

School of Marketing and International Business

## **IBUS 205 SME INTERNATIONALISATION**

Trimester 1, 2014

### **COURSE OUTLINE**

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

**Course Coordinator:** Dr Hongzhi Gao Telephone: (04) 463 6914  
Room 1125, Rutherford House  
Email: [hongzhi.gao@vuw.ac.nz](mailto:hongzhi.gao@vuw.ac.nz)  
Staff webpage: <http://www.victoria.ac.nz/smib/staff/hongzhi-gao.aspx>  
Office Hours: by appointment

**Course Administrator:** Rebekah Sage Telephone: (04) 463 5723  
RH 1121, Rutherford House  
Email: [rebekah.sage@vuw.ac.nz](mailto:rebekah.sage@vuw.ac.nz)  
Office Hours: Monday to Friday 9:00am – 4:30pm  
Contact Rebekah for questions regarding assignment submission, tutorial sign-up, extensions and penalties, plus any course administration inquiries.

**Senior Tutor:** Aidan Forrest  
Room 1114, Rutherford House  
Email: [aidan.forrest@vuw.ac.nz](mailto:aidan.forrest@vuw.ac.nz)  
Office hours: TBA on Blackboard  
Contact Aidan for questions related to tutorials, the tutorial programme content, assignment requirements and presentations.

#### **Trimester Dates**

Teaching Period: Monday 3<sup>rd</sup> March – Friday 6<sup>th</sup> June  
Study Period: Monday 9<sup>th</sup> June – Thursday 12<sup>th</sup> June  
Examination Period: Friday 13<sup>th</sup> June – Wednesday 2<sup>nd</sup> July (inclusive)

#### **Withdrawal from Course**

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

Lectures: Friday, 10:30am - 12:20pm, Rutherford House RHLT1

## **Course Delivery**

This course pursues a research-based learning approach. Students are required to learn by 'researching'. The course materials will expose students to the issues in SME internationalisation and export management. However, the focus of student learning should be placed upon conducting primary and secondary research to investigate the various topics covered by the course. Apart from research-based learning, the course involves a range of other teaching and learning methods including lectures, case studies, guest speakers, report writing and oral presentation. The benefits gained from the course are directly related to the quality and quantity of commitment and involvement that each individual student puts into the course.

### **Research-based learning:**

- Reading the course materials and familiarising yourself with the key topics/issues covered in the course.
- Participating actively in discussions in lectures.
- Reflecting on the questions, concepts and issues discussed in the lectures after class.
- Most importantly, conducting your own research on key concepts and theories by reviewing the literature and also applying the learned concepts and theories to examine real-life examples.

### **Tutorial Learning:**

Tutorial participation will contribute up to 5% of your total grade. Tutorials will take place from week three onwards with signup during weeks 1-2. Preparation and active participation are essential to tutorials' success. You are expected to:

- Read case materials prior to each tutorial.
- Search updated information about the case scenario from the internet prior to each tutorial.
- Participate actively in discussion and interact with others in the tutorials.

## **Group Work**

25% of your total grade is related to an export research project, including a written group report (15%) and an individually assessed group oral presentation (10%). Each group is required to have three members. This project requires you to work together as a team, research and apply the knowledge obtained from lectures, tutorials and readings to a real-life business scenario.

You may wish to contact the chosen company for interviews or inquiries related to this assignment; however, you must first seek approval from the Course Coordinator. Primary research necessitates compliance with ethics requirements set by the University in general and some specific requirements set for this course as approved by the Pipitea Human Ethics Committee. The appropriate documentation can be accessed via Blackboard.

### **Submission deadline:**

You need to hand in one signed (by all group members) hard copy of the group report at the IBUS 205 assignment box on the Mezzanine Floor of Rutherford House **before 10.00am 6 June**. You are also required to submit an electronic copy of your report via Turnitin on Blackboard before the same submission deadline for the hardcopy (Specific instruction regarding this will be given in the class and also available via Blackboard).

### **Oral presentation:**

Oral presentations will take place during week 11 (approximately 26-30 May). The presentation will be delivered in a group form but each group member will be individually assessed. However, the overall group performance and each presenter's cohesion with other members will also be factored in. Please note that a marking guide (assessment criteria) for oral presentations is available on Blackboard.

### **Expected Workload**

The minimum expected workload in this course is 12 hours per week on average including:

Attendance at classes (including tutorials):	2-3 hours per week
Research based learning:	4-5 hours per week
Group project:	6-8 hours per week during weeks 6-12
Oral presentation:	4-5 hours in week 12 for preparing for the group presentation (individually assessed).

### **Prescription**

The internationalisation of small to medium- sized firms (SMEs), with particular emphasis on those exporting from small, open economies; international entrepreneurship and dealing with risk, the internationalisation process; barriers to internationalisation, and operational strategies for offshore market entry.

### **Course Learning Objectives**

By the end of this course, students should have a clear understanding of SME internationalisation strategies and export management process and feel confident about working in the export department of a medium-sized firm or taking charge of export operations for a small-sized firm.

The learning objectives are:

1. Apply skills and knowledge for Small-Medium Enterprises (SMEs) to enter a foreign market, with a focus on export management.
2. Evaluate barriers/constraints, opportunities, market entry modes and strategic choices facing SMEs going international and the process of internationalisation.
3. Apply theories and knowledge learned from the course to operational issues associated with export.

### **Course Content**

This course aims to provide you with theoretical and practical understandings of issues faced by Small and Medium-sized Enterprises (SMEs) going international. This course takes a perspective of small, open economies such as New Zealand to understand SME internationalisation and also has a particular focus on export management. It covers topics including international entrepreneurship and dealing with risk, the internationalisation process and barriers to internationalisation, and operational strategies for offshore market entry. It is complementary to IBUS 201, MARK 302 and IBUS 305.

