

School of Marketing & International Business

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

Trimester Two 2012

COURSE OUTLINE

Contact Details

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Office hours: Monday 11:00 – 13:00 and by appointment

Trimester Dates

From Monday 16 July to Friday 2 November 2012.

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. 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

Wednesday: 14.40-17.30 (RH 1113). However, components such as the simulation may be run in a block format subject and visits to organisations may be outside of scheduled times to fit in with speakers’ commitments.

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 be conducted in various formats to meet learning objectives. In addition to external visits it is anticipated that a combination of seminar and private research work will be undertaken. This may mean that some of the course is taught in a block period and will be agreed with class participants in week one to ensure no students are disadvantaged. Specifically, it is anticipated that a business simulation will be taught in block whereas an ongoing international business research project will be undertaken over the duration of the course.

Expected Workload

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

Attendance at classes:	3 hours per week
Reading:	2-4 hours per week
Preparation for seminars and discussion:	3-6 hours per week
Research report	2-4 hours per week

Groupwork

Refer to the section on ‘Assessment Requirements’.

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 ‘simulated’ and ‘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 research projects using a ‘simulated’ and ‘live’ case that combines learning from other courses in the programme. Specifically, participants will first participate in a business simulation. Second, undertake research to establish a market selection and entry strategy for an international venture. The strategy proposed must have a well-developed conceptual foundation and will include a primary research component. 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 ‘simulated’ and ‘live’ cases respectively, 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.

Oral presentations for each of the simulated and live cases (15% each): 30% total
(Learning objectives 1-4)

Research report for each of the simulated and live cases (35% each): 70% total
(Learning objectives 1, 2, and 4)

Quality Assurance Note

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.

Presentations: Presenters will be evaluated against the marking criteria provided in advance and this is worth 30% of the total mark or 15% for each of the simulated and live components.

Report: A report of no more than 2500 words is required as a key part of the course work for each of the simulated and live components. The reports 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 respective presentation. Participants will be evaluated against the marking criteria provided in advance and this is worth 70% of the total mark or 35% for each of the simulated and live components.

Examinations

There is no final examination in this course.

Penalties

Submission of Assignments and Penalties:

- a) The written assignments are due by 12 noon on 10 October. 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 to be handed in to the course coordinator, or the SMIB School Office RH 1121.

Mandatory Course Requirements

Students must undertake and submit all pieces of assigned work and achieve 50% in each component to pass.

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

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 one week 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

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

**Te Putahi Atawhai
Maori and Pacific Mentoring Programme**
<http://www.victoria.ac.nz/tpa/>