

School of Marketing and International Business

IBUS 407 ENTREPRENEURSHIP IN INTERNATIONAL BUSINESS

Trimester 2, 2015

COURSE OUTLINE

Names and Contact Details

Course Coordinator: Prof David Crick Telephone: (04) 463 6953
Rutherford House, RH 1120
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Office Hours: Friday 10.30pm – 12.30pm or by appointment

Course Administrator: Katrina Walsh Telephone: (04) 463 5723
Rutherford House, RH 1121
Email: katrina.walsh@vuw.ac.nz
Office Hours: Monday to Friday 9:00am – 4:00pm
Contact Katrina for any course administration inquiries.

Trimester Dates

From Monday 13th July to 16th October 2015

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 24th July 2015.
2. The standard last date for withdrawal from this course is Friday 25th September 2015. 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*' form 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 9.30 – 12.20 Rutherford House RH1113

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 times will be rescheduled if possible.

Course Delivery

The course will be delivered through class seminars, visiting speakers and Blackboard. The input of visiting speakers is incorporated to enhance your understanding of theory and practice in respect of entrepreneurship in international business. Students are expected to undertake prior reading and completion of the weekly topics. Students are expected to remain in touch with Blackboard to stay current with class activities and developments.

Group Work

It is envisaged that students will work on different applied cases to course colleagues, but in exceptional circumstances (e.g. inability to find enough case study firms), this requirement will be relaxed. In such circumstances, please refer to the section on assessment whereby you may be working with course colleagues on the same applied case but submissions will be assessed individually and these must be different.

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 course drawing on concepts underpinning the domain of international entrepreneurship involving opportunity recognition across international borders. The course bridges the theory/practitioner divide by proposing recommendations, supported by research, to exploit an identified opportunity for the internationalising firm.

Course Learning Objectives

1	Critically discuss issues relating to the dynamics in international businesses
2	Apply existing knowledge, theories, and concepts – in particular, facets of international entrepreneurship research – in order to develop practical entrepreneurial recommendations
3	Demonstrate appropriate levels of quality, scope and critical thinking in the research supporting the topic being presented

Course Content

The course content has been designed to reflect issues associated with aspects of the assessment and please see Blackboard for further details on the assessment.

Course Schedule (Subject to Change Due to Availability of Visiting Speakers)				
Week	Starting	Lecture topic	Required readings Text/Chapter	Key Activity
1	13 July	<p>Introduce course, assessment, expectations.</p> <p>Contextualising international entrepreneurship what it is and how firms internationalise.</p> <p>Talk through course outline and assessment expectations.</p>	Not applicable	<p>Students to start to think which ‘applied’ (real life) firm they would like to study based on data likely to be available.</p> <p>Consider literature on definitions and characteristics of both entrepreneurship and specifically international entrepreneurship, including entrepreneurial orientation, internationalisation theory (incremental and rapid/INV/Born Global).</p>
2	20 July	<p>Research based teaching and the application to practice</p> <p>Overview of research considerations applied to case.</p>	Please refer to Blackboard	<p>Finalise group formation, choice of case and set expectations</p> <p>Integrating further aspects of strategy and entrepreneurship. Discuss literature on market scanning and market entry modes (outwards and inwards) plus strategy tripod studies.</p>
3	27 July	<p>What does it take to start an international entrepreneurial firm?</p> <p>International competitiveness decisions and creating a workable value proposition.</p>	Please refer to Blackboard	<p>It is anticipated that a visit will take place to Creative HQ then return to university to reflect on theory.</p> <p>Examples include literature on business start-ups - what is needed e.g. funding/finance, staffing; value proposition and need to internationalise (demand, competition etc.).</p>
4	3 Aug	<p>International entrepreneurship in different cultures.</p> <p>Finish with Q&A on assignment progress.</p>	Please refer to Blackboard	<p>It is anticipated that a guest speaker will visit the class (i.e. at the university).</p> <p>Then an interactive session will take place applying practice to theory/literature – applications of institutional theory.</p>
5	10 Aug	Market scanning applied to case.	Please refer to Blackboard	First set of presentations in class.

