

School of Marketing and International Business

IBUS 401 ADVANCED INTERNATIONAL BUSINESS

Trimester 1, 2016

COURSE OUTLINE

Prescription

This course analyses advanced theories and develops applications relevant to present day developments in international business, enabling students to apply analytical tools to inform global strategy formulation and execution, and to assess outcomes. In particular the course addresses issues regarding international business theory, strategy, and management concerns.

Course Learning Objectives

By the end of this course, students should be able to:

1. Examine and critically assess research in international business and the management of multinational enterprises.
2. Apply theory and concepts to issues in the field of international business.
3. Synthesize the conceptual and empirical literature on the management of the multinational enterprise.

Course Content

This course has a strong focus on the philosophies, methods and skills involved in the tasks of problem identification, literature review and conceptual development in academic research in the field of international business.

Trimester Dates

From Monday 29th February to Friday 3rd June.

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
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Website: <http://www.victoria.ac.nz/smib/staff/hongzhi-gao.aspx>
Office Hours: by appointment

Course Administrator: Mary Alexander
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Phone: (04) 463 5330
Email: mary.alexander@vuw.ac.nz
Office Hours: 9am – 4pm

Class Times and Room Numbers

Lectures: Monday 11:30am – 2:20pm,
Railway West Wing, RWW223

Course Delivery

This course is student-centred. It will be delivered in the form of interactive seminars. The course is structured into the following three stages.

Stage 1 (weeks 1-5): The three hours per week are divided into two parts. The first part will be led by the lecturer, with input from students in discussion. This part is devoted to the issue/topic assigned for that week. The second part will be led by one or two assigned students (depending on the number of students). This part will discuss how issues covered in the first part of the lecture might be incorporated into the Honours/Masters dissertation or a relevant research project.

Stage 2 (weeks 6-8): Students are required to work in groups of 3 or less to tackle one assigned topic of the week. The first part of the lecture will be led by the group who will present their literature review findings in relation to the issue/topic of the week and also lead the discussion after the presentation (about one and half hours). The remaining students will be discussants. Discussants raise questions, critique and challenge the viewpoints of the presenters in a constructive way, for the purpose of mutual learning. Students will be evaluated according to their performance as discussants for class participation. Class participation counts for 10% of the total course grade. The second part of each lecture will be led by the lecturer, with opportunities for students to participate. This part will provide an overview of the topic under discussion (about one and half hours).

Stage 3 (weeks 9-11): This stage is similar to stage 2 but the first part of the lecture will be led by presenting individuals (for about 2 hours). At this stage, the students are expected to demonstrate an ability to carry out a critical literature review on a complex and emerging topic on their own, suggest provocative perspectives/conceptual solutions to the emerging international business problem/issues, and facilitate class discussion. The lecturer will provide feedback on each presentation, and participate in class discussion, and offer the final take-away points at the end of the lecture.

Course Schedule

Week	Starting	Lecture topic	Research Questions
1	29 th Feb	Introduction to Literature Review	What is the purpose of the literature review? What are the research philosophies behind literature review? How do I conduct critical literature review? How do I conduct a meta-analysis of the literature?
2	7 th Mar	Literature review exercise 1: Defining International Business	What makes a study sufficiently international? What is a good topic in international business research? What is the role of theory in defining international business research?
3	14 th Mar	Literature review exercise 2: Formulate a research problem and conduct relevant literature review	How to determine the domain of an academic study? How to identify a valuable gap in the literature? How to determine the scope of the study? How to justify the value of the study? How to conduct relevant and critical literature review?
4	21 st Mar	Literature review exercise 3: Develop a conceptual framework	How to find and evaluate theories for guiding academic research? What is the relationship between theory and research problems? How to determine the focal constructs of the study? How to develop research hypotheses or propositions in light of theory and literature?
<i>Note: Weeks 4 and 5 are both short weeks due to the Easter break.</i>			
Easter Break, 24 March – 30 March			
5	28 th Mar	<i>No Lecture (short week starting on a Thursday)</i>	
6	4 th April	Literature review exercise 4: Evaluate theoretical contributions and managerial implications of a study	How to evaluate the contributions of an academic study? How to advance our understanding of theories based on the study? How to contribute to the literature in the focal research domain? How to draw out managerial implications from the study?
7	11 th April	Group presentation: Safeguard intellectual property in the global market	To what degree do institutional differences in Intellectual Property rights protection between home and host countries affect the choice of an internationalising firm regarding market entry mode? How do types of resources of an internationalising firm affect their choice of IP protection strategy? Theoretical perspectives: Institution-based View, Resource-Based View
8	18 th April	Group presentation: R&D Co-practice and value co-creation in the global market	How can a MNC or SME engage in R&D co-practice in the global market? How does the logic of value co-creation shape up an internationalised firm's strategy in the global market? Theoretical perspectives: Dynamic Capabilities; Network theory, Service Dominant Logic, Resource-Based View
Mid Trimester Break, 25th April – 1st May			
9	2 nd May	Group presentation: Manage international business networks	How does a new entrant develop a networking strategy to acquire an insidership status in a foreign market network? How does an international firm engage with a market/network gatekeeper to enter a foreign market network? Theoretical perspectives: Structural Holes, Business Network, Gatekeeping theory

