

School of Marketing and International Business

IBUS 402 MULTINATIONAL CORPORATIONS IN THE CONTEMPORARY ENVIRONMENT

Trimester 1, 2014

COURSE OUTLINE

Names and Contact Details

Course Coordinator:	Dr. Yang Yu Room 1115, Rutherford House Telephone: 04 463 6486 Email: yang.yu@vuw.ac.nz
Office hours:	Wednesday 15:00-17:00
Course Administrator:	Rebekah Sage Room 1121, Rutherford House Telephone: 04 463 5723 Email: rebekah.sage@vuw.ac.nz
School opening hours:	Monday to Friday: 9:00 – 16:30

Trimester Dates

From Monday 3rd March to Friday 27th 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

Lectures: Tuesdays 9:30 – 12:20, RH1113

Course Delivery

This course is student centred. The three hours per week in lecture are divided into three parts. The first part is devoted to students' presentation and critique of the weekly assigned readings. The second part will be a seminar that facilitates the understanding of the weekly topic. From Week 2 onward, seminars will be led by students. The third part is used by the lecturer to provide an overview of the topic, also to generate further student discussion and comment.

Group Work

Students responsible for a weekly seminar will work as a group. They are advised to spend 3-4 hours outside the class to review literatures and develop the ideas of running the seminar.

Expected Workload

Students should expect to devote about 10 hours per week of independent study to this course.

Attendance at classes:	3 hours per week
Reading and critique:	4-5 hours per week
Preparation for seminars and essay:	4-5 hours per week

Prescription

This course examines the role, scope and impact of multinational corporations (MNCs) in the global economy, with particular emphasis on current issues in the global business environment. Critique and extensions of existing theories of the MNC are developed in light of these issues.

Course Learning Objectives

At the Honours level you are encouraged to take responsibility for your own learning, to develop an independent research orientation, and exhibit a degree of intellectual independence. Through a mixture of lectures, readings, student-led discussions, seminars and critiques, students who complete this course should:

1. Critically evaluate research and issues relating to MNCs in the world economy.
2. Demonstrate in-depth knowledge and understanding of key areas relating to MNC's in the global business environment.
3. Lead discussion and debate using evidence and ideas to support arguments.
4. Use critical reasoning to identify and interpret the implications of important issues in today's international business environment.

Course Content

This course consists of a number of topics as follows.

Week	Topic
1	Is the world flat or spiky?
2	The liability of foreignness
3	Institutional theory and MNC legitimacy
4	Stakeholder theory and CSR for MNCs
5	Organisational status and MNCs: an emerging topic?
6	MNC spillovers in host countries
7	Organisational learning of MNCs
<i>Trimester break</i>	
8	Political issues of MNCs
9	International strategic alliance
10	<i>Essay presentations</i>
11	MNCs competing in emerging markets
12	The emerging giants: what do we know about them?

Readings

Readings will be assigned for each week. These readings should be considered ONLY as the starting point for wider reading in preparation for in-class discussion, seminars and the essay.

Materials and Equipment

Students are encouraged strongly to make use of other sources of materials to prepare for the assessments. Students are encouraged to make use of the library databases, books, and periodicals to obtain further readings relevant to this course, which is also essential for running the seminars. Important academic journals that can be used for this purpose include for instance, *Journal of International Business Studies*, *International Business Review*, *Journal of World Business*, *Academy of Management Journal*, and *Academy of Management Review*. There is a separate site for this course on Blackboard. All announcements pertaining to the course will be posted here.

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:

Assessments	Learning objectives	Weight	Due date
Presentations and critique of assigned weekly articles	1,2	20%	TBA
Student-led seminars	2,3	30%	TBA
Essay (word limit: 3,500 words)	1,2,3,4	50%	5:00pm, 27 June

During the course, every student will present THREE assigned weekly articles individually, and run TWO seminars collaboratively with another student. Students working as a pair for a seminar will receive *individual* marks based on their own contributions to the seminar. They also need to submit an annotated bibliography (word limit: 1,000 words) which includes up to five articles that they find and use, in addition to the assigned weekly readings, to derive the theoretical rationales underpinning the seminar. Articles included in a student's bibliography are expected to be different from those of the other group member.

Students also need to submit an essay with a chosen topic relating to the course topics. In the essay, students demonstrate their understanding of the complex global business environment, and develop their insights in how MNCs should interact with the surrounding environment for organisational success. During the Week 10 session, each student has an opportunity to present his/her essay draft to the fellow students and Course Coordinator (about 10 minutes), through which comments and feedbacks may be sought. Detailed instructions of the essay 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 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.

Mandatory Course Requirements

To pass the course, students must obtain an overall course mark of 50 or better.

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

Communication for this course will be through Blackboard and your university student email address. You can also make an appointment with your lecturer for any information regarding the course.

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.
