

School of Marketing & International Business

## **IBUS 405 INTERNATIONAL BUSINESS RESEARCH METHODS**

Trimester 1, 2015

### **COURSE OUTLINE**

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#### **Names and Contact Details**

Course Coordinators:

Professor David Crick  
Room 1120, Rutherford House  
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Course Administrator:

Katrina Walsh  
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Email: [katrina.walsh@vuw.ac.nz](mailto:katrina.walsh@vuw.ac.nz)  
Office Hours: Monday-Friday, 9-4

#### **Trimester Dates**

From Monday 2nd March to Friday 19<sup>th</sup> June

#### **Withdrawal from Course**

1. Your fees will be refunded if you withdraw from this course on or before Friday 13<sup>th</sup> March 2015.
2. The standard last date for withdrawal from this course is Friday 15<sup>th</sup> 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**

Tuesday 13.40 – 16.30, 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. In particular, the course schedule has been designed to prepare students for the Honours dissertation and further postgraduate research study.

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 detailed course schedule is given below. Any changes in the schedule will be notified in class or on Blackboard.

#### Detailed Course Schedule

*Instructors: David Crick (Weeks 1 -5 and Week 12) and Revti Raman (Weeks 6 – 11))*

Week	Class	Topic	Detailed Contents and Theories Covered
1	03 March	Introduction to Course and Assessment Items	The research process, philosophical frameworks, epistemological positions, links between theory, research and knowledge, methodological fit, quantitative versus qualitative research, research design
2	10 March	Developing a Qualitative Research Study	An overview of qualitative research: strategies including ethnography and action research, analysis, and write-up with application to dissertations
3	17 March	Qualitative Research in Context, Case studies	Boundaries of case study research, different approaches to case studies using work of major authors (Eisenhardt, Stake and Yin)
4	24 March	Qualitative Research in Context, Focus Groups and Interviews	Focus groups and structured, semi-structured and unstructured interviews, what they are, advantages/disadvantages, plus application
5	31 March	Qualitative Data Analysis, Introduction	Loading data, analysis, nodes and sub-nodes, making use of

		to NVivo (Workshop)	qualitative data
<i>Mid Trimester Break 3 April to 19 April</i>			
6	21 April	Quantitative Research	Nature of quantitative research, variables and measurement, quantitative research designs, sample design, data sources, questionnaire design, single versus multiple respondents, common method variance
7	28 April	Preparing for Data Analysis, SPSS Workshop 1	Graphical examination of the data, missing data, parametric assumptions and their identification, what if these assumptions are broken? Hands on experience of understanding the SPSS statistical environment
8	05 May	Factor Analysis, SPSS Workshop 2	Factor analysis as a data reduction method, exploratory factor analysis (EFA), factor analysis decision process. Hands on experience of conducting EFA using SPSS on a given data set.
9	12 May	Regression Analysis SPSS Workshop 3	The role of correlation in understanding relationships, multiple regression decision process including its objectives, research design, assumptions, estimation, interpretation and validation, hands on experience of conducting correlation and regression analysis using SPSS on a given data set.
10	19 May	Week 9 continued...	Week 9 continued...
11	26 May	Comparing Means SPSS Workshop 4	Assessing group differences by comparing two means (t-test) and several means (analysis of variance, relevant assumptions – what if assumptions are broken, hands on experience of comparing means using SPSS on a given data set.
12	02 June	Presentations and Course Debrief	Research Methodology (Assignment 3) presentations, Course Debrief

### **Readings**

A readings list consisting of the relevant journal articles and book chapters will be provided via Blackboard. Students are expected to download the readings from the library databases. Any changes in the readings list will be notified in class or on Blackboard. Students are encouraged to make use of the library databases, books and periodicals, to obtain further reading material relevant to this course. Other supplementary readings will be distributed in class.

There is no required text book for this course. However, the followings books are recommended:

Ang, S.H. 2014. *Research Design for Business and Management*, London: Sage

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

Denscombe, M. 2010. *The Good Research Guide*. Buckingham: Open University Press.

Field, A. 2009. *Discovering Statistics Using SPSS*. London: Sage.

Hair, J.F.; Black, W.C.; Babin, B.J. and Anderson, R.E. 2010. *Multivariate Data Analysis: A Global Perspective*, New Jersey: Pearson

Quinlan, C., 2011. *Business Research Methods*, Cengage Learning, United Kingdom, Chapter 4, 93-117.

### **Materials and Equipment**

Students need to get the following software from the Commerce Library and download on their laptop: SPSS and Nvivo. Students can also download software through the university website: <https://downloads.victoria.ac.nz/content/softwaretitles.aspx>

### **Assessment**

The Assessment Handbook will apply to all VUW courses: see

<http://www.victoria.ac.nz/documents/policy/staff-policy/assessment-handbook.pdf>.

<b>Assessments</b>	<b>Length/Time</b>	<b>Due Date</b>	<b>Value</b>	<b>Objectives Assessed</b>
#1 Data Analysis Techniques Qualitative	2500 words	Wednesday, 1 April, (week 5)	30%	1,2,3
#2 Data Analysis Techniques Quantitative	2500 words	Task one: May 20 (week 11), Task two: May 27 (week 12)	30%	1,2,3
#3 Research Methodology Class Presentation	15 minutes	Week 12	10%	1, 2,3
Written Assignment	2500 words	Week 14 (June 19)	30%	1, 2,3

Information on individual pieces of assessment will be provided in class and on Blackboard. All written assignments are to be submitted by 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](http://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](http://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.

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