

Course Outline 2017
INTBUS 300: FIRMS ACROSS FRONTIERS (15 POINTS)
Semester 1

Course Prescription

Examines international business theories underlying the existence and development of international firms. Analysis of contemporary international business issues.

Programme and Course Advice

Prerequisites: INTBUS 201 or INTBUS 210 or INTBUS 211

Restrictions: INTBUS 301, INTBUS 302

Goals of the Course

To develop the background knowledge and skills to contribute to the strategy development of international firms, in general, and those based in New Zealand in particular.

Learning Outcomes

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

1. Understand the key theories on the internationalisation of the firm;
2. Understand the key theories explaining the activities and structures of Multinational Corporations (MNCs);
3. Describe the impact of international firms on host country development;
4. Understand alternative perspectives on the internationalisation process of small and medium-sized enterprises (SMEs);
5. Integrate the alternative internationalisation perspectives;
6. Synthesise data on the development and strategies of international firms.

Content Outline

Week 1	Introduction to the MNC
Week 2	Theoretical antecedents of MNCs
Week 3	Internationalisation and the OLI paradigm
Week 4	MNCs, firm and country specific advantages
Week 5	FDI, spill-overs and technology transfer; review
Week 6	In-class test; essay workshop

Mid-semester break – Friday 14 April – Saturday 29 April

Week 7	Introduction to the SME, strategic drivers of SME internationalisation
Week 8	Export model of internationalisation
Week 9	Process models of internationalisation
Week 10	Network model of internationalisation
Week 11	Born Globals and International New Ventures models of internationalisation
Week 12	Review, conclusions and exam preparation (No class Monday – Queens Birthday Weekend).

Learning and Teaching

There are three elements to learning on this course, all of which are equally important. These are: lectures, readings and assessments. The course uses a combination of case studies, videos, class discussion and guest speakers.

Teaching Staff

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Learning Resources

Readings will be available via Canvas and Talis.

Assessment

Test 35%, essay 30% and final 35%

Note: You must pass the examinable components of the course (mid-term test and final exam combined) in order to pass the course.

Learning Outcome	Test	Assignment	Final Exam
1	X	X	X
2	X	X	
3	X		
4		X	X
5		X	X
6		X	