6	17 Aug	Examples of policy support part 1 – help in internationalising, including information and success/failure issues.	Please refer to Blackboard	It is anticipated that a visit to NZTE will be undertaken then return to class to reflect on theory i.e. export policy literature (micro level) to support international entrepreneurs.
<i>Mid Trimester Break, 24 August – 6 September</i>				
7	7 Sep	Examples of policy support part 2 – help overseas, macro access to markets and international relations.	Please refer to Blackboard	It is anticipated that a visit to MFAT will be undertaken then return to class to reflect on theory, emphasis on export policy literature (macro level) to support international entrepreneurs. Written assignment part A due 5pm Wednesday, 9 September
8	14 Sep	Market entry applied to case.	Please refer to Blackboard	Second set of presentations in class.
9	21 Sep	Listening to an international entrepreneur's experiences. Problems for international entrepreneurs.	Please refer to Blackboard	Meet entrepreneur possibly at their premises but depends on location (may be at the university). Return to university (as applicable) to reflect on theory – focus on internationalisation barriers and stimuli literature.
10	28 Sep	Opportunity to discuss policy issues with a parliamentarian. Policy support for start-up firms.	Please refer to Blackboard	Visit to parliament to meet MP. Return to university to reflect on theory related to literature on the policy/practice interface.
11	5 Oct	Applying international entrepreneurship to particular cases.	Please refer to Blackboard	Class discussion on theory applied to practice in terms of case material. Written assignment parts B and C due 5pm Wednesday, 7 October
12	12 Oct	Review of the course and views on career development.	Not applicable	What was learnt, what worked/did not work. How learning applies to career aspirations.

How Does IBUS 407 Fit into the IBUS Programme?

The previously outlined IBUS 407 schedule has been designed to add an international entrepreneurship perspective to international business knowledge since some students consider an entrepreneurial rather than salaried career; also, certain courses are multinational focused whereas many nations' economies are dominated by SMEs.

The assessed output is a report in 2 core parts plus presentations and diary to correspond with the university's graduate attributes. It bridges the interface between theory and practice by utilising an 'applied' case study, underpinned with research; the specific output being divided between a proposed market selection and entry plan. Moreover, the assessment reflects the respective elements of the course schedule. A small degree of overlap with other courses has purposefully been incorporated into this course in respect of specific issues where the link between theory and practice is bridged to provide insights from an international entrepreneurial perspective. The course involves both class seminars and liaison with various stakeholders to help bridge the theory/practice gap.

Readings

There is no text for IBUS 407 as this is an applied course implementing some of the theories discussed in this and other courses in a practical case environment. Relevant published material to underpin the course will be provided via Blackboard. This will include details of advance/prior reading associated with the theoretical underpinning of specific weeks of the course. This will allow students to prepare for classes.

Materials and Equipment

No additional equipment will be required for this course.

Assessment

Details will be made available in a separate document on Blackboard that clearly articulates expectations plus a marking rubric. However, in summary, Part 'A' covers an evaluation to justify a proposed market to enter. Part 'B' covers an evaluation to justify the proposed mode of market entry. Part 'C' is in the form of a diary to provide evidence of notes taken during the field trips/visiting speakers of key issues that were learnt in respect of these aspects of the course including questions that were asked to demonstrate participation.

It is again emphasised that students will typically work on different applied cases to course colleagues, but in exceptional circumstances (e.g. inability to find enough case study firms), then this requirement will be relaxed.

Assessment items and workload per item		%	CLO(s)
1	Individual Presentation 1 Week 5 (Time 20 minutes) proposals and justifications in respect of Part 'A' of the assessment	15	1-3
2	Individual Presentation 2 Week 8 (Time 20 minutes) proposals and justifications in respect of Part 'B' of the assessment	15	1-3
3	Individual Report (This should be written concisely and be around 5500 words but you will have a 6500 maximum word limit allowed in total to cover appendices, bibliography, plus other supporting information including the diary notes in section C). The report will be in 3 sections i.e. A, B and C (submitted in weeks 7 and 11 respectively) to enable the total workload to be managed over the 12 week period and in conjunction with other demands of the Honours programme; not least the dissertation that will be running in parallel. Part A will be approximately 4000 words (worth 40%); Part B approximately 1500 words (worth 20%); Part C is in the form of a diary and worth 10% (notes on key issues).	70	1-2

The Assessment Handbook will apply to all VUW courses: see <http://www.victoria.ac.nz/documents/policy/staff-policy/assessment-handbook.pdf>.

Penalties

Parts A plus B/C of the written assignment are each due by 5pm on the Wednesday of the respective weeks previously mentioned. Presentation schedules (order of who presents) in weeks 5 and 8 will be agreed in class time.

Lateness: Assignments received after the deadline will have 5% deducted per day.

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.

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 deliver two presentations and obtain at least 40% for the written work including diary.

Any student who is concerned that they have been (or might be) unable to meet any of the MCRs because of exceptional personal circumstances, should contact the course coordinator as soon as possible.

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

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

Student feedback

IBUS 407 is a new course validated to start in 2015 so no prior student feedback is available. 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.
