

School of Marketing and International Business

IBUS 402 MULTINATIONAL CORPORATIONS IN THE GLOBAL BUSINESS ENVIRONMENT

Trimester 1, 2016

COURSE OUTLINE

Prescription

This course examines the role, scope and impact of multinational corporations (MNCs) in the global economy, with particular emphasis on current issues in the global business environment. Critique and extension of existing theories of the MNC are developed in light of these issues.

Course Learning Objectives

At honours level you are encouraged to take responsibility for your own learning, to develop an independent research orientation, and exhibit a degree of intellectual independence. Through a mixture of lectures, readings, student-led discussions, seminars and critiques, students who complete this course should:

1. Critically evaluate research and issues relating to MNCs in the world economy.
2. Demonstrate in-depth knowledge and understanding of key areas relating to MNCs in the global business environment.
3. Lead discussion and debate using evidence and ideas to support arguments.
4. Use critical reasoning to identify and interpret the implications of important issues in today's international business environment.

Course Content

This course is student centred and focuses on experiential learning. The three class hours per week are divided into two parts. The first part is devoted to students' presentation and critique of the weekly assigned readings. The lecturer will also ask questions and encourage all students to participate in the discussions. The second part will be a seminar that facilitates the understanding of the weekly topic. A case study or other alternative materials may be used for the seminar. Detailed assessment guidelines will be provided by the course coordinator.

Trimester Dates

From Monday 29th February to Friday 10th June 2016.

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 1107, Rutherford House Telephone: 04 463 6499 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: Wednesday 10:30 – 13:20, Railway West Wing RWW314

Course Delivery

Course Schedule		
Week	Date	Lecture topic
1	2 March	Introduction - Are MNCs always superior to domestic firms?
FUNDAMENTAL THEORIES TO UNDERSTAND MNC-HOST COUNTRY RELATIONSHIP		
2	9 Mar	The environment that constrains
3	16 Mar	Who are in the environment?
CONTEMPORARY ISSUES IN INTERNATIONAL BUSINESS		
4	23 March	Ethics and CSR in international business
<i>Easter Break, 24 March – 30 March</i>		
5	30 March	No Lecture (short week)
6	6 April	Political issues facing MNCs
7	13 April	Learning between MNCs and host countries
8	20 April	Competing in emerging markets
<i>Mid Trimester Break, 25 April – 1 May</i>		
9	4 May	Understand the new global challengers
10	11 May	MNCs in financial crisis
11	18 May	Terrorism
12	25 May	Leadership
13	1 June	Essay presentation

Readings

Readings will be assigned for each week. These readings should be considered **ONLY** as the starting point for wider reading in preparation for in-class discussion, seminars and the essay.

Mandatory course requirements

To pass the course, students must obtain an overall course mark of 50 % or better.

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, refer to www.victoria.ac.nz/home/study/exams-and-assessments/aegrotat

Expected Workload

Students should expect to devote about 13 hours per week of independent study to this course:

Attendance at classes:	3 hours per week
Reading and critique:	4-5 hours per week
Preparation for seminars and essay:	4-5 hours per week

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:

Assessments	Learning objectives	Weight	Due date
Article presentations	1,2	20%	TBA
Student-led seminar			
Presentation	2,3	10%	TBA
Written Journal (word limit: 1,500 words)		20%	
Participation	3,4	10%	TBA
Essay (word limit: 4,000 words)	1,2,4	40%	2:00pm, 10 th June

During the course, every student will **present** TWO assigned weekly articles individually, and run ONE seminar. At the end of each presentation peer evaluation and written feedback will be provided.

Students working on **seminars** will also need to submit a journal (word limit: 1,500 words) which describes the learning outcomes with regard to the weekly topic. The journal is to be disseminated to other students for the purpose of knowledge sharing.

Students will be marked on **participation** throughout the course.

Students also need to submit an **essay** with a chosen topic relating to the course topics. In the essay, students demonstrate their understanding of the complex global business environment, and develop their insights into how MNCs should interact with the surrounding environment for organisational success. During the Week 13 session, each student has an opportunity to present his/her essay draft to the fellow students and course coordinator (about 15 minutes), through which comments and feedback may be sought prior to submission.

Assessment guidelines will be provided by the course coordinator.

Penalties

In fairness to other participants, work submitted the essay 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, family bereavement) participants should discuss waiver of the penalty with the course co-ordinator. Students who miss the assigned article presentations, and seminars will not obtain marks for the assessments accordingly, unless an agreement between the students and the course co-ordinator is reached.

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 strongly encouraged to make use of other sources of materials to prepare for the assessments. Students are encouraged to make use of the library databases, books, and periodicals to obtain further readings relevant to this course, which is also essential for running the seminars. Important academic journals that can be used for this purpose include: *Journal of International Business Studies*, *International Business Review*, *Journal of World Business*, *Academy of Management Journal*, and *Academy of Management Review*.

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

Communication of the course will be through blackboard and emails. You can also make appointment with your lecturer for any information regarding the course.

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.
