

DEREE COLLEGE SYLLABUS FOR: IB 4545 CAPSTONE PROJECT IN INTERNATIONAL BUSINESS

(Updated Fall 2021)

**UK LEVEL: 6
UK CREDITS: 15
US CREDITS: 3/0/3**

PREREQUISITES:

BU 3233 Business Research Methods
IB 2006 International Business
IB 3008 Business in the European Union
IB 3121 Global Business Management
MA 2021 Applied Statistics
Students must have at least 90 earned US credits before taking this course

CATALOG DESCRIPTION:

Research on contemporary topics in international business, which includes a field research component.

RATIONALE:

The capstone course enables students to apply their knowledge on a research topic in international business, which they select in consultation with the instructor. This course strengthens students' overall research attitude through recognizing relevant paradigms/theories in international business and developing a critical and analytical perspective in terms of both theory and practice. Hence, the course prepares students for postgraduate studies. The capstone project also gives students the opportunity to gain insights in international companies and organizations and their management through research on the field hence preparing them for careers in international business.

LEARNING OUTCOMES:

- On successful completion of the course, the student should be able to :
1. Discuss critically concepts and theoretical paradigms in international business by integrating diverse theoretical perspectives in the knowledge area.
 2. Design a research strategy and select appropriate research methods to conduct research in the field of international business.
 3. Assess the validity of research findings and conclusions against international business practice and the broader theoretical assumptions and debates.
 4. Formulate recommendations to international business professionals based on facts and data derived from the field research.

METHOD OF TEACHING AND LEARNING:

- In congruence with the learning and teaching strategy of the college, the following tools are used:
- Seminar-style class sessions which are devoted to supervising student research projects, including discussion of research topics in international business, tutorials on conducting research and feedback on student work.
 - Office Hours: Students are encouraged to make full use of the office hours of their instructor in order to consult and discuss issues related to the course's content.
 - Use of blackboard, where instructors post lecture notes, assignments instructions, timely announcements, as well as additional resources.

<p>ASSESSMENT:</p>	<p>Summative:</p> <table border="1" data-bbox="553 170 1297 237"> <tr> <td>Research project (individual, 4500-5500 words; presentation)</td> <td>100%</td> </tr> </table> <p>Formative:</p> <table border="1" data-bbox="553 300 1297 396"> <tr> <td>Research project proposal; in-class discussion of research articles; discussion of project component drafts</td> <td>0</td> </tr> </table> <p>The formative work aims to prepare students for the summative assessments. The research project and presentation test all Learning Outcomes (i.e. 1, 2, 3 and 4).</p> <p>Students are required to resit failed assessments in this module.</p>	Research project (individual, 4500-5500 words; presentation)	100%	Research project proposal; in-class discussion of research articles; discussion of project component drafts	0
Research project (individual, 4500-5500 words; presentation)	100%				
Research project proposal; in-class discussion of research articles; discussion of project component drafts	0				
<p>INDICATIVE READING:</p>	<p>RECOMMENDED READING:</p> <p>Students are required to delve into the international business literature. The articles below are indicative of the topics, as well as type of readings that students are expected to discuss in their capstone project.</p> <p>ARTICLES</p> <p>1.Key reading</p> <p>Beugelsdijk, S. Kostova, T. Kunst, V.E. Spadafora, E. & van Essen, M. (2018) "Cultural Distance and Firm Internationalization: A Meta-Analytical Review and Theoretical Implications", <i>Journal of Management</i>, 44(1), 89–130.</p> <p>Bloom, N. Genakos, C. Sadun, R & Van Reenen, J. (2012). "Management practices across firms and countries", <i>Academy of Management Perspectives</i>, 26(1), CEP Discussion Paper No 1109.</p> <p>Cuervo-Cazurra, A., Maloney, M. M. & Manrakhan, S. (2007). "Causes of the Difficulties in Internationalization", <i>Journal of International Business Studies</i>, 38(5), 709-725.</p> <p>Johnson & Tellis (2008). "Drivers of Success for market entry into China and India", <i>Journal of Marketing</i>, 72(3) DOI: 10.1509/jmkg.72.3.1</p> <p>Kale, P. & Singh, H. (2009). "Managing strategic alliances-What do we know now and where do we go from here", <i>Academy of Management Perspectives</i>, 23(3), 45-62.</p> <p>Moeller, M., Harvey, M., Griffith, D. & Richey, G. (2013). "The impact of country-of-origin on the acceptance of foreign subsidiaries in host countries: An examination of the 'liability-of-foreignness'", <i>International Business Review</i>, 22(1), 89–99.</p> <p>2.Further reading</p> <p>Aguileraa, R. Duranb, P. Heugensc, P.P.M.A.R. Sauerwaldd, S. Turtureae, R. & Van Essen, M. (2021). "State ownership, political ideology, and firm performance around the world", <i>Journal of World Business</i>, 56(1), in press.</p> <p>Baum, M. Schwens, C. & Kabst, R. (2015). "A latent class analysis of</p>				

small firms' internationalization patterns", *Journal of World Business*, 50(4), 754-768.

