based upon further exploration of the literature, report back to the class on a specific issue closely relating to the weekly topic. You will be responsible for designing the form of the seminar, in the way that helps others to learn as well. Seminar will take approximately 45 minutes.

***Annotated bibliography***

If you lead the seminar of the week, you and your group member will produce an annotated bibliography for the weekly readings individually. More information about the bibliography will be provided in week 2.

***Essay***

You will write up an essay (approximately 4,500-5,000 words, including references) addressing a particular issue in relation to any topic covered in the course. The purpose of the essay is to examine your knowledge and understanding of key areas relating to MNCs in the global business

environment. In the essay, you should state the issue and then develop own insight and arguments by drawing on the extant literature. You will have the opportunity to present your thoughts and progress about the essay in Week 9 in class, which will not be assessed. The essay is due in class at Week 12 (Monday 15<sup>th</sup> October). You must hand in a hard copy to the lecture and enclose a signed cover page. You will also submit a softcopy to Turnitin, via blackboard before 5pm on the same day.

### 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 FCom programmes. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the course.

### **Examinations**

There is no final examination in this course.

### **Penalties**

Unless you have a good reason (e.g. a medical certificate) and prior permission, five percent will be deducted for everyday lateness of the essay, including weekends; if you are unable to contribute to the presentation and seminar assigned to you, you will lose the mark accordingly.

### **Mandatory Course Requirements**

To pass the course, you must obtain at least 50% overall.

### **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**

Communication of the course will be through blackboard. You can also email and make appointment with your lecturer for any information regarding the course.

### **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](http://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](http://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](http://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](http://www.victoria.ac.nz/home/about_victoria/avcacademic/Publications.aspx)

**Faculty of Commerce Office**

<http://www.victoria.ac.nz/vbs/studenthelp>

**Te Putahi Atawhai**

**Maori and Pacific Mentoring Programme**

<http://www.victoria.ac.nz/tpa/>