

School of Marketing and International Business

IBUS 401 Advanced International Business

Trimester 1, 2014

COURSE OUTLINE

Names and Contact Details

Course Coordinator: Dr Rowena Wang-Vehbi
Office 1116, Rutherford House, 23 Lambton Quay
Email: rowena.wang-vehbi@vuw.ac.nz
Telephone: 04 463 6025
Office hours: Tuesday 10:30 – 12:30
(*Drop-in is welcomed but email for an appointment is preferred*)

Course Administrator: Rebekah Sage
Room 1121, Rutherford House, 23 Lambton Quay
Email: rebekah.sage@vuw.ac.nz
Telephone: 04 463 5723
School Office opening hours: Monday to Friday 9:00 am – 16:30 pm

Trimester Dates

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

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

Thursday 13:40 – 16:30
Railway West Wing, RWW 126

Course Delivery

This course is student-centred. Sessions will generally be conducted in a seminar format, with all students expected to take active roles in the discussion. Students should read 'required reading' materials as well as search new materials relating to the assigned issue/topic of the week before the class. Students should plan on attending each session, and on being thoroughly prepared to make contributions to the class discussion.

The three hours per week are typically divided into two parts. The first part will be devoted to a discussion and critique of the readings assigned for that week. From week 2, students will lead this discussion in the form of an interactive seminar. The second part will be used to provide a further review of the topic under discussion, a discussion on possible further research issues or a discussion on how the theoretical approach could be applied to international companies. These will be led by the lecturer, with opportunities for students' discussions and comments.

Group Work

Students will work in groups of 2-3 to conduct two class seminar presentations during the trimester. The dates for these will be decided in the first week of class. Detailed requirements will be distributed in the class and posted on Blackboard.

Expected Workload

You should expect to spend up to 10 – 12 hours per week on independent study for this course. It is very important that you keep up with the course readings, as this is a fast-paced course, covering a lot of material.

Prescription

The course analyses advanced theories and develops applications relevant to present day developments in international business, enabling students to apply analytical tools to inform international business strategy formulation and execution, and to assess outcomes. In particular, the course addresses issues regarding international business theory, international strategy and management concerns.

Course Learning Objectives

By the end of this course, students should be able to:

1. Examine and critically assess research in international business and the management of multinational enterprises
2. Apply theory and concepts to issues in the field of international business
3. Synthesize the conceptual and empirical literature on the management of the multinational enterprise

Course Content

In relation to course delivery and learning objectives, the weekly subject topics will not only be designed by the lecturer but also will include students' interests in choosing what particular topics they would like to study. The first six weeks' topics are listed in the following table. A detailed course schedule will be posted on Blackboard in Week 2.

Course Schedule 2014

DATE	TOPIC	SEMINAR/ DISCUSSION LEADER	TO BE SUBMITTED*
6 March	Course Outline Overview : An Introduction to International Business Trends		
13 March	The Key Literature on International Business Theory : from past to present	Group 1	
20 March	Regional International Business Studies	Group 2	
27 March	Theories of Internationalisation : Issues and Implications	Group 3	<i>*Proposal for Literature Review Due on 13:30, 27th March</i>
3 April	Cultural Issues for International Business	Group 4	
10 April	Global Economic Crises and International Business	Group 5	
17 April	To Be Decided by the Group	Group 1	<i>*Annotated Bibliography Due on 13:30, 17th April</i>
Mid-Trimester Break & School Holiday from 18 th April – 4 th May			
8 May	To Be Decided by the Group	Group 2	
15 May	To Be Decided by the Group	Group 3	
22 May	To Be Decided by the Group	Group 4	
29 May	To Be Decided by the Group	Group 5	
5 June	The Possible Direction of International Business Research Activity		<i>*Literature Review Due on 13:30, 5th June</i>

Readings

Readings for this course will be distributed prior to the material being covered in class. If you are unable to collect the readings in class, they may be collected from the Course Coordinator.

Generally, there will be several prescribed readings each week. These readings should be considered as the starting point for wider reading in preparation for seminars and the literature review. Students are thus encouraged to make use of the library databases, books and periodicals, as well as web resources to obtain further reading material relevant to this course.

Materials and Equipment

No special requirements.

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-.

The course will be assessed on the basis of 100% coursework, described below.

Assessments	Learning Objectives Addressed	Length/Time	Weight	Due Date
Class Presentation (Group work) x2	LO 1 – 3	1-1.5hrs	15%	Various dates
In-class Discussion	LO 1 – 3	1-1.5hrs	10%	Various dates
Proposal for Literature Review	LO 1-2	Approx. 500 words	10%	13:30, 27th March
Annotated Bibliography	LO 1 – 3	Approx. 2500 words	20%	13:30, 17th April
Literature Review	LO 1 – 3	Approx. 5000 words	45%	13:30, 5th June

Information on the assessment requirements will be provided in class and on Blackboard. All assignments are to be submitted to the office of the School of Marketing and International Business on the respective due dates. You must attach School of Marketing and International Business Assessment Cover Sheet to your all assignments. Turnitin submission of the Literature Review is required by 17:30 pm on the due dates.

Penalties

Late work will be accepted without penalty for good reason (e.g. a medical certificate) and prior permission. In other cases, 10 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 401, students must submit **all** of the assigned work in the course outline. Students must also obtain **50%** overall.

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

Announcements will be made during class and on Blackboard. Materials relevant to the course will also be made available on Blackboard. Please check both your official VUW e-mail and Blackboard regularly.

Student feedback

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.
