

School of Marketing & International Business

## **IBUS 405 INTERNATIONAL BUSINESS RESEARCH METHODS**

Trimester 1, 2013

### **COURSE OUTLINE**

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

##### **Course Coordinators:**

Professor David Crick  
Room 1120, Rutherford House  
Telephone: (04) 463-6953  
Email: [david.crick@vuw.ac.nz](mailto:david.crick@vuw.ac.nz)  
Office Hours: By appointment

Dr Revti Raman  
Room 1110, Rutherford House  
Telephone: (04) 463-7452  
Email: [revti.raman@vuw.ac.nz](mailto:revti.raman@vuw.ac.nz)  
Office Hours: Thursday, Friday 11 am to 12 pm

##### **Course Administrator:**

Asako Clear  
RH 1121, Rutherford House  
Telephone: (04) 463-5723  
Email: [asako.clear@vuw.ac.nz](mailto:asako.clear@vuw.ac.nz)  
School Office opening hours: Monday to Friday 9:00 – 16:30

#### **Trimester Dates**

Monday 4 March to Friday May 31.

#### **Withdrawal from Course**

1. Your fees will be refunded if you withdraw from this course on or before Friday 15 March 2013.
2. The standard last date for withdrawal from this course is Friday 17 May 2013. 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**

Wednesdays 13.40 – 16.30 (RH 1113): Weeks 1, 2, 8-12.  
Wednesdays 13.40 – 15.30 (RH 1113): Weeks 3 - 7.  
Week 3-7: Three workshops of 2 hours duration (TBA).

## **Course Delivery**

Class sessions will generally consist of lectures, discussions and workshop sessions. All students are expected to take active roles in the discussions. You should plan on attending *each* class session, and on being thoroughly prepared to discuss any readings or analyses that have been assigned. Active and thoughtful participation is expected during the class meetings. Please note that the course schedule and content may be subject to minor modifications as the trimester progresses. Should this happen, announcements will be made via Blackboard or at the lectures.

## **Group Work**

Students will work in groups (to be agreed but around 3) to conduct class seminar presentations during the trimester. The dates for these will be decided in the first week of class. Detailed requirements will be posted on Blackboard.

## **Expected Workload**

You should devote about 15 hours per week of independent study to this course.

## **Course Learning Objectives**

The overall objective of IBUS 405 is to introduce Honours students in International Business to the principles and practice of Quantitative and Qualitative research. The course covers the fundamentals of the research process, the statistical analysis and modelling of data, plus qualitative research approaches and analysis. By the end of this course, students should be able to:

1. Interpret and evaluate international business literature with respect to methodological issues
2. Describe the uses and limitations of common tools for analysing qualitative and quantitative data
3. Analyse primary and secondary research data to assist in decision-making

## **Course Content**

This course provides a methodological examination of theoretical and empirical research in international business, addressing both qualitative and quantitative approaches, and including multivariate analytical techniques. The weekly topic list is given below and a detailed readings list will be made available through Blackboard. Times and room for the workshops will be announced in class and also made available through Blackboard.

### *Detailed Course Schedule*

Week	Class	Instructor	Topics
1	6 March	David Crick	Theory and Philosophy of Research; Research Process and the Fit with an International Business Dissertation; Research Design; Introduction to Quantitative, Qualitative and Mixed Methods Research.
2	13 March	David Crick	Topics in Week 1 Continued; Qualitative Research in Context, Case Studies
3	20 March	Revti Raman	Data Collection: Measurement of Variables, Sampling Design, Questionnaire Design, Common Method Variance, Secondary Data Sources.
4	27 March	Revti Raman	Understanding and Preparing for the Analysis: Cleaning and Transforming Data and Exploring Assumptions, Exploratory Factor Analysis, SPSS Workshop # 1.
5	3 April	<i>*Easter Break: No class</i>	
6	10 April	Revti Raman	Multiple Regression Analysis, SPSS Workshop # 2.
7	17 April	Revti Raman	T tests and Anova, SPSS Workshop # 3
<i>Mid Trimester Break 22 April to 26 April</i>			
8	1 May	David Crick	Qualitative Research in Context, Interviews; Qualitative Exercise Part 1
9	8 May	David Crick	Analysis of Qualitative Data; Qualitative Exercise Part 2
10	15 May	David & Revti	Research Proposal Presentations
11	22 May	David & Revti	Research Proposal Presentations
12	29 May	David & Revti	Other Methodological Approaches and the Course Review

### **Readings**

Generally, there will be several prescribed readings each week to supplement the required and recommended reading. A readings list will be provided and students are expected to download the readings from the library databases. Students are encouraged to make use of the library databases, books and periodicals, to obtain further reading material relevant to this course.

The following text is required for this course, and should be purchased.

Field, A. (2009) *Discovering Statistics using SPSS*. London: Sage Publications.

Additional readings will be distributed in class.

Recommended texts include:

Cavana, R.Y. Delahaye, B.L. & Sekaran, U. (2001) *Applied Business Research: Qualitative and Quantitative Methods*. Milton: Wiley

Creswell, J. (2003) *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*. London: Sage Publications

Eriksson, P. & Kovalainen, A. (2008) *Qualitative Methods in Business Research*. Los Angeles: Sage Publications.

Bryman, A. and Bell, E. (2011) *Business Research Methods* (Chapters 2 & 6), New York: Oxford University Press.

## Materials and Equipment

Statistical Software: We will use SPSS software, version 18, for in-class examples. This software is available on the student machines.

## Assessment

Assessments	Length/Time	Due Date	Value	Objectives Assessed
Data Analysis Cases (40%)				
Quantitative Exercises	2000 words	TBA	20%	1, 2,3
Qualitative Exercise	2000 words	TBA	20%	1, 2,3
Research Proposal (40%)				
Proposal Presentation	30 minutes	15 & 22 May	10%	1, 2
Written Research Proposal	3000 words	31 May	30%	1, 2
Discussion and Participation (20%)	Over the Trimester		20%	1,2,3

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 the written assignments is required by 6 pm on the respective due dates. You must attach the International Business Assessment Cover Sheet to your group and individual written assignments. The coversheet will be made available on Blackboard.

## Penalties

Late work will be accepted without penalty for good reason (e.g. a medical certificate) and prior permission. In other cases, ten marks will be deducted (out of 100) for each day, or part day, the assignment is late.

## 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.

## Mandatory Course Requirements

To meet mandatory course requirements in IBUS 405, students must submit **all** of the assigned work in the Course Outline. Students must also obtain **50%** overall and **40%** in each of the assignments to obtain a pass mark for this course.

## Communication of Additional Information

Announcements will be made during class and on Blackboard. Data files for the computer lab assignments will be distributed via Blackboard. Please check both your official VUW e-mail and Blackboard regularly.

## **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.

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