

School of Marketing and International Business

IBUS 201 PRINCIPLES OF INTERNATIONAL BUSINESS

Trimester 3, 2012

COURSE OUTLINE

Names and Contact Details

Course coordinator: Dr. Yang Yu
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Office hours: Thursday 13:30-15:30

Course Administrator: Asako Clear
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School Office opening hours: Monday to Friday: 9:00 – 16:30

Trimester Dates

Teaching Period: 7 January – 3 February 2013

Examination Period: 18 February – 24 February 2013

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before 11 January 2013.
2. The standard last date for withdrawal from this course is 25 January 2013.

After 25 January 2013, 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, Thursday and Friday: 9:30 am – 11:20 am, GBLT1

Course Delivery

This course is student centred and will use a mixture of lectures, case analysis and in-class discussions.

Expected Workload

In addition to lectures students should expect to spend about 15 hours per week in reading, assignment, thinking about the course material, and preparing for the final examination.

Course Learning Objectives

1. Define the concepts, terminology and theories 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 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

Topic 1: What is international business? (Chapter 1 & 3)

Topic 2: Globalisation (Chapter 2)

The External Environment of International Business

Topic 3: Social and cultural environment (Chapter 4 & 5)

Topic 4: Technological environment (additional reading to be provided)

Topic 5: Economic and financial environment (Chapter 7, 10 & 11)

Topic 6: Political and legal environment (Chapter 7, 8 & 9)

Trade and FDI

Topic 7: Trade theories and MNCs (Chapter 6 & 16)

Course Schedule			
	Tuesday	Thursday	Friday
Week 1	What is international business?	Globalisation	Globalisation
Week 2	Social/cultural environment	Social/cultural environment	Technological environment
Week 3	Technological environment	Economic environment	Political and legal environment
Week 4	Trade theories and MNCs	Trade theories and MNCs	Course review

Readings

The required text for this course is Cavusgil et al. (2012), *International Business: The New Realities*, 2nd edition (Australian adaptation), Pearson. An e-book version is also available for purchase at a lower price. Additional readings (including a chapter from another textbook on technological environment) will be provided by the lecturer. The assigned textbook comes with web-site support (see materials and equipment below). Other materials for in-class discussions will be provided in advance.

Materials and Equipment

The textbook provides ONLY 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*, resources available on the web (library databases, web pages of universities, companies, and international organisations, and media-related sites), and academic material (journals and books) such as *Journal of International Business Studies* 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

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

Assessment	Learning objectives	Weight	Due Date
Essay (1,000 words)	LO 1 & 2	15%	17 January
Business environmental report (1,500 words)	LO 1 & 3	25%	1 February
Final examination (2 hours)	LO 1, 2 & 3	60%	TBA

Detailed instructions of essay and business environment report will be provided by the Course coordinator.

Penalties

In fairness to other participants, work submitted after the deadline will incur a penalty for lateness. Late assignments will carry a penalty of 10 per cent for each day late (including weekends). In the event of unforeseen circumstance e.g., serious illness, family bereavement, participants should discuss waiver of the penalty with the course co-ordinator.

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 submitted to Turnitin. A copy of submitted materials will be retained 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.

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 following period:

18 – 23 February 2013

Mandatory Course Requirements

In addition to obtaining an overall course mark of 50 or above, students must obtain a minimum mark of 40% in the final examination to pass the course. All students MUST also submit essay and the environment report.

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*.

Link to general information

For general information about course-related matters, go to

<http://www.victoria.ac.nz/vbs/studenthelp/general-course-information>

Note to Students

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 academic audit. The findings may be used to inform changes aimed at improving the quality of VBS programmes. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the course.