### **Readings**

There are no compulsory textbooks for this course. However, a few key titles will be recommended and frequently referred to in the lectures.

Chapters 7-11 in Fletcher, R. & Crawford, H. 2011. *International Marketing: An Asia-Pacific Perspective*. 5<sup>th</sup> ed. Frenchs Forest NSW: Pearson.

Chapters 7, 10, 11, 13 in Albaum, G. & Duerr, E. 2008. *International Marketing and Export Management*. Essex, England: Prentice Hall.

Griffiths, A., Wall, S., Zimmermann, C. & Klingebiel, R. 2007. Doing business: the nature of global trading. In *Lloyd-Reason, Lester & Leigh Sear, editors, Trading Places - SMEs in the Global Economy*. Cheltenham, UK: Edward Elgar.

Campbell-Hunt, Colin and CANZ. 2001. *World Famous in New Zealand: How New Zealand's Leading Firms Became World-class Competitors*. Auckland: Auckland University Press.

Copies of these books are made available in the Commerce library (also refer to the course reserve list in the library).

Other readings can be found on Blackboard.

Key websites for exporters in New Zealand and Australia:

<http://www.nzte.govt.nz/> (the official trade support website of NZTE).

<http://www.exportnz.org.nz/> (about Export New Zealand – an exporters' group).

<http://www.marketnewzealand.com/> (about New Zealand economy and export industries).

[www.stats.govt.nz](http://www.stats.govt.nz) (the official site on trade statistics).

<http://www.austrade.gov.au> (the Australian official trade support website).

<http://www.business.newzealand.com/> (Investment NZ, a branch of NZTE)

### **Materials and Equipment**

Students are required to have access to personal computers and the Internet in order to prepare material for assignments, presentations, and class participation.

### **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-.

No.	Assignment	%	LO	Date
1.	Tutorial participation	5%	1	
2.	Mid-trimester test during the lecture	20%	2	11 April
3.	Oral presentation (individually assessed, based on group work)	10%	1	week 11 (approximately 27-29 May)
4.	Group report (15% in total) - Exporting plan	15%	1,3	6 June
5.	Final examination (3 hours)	50%	1,2,3	TBA

### **Tutorial Participation**

Each week, a mark of 1 or 0 will be allocated to each student for participating in discussions during the tutorial. A rubric for mark allocation will be made available on Blackboard.

### **Mid-trimester Test**

20% of your total grade is made up of a mid-trimester test. The test which takes place during the lecture on **11 April** (Week 6) will comprise of multiple choice and/or short answer questions. It will cover the topics addressed in the lectures prior to and including 4 April and the tutorials in weeks 3-6.

## **Penalties**

Failure to inform the Course Coordinator or the delegated tutor regarding the results of group formation and chosen company **by 5.00pm on 28 March** may incur a penalty of 5% off the available grade for the assessment. Assignments received **after 10.00am on 6 June** and within 24 hours after this deadline will have 10% deducted from the available grade. Assignments received 24 hours and later than the deadline will not be marked and no grade will be given unless a prior approval is given by the Course Coordinator or the student provides an acceptable reason (e.g. medical certificate).

Any student caught cheating on an assignment or examination will receive an automatic mark of zero (0) and/or disciplinary actions may be taken under the Statute on Student Conduct. This includes plagiarism of others work in addition to your own previous work. You are strongly advised to consult the **Academic Integrity and Plagiarism** policy website.

## **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 13<sup>th</sup> June – Wednesday 2<sup>nd</sup> July (inclusive)

## **Mandatory Course Requirements**

In addition to obtaining an overall course mark of 50 or better, students must obtain a minimum mark of 40% in the final examination.

If you cannot complete an assignment or sit a test or examination, refer to [www.victoria.ac.nz/home/study/exams-and-assessments/aegrotat](http://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**

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.

## **Student feedback**

Student feedback on University courses may be found at [www.cad.vuw.ac.nz/feedback/feedback\\_display.php](http://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.

### LECTURE SCHEDULE 2014

Date	Time	Week	Lecturer	Topics
7 March	10:30 -12:20	1	Hongzhi Gao (HG)	Introduction to the course; drivers and barriers in SME internationalisation
14 March	10:30 -12:20	2	HG	Internationalisation models; government support and international business finance
21 March	10:30 -12:20	3	HG	Competitive and collaborative strategies in SME internationalisation
28 March	10:30 -12:20	4	HG and guest speaker	Innovation and niche-focused strategy; Being prepared in exporting
4 April	10:30 -12:20	5	HG	Choosing a market entry mode for a new market; Export planning;
11 April	10:30 -12:20	6	Mid-term test and lecture	Export finance, cash flow
18 April	10:30 -12:20	7	No lecture (Good Friday)	
Mid-Trimester Break				
9 May	10:30 -12:20	8	HG	Export documentation, export logistics, credit risk
16 May	10:30 -12:20	9	HG and guest speaker	Risk management
23 May	10:30 -12:20	10	HG and guest speaker	E-Commerce for SME exporters; Social media
30 May	10:30 -12:20	11	HG	Outsourcing& procurement; New Zealand SMEs and China
6 June	10:30 -12:20	12	HG	Final review

## TUTORIAL AND PRESENTATION SCHEDULE 2014

Week	Topic	Readings
3	Born global	Femme fatale (multi-media case study)
4	Competing with big guys	Tait case study
5	Marketing and innovation led internationalisation	Icebreaker case study
6	Group project planning and discussion	
7	<i>No Tutorial</i>	
8	Export cost/price/breakeven analysis	Exporting NZ wine to Japan
9	Export logistics analysis	Case study in combination with last year's exam question
10	Review of group project	
11	Student presentation	

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