10	9 th May	Individual presentations: Manage crises in international markets	How to define a crisis in international markets? How do institutional factors impact the emergence and development of an international crisis? How does a foreign brand respond to a crisis in the host country market? How to avoid being treated as a foreign scapegoat in a host-country market? Theoretical perspectives: Institutional theory, Stakeholder theory, Attribution theory, Scapegoating theory
11	16 th May	Individual presentations: Application of social media in international business	How does social media shape up the marketing and communication strategies of an internationalised firm in the global market? How does social media change the business models of an internationalised firm? Theoretical perspectives: standardisation vs. localisation, cultural impact, Resource-based View
12	23 rd May	Individual presentations: Rise of China	How do Chinese-origin MNCs impact the practice of international business in the global market? Theoretical explanations? How may the Asian Infrastructure Investment Bank (AIIB) challenge the Western-led global financial systems? Theoretical reasoning? How may the inclusion of China's RMB in benchmark SDR currency basket by IMF impact international investment and trading in and out of China? Theoretical reasoning? Theoretical perspectives: Institution-based View, political economy,
13	30 th May	Final Review	

Readings

A number of readings are recommended prior to the class each week. These readings should be considered the starting point of the literature review in preparation for seminars. Students are encouraged to make use of the library databases, books and periodicals, as well as web resources to obtain further reading material relevant to this course.

Mandatory Course Requirements

In addition to obtaining an overall course mark of 50% or better, students must submit all the assignments.

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

Students should spend up to 10 – 12 hours outside of class time per week for this course. It is very important that you keep up with the course readings, as this is a fast-paced course, covering a lot of material.

Assessment

The Assessment Handbook will apply to all VUW courses: see

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

This course will be assessed through presentations and participation in the class, literature review tasks.

Class participation

Active class participation is required in this course. Class participation means actively participating in discussions during class time and providing constructive feedback on the presentations of others. The form for providing written feedback to the presenter is provided in *Guidance and Instructions for Assessments* (available via Blackboard). In-class participation and discussions will be judged over the trimester and constitute 10% of the total grade.

Group presentation

Each student is required to work in a group of 2-3 to research a topic selected from weeks 7-9. The group presentation accounts for 15% of the total grade. The objective of the group work is to work as a group to evaluate some emerging issues and challenges that internationalised firms encounter in the new global environment. Specific guidance/instructions and marking criteria for the group presentation are detailed in *Guidance and Instructions for Assessments* (available via Blackboard).

Individual presentation

Each student is required to make an individual presentation on a chosen topic suggested by or negotiated with the lecturer between weeks 10-12. Specific instructions and marking criteria for the presentation are outlined in *Guidance and Instructions for Assessments* (available via Blackboard). The individual presentation accounts for 15% of the total grade.

Literature Review

You are required to write an individual literature review on the topic related to your honours dissertation or a separate topic approved by the lecturer.

There are two stages in this literature review assignment. The first stage is the literature review proposal. In this proposal, you are required to conduct a preliminary review of the relevant literature, define key gaps in the literature, and articulate a focal research problem for the next stage (full literature review). The proposal accounts for 20% of the total grade.

The second stage of the assignment is the full literature review paper. In this paper, you should expand on what you have done in your research proposal, and give a more in-depth and critical review of the literature related to your focal topic, and suggest a conceptual framework with research propositions or hypotheses to address the focal research problem. The full literature review paper accounts for 40% of the total grade. Specific instructions and marking criteria for the literature review proposal and the full literature review paper are given in *Guidance and Instructions for Assessments* (available via Blackboard).

Additional notes:

Both written assignments (proposal and the full literature review paper) must be submitted to Turnitin via Blackboard by the same deadline as the hard copy submission. Please attach an IBUS 401 Cover Sheet to your group and individual written assignments. The coversheet is available on Blackboard.

Summary of Assessments

Assessments	Learning Objectives Addressed	Length/Time	Weight	Due Date/Time
Class participation (discussant)	LO 1 – 3		10%	Throughout the trimester
Group Presentation	LO 1 – 3	1 hr (30 mins presentation plus 30 mins discussion)	15%	Weeks 7-9
Individual Presentation	LO 1 – 3	40 mins (20 mins presentation plus 20 mins discussion)	15%	Weeks 10-12
Proposal for Literature Review	LO 1-2	Approx. 1500 words	20%	1pm, 12th April
Literature Review	LO 1 – 3	Approx. 5000 words	40%	1pm, 3rd June

Penalties

Written assignments including the proposal and the full literature review paper received after the deadlines and within 24 hours after the deadlines 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 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 2014 was 2.6. Based on this feedback, some major changes have been implemented in the last two years. This course has been repositioned to focus more on the key tasks in the conceptual stage of an academic research project including research problem identification, literature review and conceptual development. This was done to increase the linkage with the dissertation subject and was improved by providing more

detail about weekly topics in both the course outline and supplementary course documents (e.g. guidance and instructions for assessment).

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 registered email addresses in the university system are the devices through which any additional information or changes regarding this course will be communicated. Please check Blackboard and your registered 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.
