

School of Marketing & International Business

IBUS405 INTERNATIONAL BUSINESS RESEARCH METHODS

Trimester 1, 2014

COURSE OUTLINE

Names and Contact Details

Course Coordinator: Dr Revti Raman,
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Office Hours: Monday 1.00 pm to 2.00 pm

Course Administrator: Rebekah Sage
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School Office opening hours: Monday to Friday 9:00 am – 4:30 pm

Trimester Dates

From Monday 3rd March to Friday 6th June 2014

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

Monday 9.30 am – 12.20 pm, RH 1113

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

There is no group work for this course

Expected Workload

You should devote about 10-12 hours per week of independent study to this course.

Prescription

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.

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 research data to assist in decision-making

Course Content

The weekly topic list is given below and a detailed readings list will be made available through Blackboard. The detailed course schedule is given below. Any changes in the schedule will be notified through Blackboard.

Detailed Course Schedule

Week	Day & Date	Topics
1	Mon 03 Mar	Course Introduction, Theory and Philosophy of Research
2	Mon 10 Mar	Literature Review and Conceptual Development, Results and Discussion
3	Mon 17 Mar	Reviewing a Journal Paper, Qualitative Research
4	Mon 24 Mar	Interviews, Case Studies
5	Mon 31 Mar	Qualitative Data Analysis, Introduction to NVivo
6	Mon 07 Apr	Quantitative Research: Nature, Measurement, Sample Design, Survey Design
7	Mon 14 Apr	Introduction to SPSS, Preparing for Data Analysis, Preparing Human Ethics Committee Application
<i>Break</i>		
8	Mon 05 May	Data Reduction Methods and Reliability Analysis, Regression Analysis
9	Mon 12 May	Using SPSS to Undertake Quantitative Data Analysis
10	Mon 19 May	Experimental Design, T-tests and Anova
11	Mon 26 May	Research Proposal Presentations
12	Mon 02 June	Review & Looking Forward, Queen's Birthday – no Class. An alternate time and date for this session will be notified in class.

Readings

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.

Recommended texts include:

Quinlan, C. 2011. *Business Research Methods*, United Kingdom, Cengage Learning.

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.

Other supplementary readings will be distributed in class as previously mentioned.

Materials and Equipment

Students need to get the following software from the Commerce Library and download these on their laptops: SPSS, NVivo and Endnote.

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-.

Assessments	Length/Time	Due Date	Value	Objectives Assessed
#1 Data Analysis Techniques	1500 words	Week 10, Mon 19 May	20%	1, 2, 3
#2 Critical Review of a Paper	1500 words	Week 11, Wed 28 May	30%	1, 2, 3
#3 Research Proposal				
Proposal Presentation	15 minutes	Week 11, Mon 26 May	10%	1, 2, 3
Written Research Proposal	3000 words	Week 12, Fri 05 June	30%	1, 2, 3
#4 Discussion and Participation	Over the Trimester		10%	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 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

In addition to obtaining an overall course mark of 50 or better, students must achieve at least 40% in the written research proposal assignment and submit **all** of the assigned work in the course outline.

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

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.

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.
