National Research University - Higher School of Economics

Faculty of World Economy and International Affairs

Course Syllabus and Description

International Business Research

Master's Program "International Business"

38.04.02 "Management"

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International Business Research

COURSE DESCRIPTION

The course syllabus sets minimal requirements for student's knowledge and skills and determines the content and forms of study and performance evaluation.

The course syllabus is designed and suitable for faculty teaching this course, teaching assistants and students studying at the Master of International Business Program, Degree code 38.04.02 "Management".

The syllabus is developed according to:

- the standard educational requirements of the Federal State Autonomous Educational Institution of Higher Education «National Research University «Higher School of Economics» (HSE) for the Degree code 38.04.02 "Management";
- the education program 38.04.02.
- the University working curriculum of the Degree code 38.04.02 "Management", Master of International Business Program

Pre-requisites: THIS COURSE IS AVAILABLE TO MIB STUDENTS AND STUDENTS OF MIB PARTNER UNIVERSITIES ONLY

The following prerequisites are also required for this course:

World Economy
International Relations

Course type: compulsory

Abstract: The course provides a background of the history, structure, contents and methodology of the research in the field of international business and gives students a solid theoretical platform for further studies of different aspects of international business.
This innovative course has no analogues and is not available at any Russian or foreign university examined by the author.

LEARNING OBJECTIVES

- To provide students with a critical overview of the major theoretical approaches in the international business research literature and practical applications of theoretical aspects;
- To introduce students to a broad range of debates, perspectives and recent international evidence on the alternative means of thinking about international business;
- To make students aware of the major international business research schools, centers and associations;
- To give students a close look at the evolution and key areas of international business research focus;
- To review new directions in international business research and crucial recent research issues;

- To brief students with the methodological design of the international business research and peculiarities of qualitative and quantitative methods of research in the area of international business.

The goal of the course is to introduce students to international business research process and to raise their interest in this area of knowledge.

LEARNING OUTCOMES

As a result of the course, the student should have:

- Knowledge: of the major theoretical approaches in the international business research literature, basic classical and contemporary international business research models and concepts, the evolution of the international business research schools and the newest research findings and outcomes;
- Awareness: recent trends in the international business research based on the latest changes and developments in the global economy;
- Ability: to critically evaluate research materials on the given issues and apply this information in real-life international business situations;
- Skills: to identify appropriate qualitative and quantitative methods of research and use them in collecting and analyzing the research data.

As a result of the course, the student should possess the following competences:

General (Common) Competences

Competence	Descriptors – main features of learning (achievement criteria)	Forms and methods of study. Evaluation methodology
Ability to estimate and revise the developed scientific methods and activity tools.	Able to critically evaluate the outcomes of the main classical and contemporary international business research concepts. Able to apply the outcomes of the research in the changing global environment.	Lections Discussions Test
Ability to generate new ideas and products, creativity and leadership	Able to speak in public on professional topics. Clearly and with reason formulates ideas and articulates thoughts.	Group discussions

Special (Subject-oriented) Competences

Competence	Descriptors – main features of learning (achievement criteria)	Forms and methods of study. Evaluation methodology
Able to polish up and develop an intellectual and cultural level and	Uses theoretical knowledge and its applications in international business practice.	Lectures Full-bodied study of compulsory and

Competence	Descriptors – main features of learning (achievement criteria)	Forms and methods of study. Evaluation methodology
build a carrier path.		additional recommended books and articles Presentations Group discussions

COURSE PLAN

The course consists of three parts. The first part gives an overview of international business research with special attention to major international business research schools, research centers and professional associations.

The second part provides the evolution and the detailed description of classical, contemporary and newest research in the field of international business. This part also covers various thematic areas of international business research and their features.

The third part introduces a methodological design of the international business research including basic features of qualitative and quantitative methods of research and their applications for complex analysis of the research data collected from business activities of multinational companies.

1. International Business Research Overview

The main strands of research in the international business literature. Basic definitions in international business research.

2. Major International Business Research Schools, Centers and Associations

The systematization of international business research schools. Centers for international business education and research. The role of the International Business associations in the development of international business research. The Academy of International Business (AIB). European International Business Academy (EIBA).

3. Evolution of international business research

Classification of international business research approaches and concepts. Classical, contemporary and newest research concepts and models, their main features and relationships.

4. Contemporary international business research issues

Vernon's research on international product life cycle. Krugman's economy of scale and imperfect competition and the theory of multinational enterprise. Porter's competitive advantages on nations. Monopolistic advantage theory by Kindleberger and Hymer. Product and factor market imperfections by Richard Caves. Knickerbocker's follow-the-leader theory. Transaction cost approach to internationalization (internalization) by Buckley and Casson. The Uppsala internationalization process model and its extensions. Dunning's eclectic theory of international production.

5. New directions in international business research
Newest theories of international investment. International New Ventures (INVs) (global start-ups) by Oviatt and McDougal.

6. Methodological design of international business research
Methods of international business research. Multidisciplinary approach in the international business research. Features of qualitative and quantitative methods as parts of the research design. Main types of qualitative data collection and analysis. Theory testing. Mixed methods. Goals of the research. Data gathering instruments.

Breakdown of topics and hours

№	Topic	Hours total	Contact Hours			Homework
			Lectures	Semi-nars	Total	
1	International Business Research Overview	28	8			20
2	Major International Business Research Schools, Centers and Associations	28	8			20
3	Evolution of international business research	54	16			38
4	Contemporary international business research issues	48	12			36
5	New directions in international business research	28	8			20
6	Methodological design of international business research	42	12			30
Overall total:		**228**	**64**			**164**

READING LIST

We will use:

1) Research articles of foreign authors.
2) Books and textbooks of foreign authors.
3) Materials provided by the lector.

