

School of Marketing and International Business

IBUS 201 PRINCIPLES OF INTERNATIONAL BUSINESS

Trimester 1, 2014

COURSE OUTLINE

Names and Contact Details

Course Coordinator: Dr. Yang Yu Telephone: 04 463 6486
Room 1115, Rutherford House
Email: yang.yu@vuw.ac.nz
Office hours: Wednesday 13:30-15:30

Course Administrator: Rebekah Sage Telephone: 04 463 5723
Room 1121, Rutherford House
Email: rebekah.sage@vuw.ac.nz
School opening hours: Monday to Friday: 9:00 – 16:30

Senior Tutor: Aidan Forrest
Room 1114, Rutherford House
Email: aidan.forrest@vuw.ac.nz
Office hours: TBA on Blackboard

Trimester Dates

Teaching Period: Monday 3rd March – Friday 6th June

Study Period: Monday 9th June – Thursday 12th June

Examination Period: Friday 13th June – Wednesday 2nd July (inclusive)

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 14th March 2014.
2. The standard last date for withdrawal from this course is Friday 16th May. 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

Thursdays 11:30 – 13:20, RHLT1

Course Delivery

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

Group Work

The second assignment (as indicated later in the course outline) contains a group work component. You will need to form a team of four students in your tutorial and investigate how a focal multinational corporation deals with issues in regards to the social/cultural, technological, economic and political environmental aspects. You and your group members will need to arrange a time to conduct research and discuss the case outside lectures and tutorials. Two hours per week are recommended. Your group work performance will be assessed based upon a 10-minutes-long oral presentation by all the team members in Tutorial 4.

Expected Workload

In addition to lectures students should expect to spend about 10-12 hours per week doing readings, assignments, thinking about the course material, and preparing for the final examination.

Prescription

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.

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

The course consists of a number of topics as follows:

Week	Lecture	Book chapter	Tutorial
1	Topic 1: What is international business?	1 & 3	
2	Topic 2: Globalisation	2	
3	Topic 2 cont.		1
4	Topic 3: Social/cultural environment	4 & 5	
5	Topic 3 cont.		2
6	Topic 4: Technological environment	<i>On Blackboard</i>	
7	Topic 4 cont.		3
<i>Trimester break</i>			
8	Topic 5: Economic environment	7, 10 & 11	
9	Topic 6: Political and legal environment	7, 8 & 9	
10	Topic 7: Trade theories and MNCs	6 & 16	4
11	Topic 7 cont.		5
12	Course summary		

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

From Trimester 1, 2014, a revised Assessment Handbook will apply to all VUW courses: see <http://www.victoria.ac.nz/documents/policy/staff-policy/assessment-handbook.pdf>.

In particular, there will be a new grade scheme, in which the A+ range will be 90-100% and 50-54% will be a C-.

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

Assessment	Learning objectives	Weight	Due Date
Essay (1,500 words)	LO 1 & 2	15%	5:00pm 26 March
Business case analysis			
a) Oral presentation (group work)	LO 1 & 3	10%	Tutorial 4
b) Written report (2,500 words)		25%	5:00pm 28 May
Final examination (2 hours)	LO 1, 2 & 3	50%	TBA

Detailed instructions of essay and business case analysis will be provided by the Course Coordinator. Notably, Tutorial 1 is designed to help you prepare for the essay. In this tutorial, you will also need to form a group of four with other students for the second assignment "Business case analysis". Your oral presentation of the case is scheduled in Tutorial 4.

P.S. In submitting these two assessments on the due date, students MUST hand in the hard copy with attached cover sheet (found on Blackboard) at the drop box on the Mezzanine floor Rutherford House, and upload an electronic copy via Turnitin on the course Blackboard.

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 Coordinator.

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:

Friday 13th June – Wednesday 2nd July (inclusive)

Mandatory Course Requirements

In addition to obtaining an overall course mark of 50 or better, students must:

1. obtain a minimum mark of 40% in the final examination to pass the course,
2. submit both the essay and the written report, and
3. attend at least 3 of 5 tutorials.

If you cannot complete an assignment or sit a test or examination, refer to

www.victoria.ac.nz/home/study/exams-and-assessments/aegrotat

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

Your course marks will be uploaded to Blackboard grade centre as soon as they are available. Course notices will also be updated under *Announcements*. Urgent information may be also sent to students via the university student email account.

Student feedback

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Student feedback on University courses may be found at

www.cad.vuw.ac.nz/feedback/feedback_display.php

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.
