

School of Marketing and International Business

IBUS201 PRINCIPLES OF INTERNATIONAL BUSINESS

Trimester 3, 2015

COURSE OUTLINE

Names and Contact Details

Course Coordinator

Dr. Yang Yu
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Office hours: Tuesdays 1:30pm – 3:30pm

Course Administrator:

Mary Alexander
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Office hours: Monday to Friday: 9:00am – 4:00pm

Trimester Dates

Teaching Period: 4th January 2016 – 5th February 2016

Examination Period: 15th February 2016 – 21st February 2016 (inclusive)

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before the 11th of January, 2016.
2. The standard last date for withdrawal from this course is the 29th of January, 2016.

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

Mondays 9:30am – 11:20am GBLT1

Tuesdays 9:30am – 11:20am GBLT1

Thursdays 9:30am – 11:20am GBLT1 (4th January – 24th January)

(Note that there will be no Thursday lecture after 24th January)

Teaching Format

Course content including lecture notes, assignment instructions and additional readings will be available on Blackboard.

Expected Workload

In addition to lectures students should expect to spend about 15-20 hours per week doing readings, assignments, thinking about the course material, 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 topic	Chapter
1	1) Introduction: what is international business?	1&3
	2) Globalisation, regionalisation and firm internationalisation	2,3&9
	<i>Continued</i>	
2	3) Trade and FDI theories	6
	<i>Continued</i>	
	4) Cultural environment of international business	4
3	5) Ethics, CSR and international business	5
	6) Political environment of international business	7
	7) Government interventions in international business	8
4	8) Technological aspect of international business	Additional
	9) Understanding emerging markets	10
5	10) Strategies and operations in international firms	12
	<i>Q&As</i>	

Note: This schedule is a guide only and will be subject to the actual progress of the course.

Readings

The required text for this course is Cavusgil et al. (2012), *International Business: The New Realities*, 2nd edition (Australian adaptation), Pearson. Additional readings (including a chapter from another textbook on technological aspect of MNCs) will be provided by the lecturer. The assigned textbook comes with web-site support.

Materials and Equipment

The assigned 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	15%	3pm Friday 15 th January
2. Case study report (<i>word limit: 3,000</i>)	LO 1 & 3	35%	3pm Thursday 4 th February
3. Final examination (<i>2 hours</i>)	LO 1, 2 & 3	50%	TBA

In the first assessment, you will write an essay to discuss the impact of globalisation on a chosen industry within a country. In the second assessment, you will investigate how a focal internationalised company encountered challenges owing to the complex international business environment. Detailed instructions of both the assessments will be provided by the course coordinator via Blackboard.

*Note: In submitting these two assessments on the due date, students **MUST** hand in the hard copy at the level 11 reception desk at Rutherford House, and upload an electronic copy via Turnitin on the course Blackboard.*

Penalties

Work submitted after the deadline will carry a penalty of 10% for each day late (including weekends). In the event of unforeseen circumstance (e.g. serious illness with supporting medical documentation, family bereavement) students should discuss waiver of the penalty with the course co-ordinator at least 24 hours prior to the deadline.

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.

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:

15-21 February 2016

Mandatory Course Requirements

In addition to achieving an overall pass mark of at least 50%, students must:

1. obtain a minimum mark of 40% in the final examination to pass the course

If you believe that exceptional circumstances may prevent you from meeting the mandatory course requirements, contact the Course Coordinator for advice as soon as possible.

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

Your course marks will be uploaded to Blackboard grade centre as soon as they are available. Course notices will also be updated under *Announcements*. Urgent information may be also sent to students via the university student email account.

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.
