

Course Outline 2016
INTBUS 701: ADVANCED INTERNATIONAL BUSINESS (15 POINTS)
Semester 1 (1163)

Course Prescription

Advanced study of trade and investment issues facing firms doing business across national boundaries. A focus on the development of theoretical and conceptual models prepares the way for more in-depth investigation of international business issues.

Programme and Course Advice

No prerequisites or restrictions.

Goals of the Course

To develop an understanding of foreign direct investment (FDI) and the multinational enterprise. This is achieved through examination of the theoretical derivation and empirical testing of hypotheses pertaining to the conduct of international businesses. This course is designed to provide students with a strong theoretical base and sound analytical skills.

Learning Outcomes

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

1. Understand the various theories of international business
2. Critically assess the research literature in international business
3. Apply various international business models for the purposes of empirical analysis
4. Undertake research for an Honours research essay or Masters/PhD thesis in International Business

Content Outline

- Overview of international business theory
- Debate on globalisation versus regionalisation
- Internationalisation process model
- Theories of multinational enterprise
- Born globals and emerging giants
- Liabilities of foreignness
- Regional clusters and multinationals
- The hunt for FDI spillovers
- International joint ventures
- Offshoring and international innovation

Learning and Teaching

To achieve the objectives outlined above a variety of teaching approaches will be utilised including lectures, class discussions, in-class exercises, written assignments and presentations. The class typically meets for three hours a week. Students are expected to use at least six additional hours each week in reading and preparing for the class. Active participation is essential, and students will be expected to master material assigned in readings, presented in class lectures, discussions and presentations.

Teaching Staff

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Learning Resources

There is no prescribed textbook for this course. Readings are provided on the course website. Students are required to complete the prescribed readings before each lecture and be fully prepared for an engaged discussion.

Assessment

Participation	5%	Contribution to class discussions
Critical summaries	2x15%	Topic-specific essays
Research question (RQ)1	20%	First attempt at definition of an RQ
Critical literature review	30%	Follow-up on the RQ1/Final proposal
Presentation	15%	Presentation of the final proposal

Learning Outcome	Participation	Critical Summaries	RQ 1	Critical Literature Review	Presentation
1	X	X	X	X	X
2	X	X	X	X	X
3	X	X	X	X	X
4		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 lecturer.

Student Feedback

Students will be given an opportunity to complete course evaluations and are encouraged to provide feedback to the lecturer during the course. Previous student feedback has been used to shape this course, in particular the selection of readings and exercises.