

Course Outline 2017
GLMI 701: COMPETING INTERNATIONALLY (15 POINTS)
Semester 2 (1175)

Course Prescription

Examines why, when, and how firms compete internationally. Utilises concepts and research on the firm, cluster and/or industry in international competition, the role of its resources and capabilities, and its adaptation to diverse operating contexts. Includes analysis of internationalising small and medium sized enterprises, mini multinationals, and global enterprises.

Programme and Course Advice

This is an advanced course intended for students enrolled in the Master of Commerce, Bachelor of Commerce (Honours) or Postgraduate Diploma in Commerce degrees.

Restriction: INTBUS 701

Goals of the Course

To provide students with a set of tools, techniques and approaches to develop their skills of in-depth analysis and assessment of competition in diverse organizational fields and settings. The course aims to address the challenges of applying frameworks and analysing competition in an international context.

Learning Outcomes

By the end of this course it is expected that the student will be able to:

1. display understanding of alternative theoretical explanations for international competition
2. apply theory to evaluate the multiple contexts in which international competition occurs
3. use models and frameworks to analyse firm-level competitive strategies
4. demonstrate the ability to develop a competitive analysis for an international business.

Content Outline

- What is competition?
- Classical frameworks and models
- Competition and firm capabilities and resources
- Competitive dynamics
- Hypercompetition, "escaping" competition
- Red Queen Competition
- Competitive engagement
- Social construction of competition
- Competitor analysis techniques
- Levels of competition: firm, network/cluster and/or industry.

Learning and Teaching

The class will meet for three hours each week in a seminar format. Class time will be used for a combination of learning modes, including analysis of research articles, case studies, guest speakers, oral presentations and written research assignments. There is a strong emphasis on class discussion and participation so attendance is critical. Students will need to supplement that with approximately 8 to 10 hours of reading and preparation.

The classes are scheduled on Mondays 9am-noon in Room 260-317 (Level 3, Owen G Glenn Building).

Teaching Staff

Dr Maureen Benson-Rea

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Learning Resources

All course content will be provided online through Canvas, the University's learning management system.

Assessment

Class participation	20%
Group case study analysis and presentation	20%
Written research assignment	30%
Final examination	30%

Further details on these assessments will be provided in the course handbook and at our first class. The broad relationship between these assessments and the course learning outcomes is as follows

Learning Outcome	Class participation	Group case analysis and presentation	Written research assignment	Final Exam
1	X	X	X	X
2	X	X	X	X
3	X	X	X	X
4	X	X	X	X

Inclusive Learning

Students are urged to discuss privately any impairment-related requirements face-to-face and/or in written form with the course director.

Student Feedback

This is a new course and student feedback is welcome at any point during the course. The course director will seek feedback around Week 4 and the course will be formally evaluated at the end to contribute to the ongoing development of the course.