

School of Marketing and International Business

IBUS 205 SME INTERNATIONALISATION

Trimester 1, 2016

COURSE OUTLINE

Prescription

The internationalisation of small to medium- sized firms (SMEs), with particular emphasis on those exporting from small, open economies; international entrepreneurship and dealing with risk, the internationalisation process; barriers to internationalisation, and operational strategies for offshore market entry.

Course Learning Objectives

By the end of this course, students should have a clear understanding of SME internationalisation strategies and export management process and feel confident about working in the export department of a medium-sized firm or taking charge of export operations for a small-sized firm.

The learning objectives are:

1. Apply skills and knowledge for Small-Medium Enterprises (SMEs) to enter a foreign market, with a focus on export management.
2. Evaluate barriers/constraints, opportunities, market entry modes and strategic choices facing SMEs going international and the process of internationalisation.
3. Apply theories and knowledge learned from the course to operational issues associated with export.

Course Content

This course aims to provide you with theoretical and practical understandings of issues faced by Small and Medium-sized Enterprises (SMEs) going international. This course takes a perspective of small, open economies such as New Zealand to understand SME internationalisation and also has a particular focus on export management. It covers topics including international entrepreneurship and dealing with risk, the internationalisation process and barriers to internationalisation, and operational strategies for offshore market entry. It is complementary to IBUS 201, MARK 302 and IBUS 305.

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: Dr Hongzhi Gao
Office: Room 1125, Level 11, Rutherford House
Phone: (04) 463 6914
Email: hongzhi.gao@vuw.ac.nz
Website: <http://www.victoria.ac.nz/smib/staff/hongzhi-gao.aspx>
Office Hours: by appointment

Course Administrator: Mary Alexander
Office: RH 1121, Level 11, Rutherford House
Phone: (04) 463 5330
Email: mary.alexander@vuw.ac.nz
Office Hours: 9am – 4pm

Class Times and Room Numbers

Lectures: Monday, 8.30am – 10.20am, Rutherford House RHLT1

Course Delivery

This course pursues a research-based learning approach. Students are required to learn by 'researching'. The course materials will expose students to the issues in SME internationalisation and export management. However, the focus of student learning should be placed upon conducting secondary, and primary research as appropriate, to investigate the various topics covered by the course. The course involves a range of teaching and learning methods including lectures, case studies, guest speakers, report writing and oral presentation. The benefits gained from the course are directly related to the quality and quantity of commitment and involvement that each individual student puts into the course.

Research-based learning:

- Reading the course materials and familiarising yourself with the key topics/issues covered in the course.
- Participating actively in discussions in lectures.
- Reflecting on the questions, concepts and issues discussed in the lectures after class.
- Most importantly, conducting your own research on key concepts and theories by reviewing the literature and also applying the learned concepts and theories to examine real-life examples.

Tutorial Learning:

Tutorial participation will contribute up to 5% of your total grade. Preparation and active participation are essential to tutorials' success. You are expected to:

- Read case materials prior to each tutorial.
- Search updated information about the case scenario from the internet prior to each tutorial.
- Participate actively in discussion and interact with others in the tutorials.

Sign-up will be through My Allocator: <https://student-sa.victoria.ac.nz/>. IBUS 205 will be available in My Allocator until 4th March. Instructions for sign-up will be provided on the *Blackboard* site.

| Course Schedule | | | | |
|---|-------------------------------|--|---|--|
| Week | Starting | Lecture topic | Required readings Text/Chapter | Tutorial (Key Activity) |
| 1 | 29 Feb | Introduction to the course; drivers and barriers in SME internationalisation | | |
| 2 | 7 Mar | Internationalisation models; government support and international business finance | | |
| 3 | 14 Mar | Competitive and collaborative strategies in SME internationalisation (guest speaker) | Femme fatale (multi-media case study) | Tutorial #1 Born global |
| 4 | 21 Mar - 23 Mar (M,T,W) | Innovation and niche-focused strategy; Being prepared in exporting | Tait case study | Tutorial #2 Competing with big guys |
| <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> | | | | |
| <i>Easter Break, 24 March – 30 March</i> | | | | |
| 5 | 31 Mar - 1 Apr (Th,F) | <i>No Lecture (short week starting on a Thursday)</i> | Tait case study | Tutorial #2 Competing with big guys |
| 6 | 4 April | Choosing a market entry mode for a new market; Export planning; | Icebreaker case study | Tutorial #3 Marketing and innovation led internationalisation |
| 7 | 11 April | <i>Mid-term Test will take place during the lecture Monday 11th April 8.30am in RHLT1</i> Export finance, cash flow | | <i>No Tutorial</i> |
| 8 | 18 April | Export documentation, export logistics (guest speaker) | | Tutorial # 4 Group project planning and discussion |
| <i>Mid Trimester Break, 25 April – 1 May</i> | | | | |
| 9 | 2 May | Export credit risk, political risk, IP protection (guest speaker) | Exporting NZ wine to Japan | Tutorial #5 Export cost/ price/ breakeven analysis |

| Week | Starting | Lecture topic | Required readings Text/Chapter | Tutorial (Key Activity) |
|------|----------|---|--|--|
| 10 | 9 May | Foreign exchange risk and crisis management | Case study in combination with last year's exam question | Tutorial #6 Export logistics analysis |
| 11 | 16 May | E-Commerce for SME exporters; Social media (guest speaker) | | Tutorial #7 Review of group project |
| 12 | 23 May | Outsourcing & procurement; New Zealand SMEs and China – Student presentations 23 -27 May (schedule TBC) | | <i>No Tutorial</i> |
| 13 | 30 May | Final Review | | <i>No Tutorial</i> |

Readings

There are no compulsory textbooks for this course. However, a few key titles will be recommended and frequently referred to in the lectures.

