

School of Marketing and International Business

IBUS 201 PRINCIPLES OF INTERNATIONAL BUSINESS

Trimester 1, 2016

COURSE OUTLINE

Prescription

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

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

Trimester Dates

Teaching Period: Monday 29th February – Friday 3rd June

Study Period: Monday 6th June – Thursday 9th June

Examination Period: Friday 10th June – Wednesday 29th June (inclusive)

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 11th March 2016.
2. The standard last date for withdrawal from this course is Friday 13th May 2016. 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](#).

Names and Contact Details

Course Coordinator: Ms. Richa Chugh
Room 1115, Rutherford House
Telephone: 04 463 6486
Email: richa.chugh@vuw.ac.nz

Office hours: Thursday 13:00-15:00

Course Administrator: Mary Alexander
Room 1121, Rutherford House
Telephone: 04 463 5330
Email: mary.alexander@vuw.ac.nz

Office Hours: Monday to Friday: 9:00am – 4:00pm

Class Times and Room Numbers

Lectures: Tuesday 14:40 – 16:30 RHLT 1

Course Delivery

| Course Schedule | | | | |
|---|-------------|---|---|--------------------------------|
| Week | Date | Lecture topic | Required readings Text/Chapter | Tutorial (Key Activity) |
| 1 | 1 March | Topic 1: What is International Business | 1&3 | |
| 2 | 8 March | Topic 2: Globalisation and firm internationalisation | 2&3 | |
| 3 | 15 March | Topic 3: Trade and FDI theories | 6 | Tutorial 1 |
| 4 | 22 March | Topic 4: Cultural environment of international business | 4 | Tutorial 2 |
| <i>Note: Weeks 4 and 5 are both short weeks due to the Easter break. If your allocated tutorial day is on a Monday, Tuesday or Wednesday you attend the tutorial in Week 4. If your allocated tutorial day is on a Thursday or Friday you attend this same tutorial (same content) but in Week 5.</i> | | | | |
| Easter Break, 24 March – 30 March | | | | |
| 5 | 29 March | No Lecture (short week) | | Tutorial 2 |
| 6 | 5 April | Topic 5: Ethics and International Business | 5 | Tutorial 3 |
| 7 | 12 April | Topic 6: Political and legal systems in national environments | 7 | Tutorial 4 |

| Week | Date | Lecture topic | Required readings Text/Chapter | Tutorial (Key Activity) |
|--|----------|---|--------------------------------|-------------------------|
| 8 | 19 April | Topic 7: Government interventions in International Business | 8 | Tutorial 5 |
| <i>Mid Trimester Break, 25 April – 1 May</i> | | | | |
| 9 | 3 May | Topic 8: Regional economic integration | 9 | Tutorial 6* |
| 10 | 10 May | Topic 9: Technological aspect of International Business | | |
| 11 | 17 May | Topic 10: Understanding emerging markets | | |
| 12 | 24 May | Topic 11: Introduction to strategies and operations of MNCs | | |
| 13 | 31 May | Course review and Q&As | | |

* Group presentation will be during Tutorial 6, **week beginning 2nd May**.

Note: The 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. 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 aspect of MNCs) will be provided by the course coordinator. The assigned textbook comes with web-site support (see materials and equipment below). Other materials for in-class discussions will be provided in advance.

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;
- submit both the essay and the written report; and
- attend at least 3 of 6 tutorials.

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.

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

Expected Workload

In addition to lectures students should expect to spend about 10-12 hours per week doing readings, assignments, thinking about the course material, and preparing for the final examination.

Assessment

The Assessment Handbook will apply to all VUW courses: see

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

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

| Assessment | Learning objectives | Weight | Due Date |
|---|---------------------|--------|------------------------------------|
| Essay (1,500 words) | LO 1 & 2 | 15% | 2pm Monday 21st March |
| International Business Case Report | | | |
| a) Group Presentation | LO 1& 3 | 10% | Tutorial 6 |
| b) Written Report (2,000 words) | | 25% | 2pm Monday 16 th May |
| Final examination (2 hours) | LO 1, 2 & 3 | 50% | TBA |

Detailed instructions of the essay and case report will be provided by the course coordinator. Notably, Tutorial 1 is designed to help you prepare for the essay. In this tutorial, you will also need to form a group of four with other students for the second assignment “Business case report”. Your oral presentation of the case is scheduled during Tutorial 6.

Note: In submitting these two assessments on the due date, students MUST hand in the hard copy at the drop box on the first floor Railway West Wing, and upload an electronic copy via Turnitin on the course Blackboard.

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:

Friday 10th June – Wednesday 29th June (inclusive)

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% for each 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. Students who cannot make the scheduled presentation in week 9 must inform the tutor and course coordinator prior to the tutorial to discuss the alternative solution to the assessment; otherwise a penalty of a zero mark may apply.

Group Work

The second assignment (as indicated previously in the course outline) contains a group work component. You will need to form a team of four students in the first tutorial and investigate how a focal multinational corporation deals with issues in regards to the international business environment. You and your group members will need to arrange time to conduct research and discuss the case outside lectures and tutorials. Two hours per week are recommended. Your group work performance will be assessed based upon a 10-minutes-long oral presentation by all the team members in Tutorial 6.

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.

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 Economists* 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. No additional materials will be permitted during the final examination.

Student feedback

Student feedback on University courses may be found at www.cad.vuw.ac.nz/feedback/feedback_display.php.

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

There is a separate site for this course on Blackboard, where all announcements pertaining to the course will be posted.

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.