Bouncken, R. B., Hughes, M., Ratzmann, M., Cesinger, B., & Pesch, R. (2020). Family firms, alliance governance and mutual knowledge creation". *British Journal of Management*, 31, 769–791.

Cuervo-Cazurra, A. Ciravegna, L. Melgarejo, M. & Lopez, L. (2018). "Home country uncertainty and the internationalization-performance relationship: Building an uncertainty management capability", *Journal of World Business*, 53(2), 209-221.

Deng, P. Liu, Y. Gallagher, V.G. & Wu, X. (2020). "International strategies of emerging market multinationals: A dynamic capabilities perspective", *Journal of Management & Organization*, 26, 408–425.

Ferreira, J. & Ferreira, C. (2018). "Challenges and opportunities of new retail horizons in emerging markets: The case of a rising coffee culture in china", *Business Horizons*, 61(5), 783-96.

Hånell, S., Nordman, E., Tolstoy, D., & Sharma, D. (2018). "Pursuing innovation: An investigation of the foreign business relationships of Swedish SMEs", *British Journal of Management*, 29(4), 817-834.

Hillebrand, S., Teichert, T., & Steeger, J. (2020). "Innovation in family firms: an agency and resource-based lens on contingencies of generation and management diversity". *British Journal of Management*, 31(4), 792–810.

Hughes, M., Powell, T., Chung, L., & Mellahi, K. (2017). "Institutional and resource-based explanations for subsidiary performance", *British Journal of Management*, 28(3), 407-424.

Kotler, P., Manrai, L. A., Lascu, D.-N., & Manrai, A. K. (2019). "Influence of country and company characteristics on international business decisions: A review, conceptual model, and propositions". *International Business Review*, 28(3), 482–498.

Kraus, S. Mitter, C. Eggers, F. & Stieg, P. (2017). "Drivers of internationalization success: a conjoint choice experiment on German SME managers", *Review of Management Science*, 11, 691–716.

Meneses, R. Coutinho, R. & Pinho, J.C. (2014). "The impact of succession on family business internationalisation. The successors' perspective", *Journal of Family Business Management*, 4(1), 24-45.

Mo, Z. (2015). "Internationalization Process of Fast Fashion Retailers: Evidence of H&M and Zara", *International Journal of Business and Management*, 10(3). doi:10.5539/ijbm.v10n3p217

Patel, V. K., Pieper, T. M. & Hair Jr., J. F. (2012). "The global family business: Challenges and drivers for cross-border growth", *Business Horizons*, 55(3), 231-239.

Paul, J & Mas, E. (2020). "Toward a 7-P framework for international marketing", *Journal of Strategic Marketing*, 28(8), 681-701.

Symeonidou, N. Bruneel, J. & Autio, E. (2017). "Commercialization

	<p>strategy and internationalization outcomes in technology-based new ventures”, <i>Journal of Business Venturing</i>, 32(3), 302-317.</p> <p>Zucchella, A. (2021). “International entrepreneurship and the internationalization phenomenon: taking stock, looking ahead”, <i>International Business Review</i>, in press.</p>
<p>INDICATIVE MATERIAL: (e.g. audiovisual, digital material, etc.)</p>	<p>REQUIRED MATERIAL: N/A</p> <p>RECOMMENDED MATERIAL: N/A</p>
<p>COMMUNICATION REQUIREMENTS:</p>	<p>Use of appropriate academic conventions as applicable in oral and written communications.</p>
<p>SOFTWARE REQUIREMENTS:</p>	<p>MS Office</p>
<p>WWW RESOURCES:</p>	<p>www.grai.com/links.htm http://globaledge.msu.edu/ibrd/ibrd.asp www.hrmguide.net www.fita.org www.mckinseyquarterly.com</p> <p>Other internet sources suggested by the instructor throughout the semester.</p>
<p>INDICATIVE CONTENT:</p>	<ol style="list-style-type: none"> 1. Research topics in international business 2. Developing a research proposal 3. Conducting literature review - writing theory 4. Developing a conceptual research model 5. Qualitative and quantitative research and design of field research 6. Design of interviews/questionnaires for field research 7. Interviewing skills and techniques 8. Analysing collected data 9. Reporting research findings