Chapters 7-11 in Fletcher, R. & Crawford, H. 2011. *International Marketing: An Asia-Pacific Perspective*. 5th ed. Frenchs Forest NSW: Pearson.

Chapters 7, 10, 11, 13 in Albaum, G. & Duerr, E. 2008. *International Marketing and Export Management*. Essex, England: Prentice Hall.

Griffiths, A., Wall, S., Zimmermann, C. & Klingebiel, R. 2007. Doing business: the nature of global trading. In *Lloyd-Reason, Lester & Leigh Sear, editors, Trading Places - SMEs in the Global Economy*. Cheltenham, UK: Edward Elgar.

Campbell-Hunt, Colin and CANZ. 2001. *World Famous in New Zealand: How New Zealand's Leading Firms Became World-class Competitors*. Auckland: Auckland University Press.

Copies of these books are made available in the Commerce library (also refer to the course reserve list in the library).

Other readings can be found on Blackboard.

Key websites for exporters in New Zealand and Australia:

<http://www.nzte.govt.nz/> (the official trade support website of NZTE).

<http://www.exportnz.org.nz/> (about Export New Zealand – an exporters' group).

www.stats.govt.nz (the official site on trade statistics).

<http://www.austrade.gov.au> (the Australian official trade support website).

Passport - Euromonitor International (accessed via university library online databases)

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.

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

The minimum expected workload in this course is 12 hours per week on average including:

| | |
|--|--|
| Attendance at classes (including tutorials): | 2-3 hours per week |
| Research based learning: | 4-5 hours per week |
| Group project: | 6-8 hours per week during weeks 6-12 |
| Oral presentation: | 4-5 hours in week 12 for preparing for the group presentation (individually assessed). |

Assessment

The Assessment Handbook will apply to all VUW courses: see

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

| No. | Assignment | % | LO | Date |
|-----|--|-----|-------|--|
| 1. | Tutorial participation | 5% | 1 | |
| 2. | Mid-trimester test during the lecture | 20% | 2 | 11 th April |
| 3. | Oral presentation (individually assessed, based on group work) | 10% | 1 | week 12 (23 rd – 27 th May) |
| 4. | Group report (15% in total) - Export plan | 15% | 1,3 | 2pm, 2 nd June |
| 5. | Final examination (3 hours) | 50% | 1,2,3 | TBA |

Tutorial Participation

Each tutorial, a mark of 1 or 0 will be allocated to each student for participating in discussions during the tutorial. Although tutorial attendance is not mandatory, if you do not attend you will get an automatic mark of 0 for that tutorial. A rubric for mark allocation will be made available on Blackboard.

Mid-trimester Test

20% of your total grade is made up of a mid-trimester test. The test will take place during the lecture on 11th April (Week 6). It will be comprised of short answer questions and cover the topics addressed in the lectures prior to 11th April and the tutorials in weeks 3-5.

Export Research Project

25% of your total grade is related to an export research project, including a written group report (15%) and an individually assessed group oral presentation (10%). Each group is required to have three members. This project requires you to work together as a team, research and apply the knowledge obtained from lectures, tutorials and readings to a real-life business scenario.

You may wish to contact the company you choose for the project for interviews or inquiries related to this assignment; however, you must first seek approval from the Course Coordinator. Primary research necessitates compliance with ethics requirements set by the University plus some specific requirements set for this course as approved by the Pipitea Human Ethics Committee. The appropriate documentation can be accessed via Blackboard.

Submission deadline:

You need to hand in *one* signed (by all group members) hard copy of the group report at the IBUS 205 assignment box (the specific location is to be announced via Blackboard) **before 2pm, 2 June**. You are also required to *submit an electronic copy of your report via Turnitin on Blackboard before*

the same submission deadline as above (specific instruction regarding this will be given in the class and also available via Blackboard).

Oral presentation:

Oral presentations will take place during week 12 (approximately 23 - 27 May) in RH1113. The presentation will be delivered in a group form but each group member will be individually assessed. However, the overall group performance and each presenter's cohesion with other members will also be factored in. Please note that a marking guide (assessment criteria) for oral presentations is available on Blackboard. The presentations will be spread out during week 12 and *not* during tutorials. You will be advised how to sign up for a presentation timeslot closer to the time on 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

Failure to inform the Course Coordinator or the delegated tutor regarding the results of group formation and your chosen company by **5.00pm on 25th March** may incur a penalty of 5% off the available grade for the assessment. Assignments received after 2pm on 2nd June and within 24 hours after this deadline 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 coordinator.

Any student caught cheating on an assignment or examination 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.

Materials and Equipment

Students are required to have access to personal computers and the Internet in order to prepare material for assignments, presentations, and class participation.

Student feedback

The rating of the overall quality of this course in a survey conducted in 2013 was 2.2. The course has evolved since then. The main changes of the course included incorporating more guest speakers in the lectures, and providing more information, instructions and guidance with regard to the export research project.

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

Blackboard and student email addresses are the devices through which any additional information or changes regarding this course will be communicated. Please check Blackboard and your student emails frequently.

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.
