

School of Marketing and International Business

IBUS 401 Advanced International Business

Trimester 1, 2015

COURSE OUTLINE

Names and Contact Details

Course Coordinator: Dr Hongzhi Gao
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School Office opening hours: Monday to Friday 9:00 am – 16:00 pm

Trimester Dates

From Monday 2nd March to 5 June.

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 13 March 2015.
2. The standard last date for withdrawal from this course is Friday 15 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 or [online](#).

Class Times and Room Numbers

Monday, 09:30 - 12:20, Rutherford House RH1113

Course Delivery

This course is student-centred. It will be delivered in the form of interactive seminars. The course is structured into the following three stages.

Stage 1 (weeks 1-5): The three hours per week are divided into two parts. The first part will be led by the lecturer, with input from students in discussion. This part is devoted to the issue/topic assigned for that week. The second part will be led by one or two assigned students (depending on the number of students). This part will discuss how issues covered in the first part of the lecture may be incorporated into the honours dissertation.

Stage 2 (weeks 6-9, excluding 7): Starting from week 6, the first part of the lecture will be led by one or two students who will present their literature review findings in relation to the issue/topic of the week and also lead the discussion after the presentation. The rest of the class will be discussants. Discussants raise questions, critique and challenge the viewpoints of the presenters in a constructive way, for the purpose of mutual learning. Students will be evaluated according to their performance as discussants for class participation. Class participation counts for 10% of the total course grade. The second part of each lecture will be led by the lecturer, with opportunities for students to participate. This part will provide an overview of the topic under discussion (about one and half hours).

Stage 3 (weeks 10-12): This stage is similar to stage 2 but the first part of the lecture will be led by a group, not by individuals. Students are required to work in groups of 2-3 to tackle the assigned topic of the week. At this stage, the students are expected to demonstrate an ability to carry out a critical literature review on a complex and emerging topic in the field of International Business, and suggest provocative perspectives/conceptual solutions to the emerging international business problem/issues.

Group Work

Students are required to do a group presentation in stage 3 of the course, weeks 10 and 11. Students should spend around 15 hours outside of class time to prepare for this group presentation.

Expected Workload

Students should spend up to 10 – 12 hours outside of class time per week 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

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

Teaching Schedule

Date	Topics/theories covered in this course
Stage 1	Course Introduction and Literature Review Exercises
Monday 2 March Week 1	Topic 1: Introduction to Literature Review RQs: What is the purpose of the literature review? What are the research philosophies behind literature review? How do I conduct critical literature review? How do I conduct a meta-analysis?
Monday 9 March Week 2	Literature review exercise 1: Defining International Business Research RQs: What makes a study sufficiently international? What is a good topic in international business research? What is the role of theory in defining international business research?
Monday 16 March Week 3	Literature review exercise 2: Formulating a research problem RQs How to determine the domain of an academic study? How to identify a valuable gap in the literature? How to determine the scope of the study? How to justify the value of the study?
Monday 23 March Week 4	Literature review exercise 3: Developing a conceptual framework RQs: How to find and evaluate theories for guiding academic research? What is the relationship between theory and research problems? How to determine the focal constructs of the study? How to develop research hypotheses or propositions in light of theory and literature?

Monday 30 March Week 5	Literature review exercise 4: Evaluate theoretical contributions and managerial implications of a study RQs: How to evaluate the contributions of the study? How to advance our understanding of theories based on the study? How to contribute to the literature in the focal research domain? How to draw out managerial implications from the study?
Mid-Trimester Break from 3-19 April	
Stage 2: Individual Presentation (assessed)	
Monday 20 April Week 6	Individual presentation 1: Safeguarding intellectual property in the global market RQs: To what degree do institutional differences in Intellectual Property rights protection between home and host countries affect the choice of an internationalising firm regarding market entry mode? How do types of resources of an internationalising firm affect their choice of IP protection strategy? Theoretical perspectives: Institutional Theory, Resource-Based View
27 April Week 7	Anzac day observed, no lecture
Monday 4 May Week 8	Individual presentation 2: R&D Co-practice and value cocreation in the global market RQs: How may a MNC or SME engage in R&D co-practice in the global market? How the logic of value cocreation shapes up an international firm's strategy in the global market? Theoretical perspectives: Dynamic Capabilities; Network theory, Service Dominant Logic, Resource-Based View
Monday 11 May Week 9	Individual presentation 3: Managing international business networks RQs: How does a new entrant develop a networking strategy to acquire an insidership status in a foreign market network? How does an international firm engage with a market/network gatekeeper to enter a foreign market network? Theoretical perspectives: Structural Holes, Business Network, Gatekeeping theory
Stage 3	Group Presentation (assessed)
Monday 18 May Week 10	Group presentation 1: Managing industry-wide crises in emerging markets RQs: How can we define an industry-wide crisis?

