

School of Marketing and International Business

IBUS 201 PRINCIPLES OF INTERNATIONAL BUSINESS

Trimester 3, 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 13:30 – 15:30
Course Administrator:	Katrina Walsh Room 1121, Rutherford House Telephone: 04 463 5723 Email: katrina.walsh@vuw.ac.nz
School opening hours:	Monday to Friday: 9:00 – 16:00

Trimester Dates

Teaching Period: Monday 5th January – Friday 13th February
Examination Period: Monday 16th February – Friday 21st February

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before one full week after the first class.
2. The standard last date for withdrawal from this course is 4 February 2015.

After the last date stated in #2, 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

Tuesday 09:30am – 11:20am, RHLT2 (5 January – 1 February)
Wednesday 09:30am – 11:20am, RHLT2 (5 January – 1 February)
Friday 09:30am – 11:20am, RHLT2 (5 January – 18 January)

*Please note that there will be no Friday lectures after 18th January 2015.

Course Delivery

This course is student centred and will use a mixture of lectures, case analysis and in-class discussions to deliver essential materials and knowledge.

Expected Workload

In addition to lectures students should expect to spend about 15-20 hours per week in reading, assignment, thinking about the course materials, and preparing for the final examination.

Prescription

This is an introductory course in international business, providing comprehensive coverage of the issues facing firms in international markets. There are three main themes: 1) the external environment of international business, 2) international business strategy, and 3) international business operations.

Course Learning Objectives

1. Define the concepts, terminology and theories commonly used in international business;
2. Explain the drivers of globalisation and international business;
3. Identify economic, political, legal and other environmental factors to compare national and regional economies throughout the world.

Course Content

The course consists of a number of topics as follows:

Week	Lecture	Chapter
1	Topic 1: What is international business?	1 & 3
	Topic 2: Globalisation and firm internationalisation	2 & 3
	<i>Continued</i>	
2	Topic 3: Trade and FDI theories	6
	<i>Continued</i>	
	Topic 4: Cultural environment of international business	4
3	Topic 5: Ethics and international business	5
	Topic 6: Political environment of international business	7
4	Topic 7: Government intervention in international business	8
	Topic 8: Regional economic integration	9
5	Topic 9: Technological environment of international business	Additional
	Topic 10: Understanding emerging markets	10

Readings

The required text for this course is Cavusgil et al. (2012), *International Business: The New Realities*, 2nd edition (Australian adaptation), Pearson. You may also choose to purchase an e-book for the textbook to suit your needs. Additional readings (including a chapter from another textbook on technological environment) will be provided by the course coordinator. The assigned textbook comes with web-site support. Other materials for in-class discussions will be provided in advance.

Materials and Equipment

The textbook provides ONLY the starting point for reading. This should NOT be considered the minimum necessary to complete assignments. Students are encouraged to make use of printed media (newspapers, magazines) such as *The Economist* and *Financial Times*, resources available on

the web (library databases, web pages of universities, companies, and international organisations, and media-related sites), and academic material (journals and books) as additional sources of reading and reference material. There is a separate site for this course on Blackboard, where all announcements pertaining to the course will be posted. No additional materials will be permitted during the final examination.

Assessment

A breakdown of the final mark and description of each pieces of assessment follows:

Assessment	Learning objectives	Weight	Due Date
1. Essay (<i>word limit: 1,500</i>)	LO 1 & 2	20%	12:00 pm 16 January
2. Written report (<i>word limit: 2,500</i>)	LO 1 & 3	30%	12:00pm 5 February
3. Final examination (<i>2 hours</i>)	LO 1, 2 & 3	50%	TBA

Detailed instructions of essay and business case analysis will be provided by the course coordinator.

When submitting these two assessments on the due date, students **MUST** hand in the hard copy at the drop box on the Mezzanine floor Rutherford House, and upload an electronic copy via Turnitin on the course Blackboard.

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 online 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:

16 – 21 February 2015

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 to pass the course.

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

Communication of Additional Information

All of your course marks will be uploaded to Blackboard as soon as they are available. Course notices will also be updated under *Announcements*.

Student feedback

During the teaching period, students will be consulted for feedback on the course design, materials, and teaching effectiveness. 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.
