

School of Marketing & International Business

IBUS 412 ST: DYNAMIC PERSPECTIVES ON THE GLOBALISATION OF FIRMS

Trimester 2, 2014

COURSE OUTLINE

Names and Contact Details

Course Coordinator: Prof David Crick Telephone: (04) 463 6953
Rutherford House, RH 1120
Email: david.crick@vuw.ac.nz
Office Hours: Mondays 12.30pm – 2.30pm or by appointment

Course Administrator: Rebekah Sage Telephone: (04) 463 5723
Rutherford House, RH 1121
Email: rebekah.sage@vuw.ac.nz
Office Hours: Monday to Friday 9:00am – 4:30pm

Trimester Dates

Teaching Period: Monday 14th July – Friday 17th October

There is no examination for this course; the last piece of assessment is due by 1pm on 6 October, 2014

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 25th July 2014.
2. The standard last date for withdrawal from this course is Friday 26th September. 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: Monday 9.30 – 12.20,
Rutherford House, RH 1113

However, components may be outside of scheduled times e.g. to fit in with field trips and speakers' commitments etc. In such circumstances class participants will not be asked to undertake more than the required hours and simply times will be rescheduled if possible.

Course Delivery

Sessions will be conducted in various formats to meet learning objectives. In addition to external visits/ field trips it is anticipated that a combination of seminars and private research work will be undertaken. This may mean that some of the course is taught in periods outside of the scheduled times and will be agreed with class participants in week one to ensure no students are disadvantaged. This makes it difficult to propose a weekly schedule in advance e.g. until field trip dates are confirmed.

Group Work

Please refer to the section on coursework. If there are any group performance or cooperation issues among the group members, those must be brought to the attention of the Course Coordinator immediately so that they can be addressed in a timely manner. Intervention will be made to support students if advance notice is received.

Expected Workload

You should expect to devote about 150 hours of study to this course. The following weekly breakdown will be more intense at times due to the nature of the course.

Attendance at classes:	3 hours per week
Reading:	2-4 hours per week
Preparation for seminars and discussion:	3-6 hours per week
Research report	2-4 hours per week

Prescription

A dynamic perspective on the globalisation process of firms, complementing the traditional functional views in international management. The course explores different conceptual and case-related approaches.

Course Learning Objectives

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

1. Critically discuss and evaluate issues relating to the dynamics in international businesses from an international entrepreneurial perspective, drawing on existing knowledge, theories, and concepts.
2. Develop independent research capability, from setting initial research questions to making conclusions
3. Lead class discussion on topics of interest, and stimulate and answer questions from a knowledgeable audience

Readings

There is no text for IBUS 412 as this is an applied course implementing some of the theories discussed in other courses in a practical case environment; relevant material will be provided.

Materials and Equipment

No additional equipment will be required for this course.

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.

Course participants will complete a research project using a 'live' case that combines learning from other courses in the programme. Specifically, participants will undertake research to establish a market selection and entry strategy for an international venture. The strategy proposed must have a well-developed conceptual foundation and will include a primary research component.

The course is assessed by two oral presentations and the preparation of a written report on the international market selection and entry plan of a 'live' case that is underpinned by relevant theory/academic models plus research relevant to a specific firm. The course provides participants with the opportunity to critically evaluate and apply contemporary international business (IB) theories associated with the internationalisation of firms in a global economy and in particular with a focus on small and medium-sized enterprises (SMEs).

While participants may be working on the same 'live' case, this will not be considered as group work and instead the work is individually assessed and will contribute to and test the course objectives.

Two oral presentations of 15% each and 30% total. The presentation dates will be agreed in class time. The two respective presentations at different times helps to ensure students are progressing and are provided with feedback. Presenters will be evaluated against the marking criteria provided in advance via Blackboard.

A report of 6500 words (a 10% margin is allowed in line with other IBUS courses) is required as a key part of the coursework. The report should be written following the referencing style of an academic article in a top-tier International Business journal (e.g., Journal of International Business Studies) and detail the points contained in the respective presentations. Participants will be evaluated against the marking criteria provided in advance and this is worth 70% of the total mark. The report is due by 1pm on 6 October.

All work handed in must have the course name, title and topic of the assignment, and your name and ID number.

Extensions must be applied for in advance - they will only be considered if a written application is made at least 24 hours prior to the due date, except where the student has a medical certificate, a note from the student counsellor, or some exceptional circumstance exists. Application for an extension must be made to the Course Coordinator. Work where extensions have been granted or work that is late is to be handed in to the Course Coordinator, or the SMIB Office RH 1121.

No.	Assignment	%	LO	Due Time/Date
1.	Two individual presentations	15% each	1, 2, 3	TBA
2.	Individual report	70%	1, 2	1pm 6 Oct

Penalties

The assignment can be handed in late with the following penalties applying: 1 day late: 5% penalty, then a further 5% penalty for each subsequent day.

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

Students must undertake and submit all pieces of assigned work.

In addition to obtaining an overall course mark of 50% or better, students must obtain a minimum mark of 40% in each component of the assessment to pass this course i.e. each written and verbally presented element of the coursework.

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 for the Honours programme was already been elected in 1st Trimester. Name and details of this person were made available to VUWSA, the Course Coordinators and the students. They will be responsible for providing a communication channel to liaise with the Course Coordinator on behalf of the students.

Communication of Additional Information

Any additional information or changes will be posted on the IBUS 412 Blackboard website.

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.