	<p>How do institutional factors impact the emergence and development of an industry-wide crisis? How does a foreign brand respond to an industry-wide crisis in the host country market? How to avoid being treated as a foreign scapegoat in a host-country market?</p> <p>Theoretical perspectives: Institutional theory, Stakeholder theory, Attribution theory, Scapegoating theory</p>
<p>Monday 25 May Week 11</p>	<p>Group presentation 2: Application of social media in international business RQs:</p> <p>How does social media shape up the marketing and communication strategies of an internationalising firm in the global market? How does social media facilitate the development of the relationships among business partners in an internationalising firm's global supply chain?</p> <p>Theoretical perspectives: to be suggested</p> <p>Conclusion of course</p>
<p>Monday 1 June Week 12</p>	<p>No lecture: Queen's Birthday</p>

Readings

A number of readings are recommended prior to the class each week. These readings should be considered as the starting point for wider reading in preparation for seminars and the literature review. Students are 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

The Assessment Handbook will apply to all VUW courses: see <http://www.victoria.ac.nz/documents/policy/staff-policy/assessment-handbook.pdf>. This course will be assessed through presentations and participation in the class, literature review tasks.

Class participation

Active class participation is required in this course. Class participation means actively participating in discussions during class time and providing constructive feedback on the presentations of others. The form for providing written feedback to the presenter is provided in *Guidance and Instructions for Assessments* (available via Blackboard). In-class participation and discussions will be judged over the trimester and constitute 10% of the total grade.

Individual presentation

Each student is required to make an individual presentation on a chosen topic suggested by or negotiated with the lecturer between weeks 6-9 (excluding week 7 due to the university close on Monday 27 April). Specific instructions and marking criteria for the presentation are outlined in *Guidance and Instructions for Assessments* (available via Blackboard). The individual presentation accounts for 15% of the total grade.

Group presentation

You are required to work in a group of 2-3 to research a topic selected from weeks 10 and 11. The group presentation accounts for 15% of the total grade. The objective of the group work is to work as a group to evaluate some emerging issues and challenges that international firms encounter in the new global environment. Specific guidance/instructions and marking criteria for the group presentation are detailed in *Guidance and Instructions for Assessments* (available via Blackboard).

Literature Review

You are required to write an individual literature review on the topic related to your honours dissertation or a separate topic approved by the lecturer.

Two stages in this literature review assignment. The first stage is the literature review proposal. In this proposal, you are to conduct a preliminary review of the relevant literature, define key gaps in the literature, and articulate a focal research problem for the next stage (full literature review). The proposal accounts for 20% of the total grade. The second stage of the assignment is the full literature review paper. In this paper, you should expand on what you have done in your research proposal, and give a more in-depth and critical review of the literature related to your focal topic, and suggest a conceptual framework with research propositions or hypotheses to address the focal research problem. The full literature review paper accounts for 40% of the total grade. Specific instructions and marking criteria for the literature review proposal and the full literature review paper are given in *Guidance and Instructions for Assessments* (available via Blackboard).

Additional notes:

Both written assignments (proposal and full literature review paper) must be submitted to Turnitin via Blackboard by the same deadline as the hard copy submission. Please attach an IBUS 401 Cover Sheet to your group and individual written assignments. The coversheet is available on Blackboard.

Summary of Assessments

Assessments	Learning Objectives Addressed	Length/Time	Weight	Due Date
Class participation (discussant)	LO 1 – 3		10%	Throughout the trimester
Individual Presentation	LO 1 – 3	1 hr (20 mins presentation plus discussion)	15%	Weeks 6-9 (excluding 7)
Group Presentation	LO 1 – 3	1 hr (20 mins presentation plus discussion)	15%	Weeks 11 and 12
Proposal for Literature Review	LO 1-2	Approx. 1500 words	20%	4pm, 20 April
Literature Review	LO 1 – 3	Approx. 5000 words	40%	4pm, 5 June

Penalties

Assignments received after 4pm on 20 April (proposal) / 5 June (full review) and within 24 hours after these deadlines will have 10% deducted from the available grade and a further 10% for each further day late (including weekends). In the event of unforeseen circumstance (e.g. serious illness with supporting medical documentation, family bereavement) participants should discuss waiver of the penalty with the course co-ordinator.

Any student caught cheating on an assignment will receive an automatic mark of zero (0) and/or disciplinary actions may be taken under the Statute on Student Conduct. This includes plagiarism of others work in addition to your own previous work. You are strongly advised to consult the Academic Integrity and Plagiarism policy website.

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 submit all the assignments.

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

Any additional information or changes regarding this course will be communicated via Blackboard and student email addresses. Please check Blackboard and your student email frequently.

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.