Recommended readings (compulsory):

1. The Oxford Handbook of International Business (2 ed.) (2009). Edited by Alan M. Rugman. Oxford University Press. http://www.oxfordhandbooks.com/view/10.1093/oxfordhb/9780199234257.001.0001/oxfordhb-9780199234257?rskey=IdxwWt&result=1

2. Czinkota M, Ronkainen I., Moffett M. International Business. – The Dryden Press, USA, 1999
3. Daniels, J. D. International business. Prentice Hall, 2001. - 810 c. 339.9 D18
4. Ball, D. A. International business. McGraw-Hill/Irwin, 2008. - 623 c. 339.9 I-69
5. Journal of international business studies ISSN: 0047-2506 Online ISSN: 1478-6990 Publisher: Palgrave Macmillan Ltd. ProQuest Legacy ABI/INFORM Global 1987 to present (Embargo: 1 year)
6. Journal of international business studies ISSN: 0047-2506 Online ISSN: 1478-6990 Publisher: Palgrave Macmillan Ltd. ProQuest Legacy ABI/INFORM Global 1987 to present (Embargo: 1 year)
7. The Oxford Handbook of International Business (2 ed.) (2009). Edited by Alan M. Rugman. Oxford University Press.
8. Dunning, J. H. Multinational enterprises and the global economy. Cheltenham; Northampton Edward Elgar, 2008. - 920 c. 339.9 D90
9. Internalization, international diversification and the multinational enterprise. Amsterdam [etc.] Elsevier, 2005. - 263 c. 339.9 I-69
10. Internationalization and international strategy. 2003. - 413 c. 658 I69
11. Harvey S. James, Murray Weidenbaum. When Business Cross International Borders: Strategic Alliances and Their Alternatives. – Praeger, USA, 1993.
12. Czinkota M, Ronkainen I., Moffett M. International Business. – The Dryden Press, USA, 1999
13. Daniels, J. D. International business. Prentice Hall, 2001. - 810 c. 339.9 D18
14. Ball, D. A. International business. McGraw-Hill/Irwin, 2008. - 623 c. 339.9 I-69
15. Porter M.E., The Competitive Advantage of Nations: With a New Introduction, London, 1998.
16. Hanink, D.N. An Extended Linder Model of International Trade. *Economic Geography*, Vol. 64, No. 4 (Oct., 1988), pp. 324-326
17. Vernon, R., International Investment and International Trade in the Product Cycle. The Quarterly Journal of Economics, Vol. 80, No. 2 (May, 1966), pp. 190-207
18. Rugman A.M. Oligopolistic reaction and Multinational Enterprise by Frederick T. Knickerbocker. Eastern Economic Journal, Vol 1, No. 1 (Jan. 1974), pp. 86-87.
19. Kindleberger C.P. (1967). The International Firm and the International Capital Market. *Southern Economic Journal*, Vol. 34, No. 2 (Oct., 1967), pp.223-230
20. Kindleberger C.P. (1969). American Business Abroad: Six Lectures on Direct Investment. Review by: Wilkinson, B.W. *The Canadian Journal of Economics*, Vol. 2, No. 4 (Nov., 1969), pp.630-633
21. Dunning, J.H., Rugman A.M. (1985). The Influence of Hymer's Dissertation on the Theory of Foreign Direct Investment. The american Econo,ic Review, Vol. 75, No. 2 (May, 1985), pp. 228-232
22. Caves R.E. (1971). International Corporations: The Industrial Economics of Foreign Investment. *Economica,* New Series, Vol. 38, No. 149 (Feb. 1971), pp. 1-9
23. Buckley, P.J., Casson, M.C. (1998). Analyzing Foreign Market Entry Strategies: Extending the Internalization Approach. *Journal of International Business Studies,* Vol. 29, No. 3 (3rd Qtr., 1998), pp. 539-541
24. Graham, E.M. (1978). Transatlantic Investment by Multinational Firms: A Rivalistic Phenomenon? *Journal of Post Keynesian Economics,* Vol. 1, No. 1 (Autumn, 1978), pp. 82-90
25. Johanson, J., Vahlne J-E. (1977). The Internationalization Process of the Firm – A Model of Knowledge Development and Increasing Foreign Market Commitments. *Journal of International Business Studies*, Vol. 8, No. 1 (Spring-Summer, 1977), pp. 23-32

26. Dunning, J.H. (1980). Toward an Eclectic Theory of International production: Some Empirical Tests. *Journal of International Business Studies,* Vol. 11, No. 1 (Spring-Summer, 1980), pp. 9-13.
27. Oviatt, B.M, McDougal, P. (1997). Challenges for Internationalization Process Theory: The Case of International New Ventures. *Management International review, Vol 37,* No. 2 Special Issue, pp. 85-99.
28. Parmentola A. The Internationalization Strategy of New Chinese Multinationals: Determinants and Evolution. International Journal of Management Vol. 28 No. 1 Part 2 Mar 2011
29. Lecerf, M-A. Internationalization and Innovation: The Effects of a Strategy Mix on the Economic Performance of French SMEs. International Business Research. 5. 6. (Jun 2012): 2-13.
30. Sliwinski, R. Internationalization strategies of Polish fast growing enterprises. The Poznan University of Economics Review. 2012, #12.1, pp. 17-39.
31. Doz, Y. Qualitative research for international business. *Journal of international business studies,* 2011, #42, pp. 582-590.
32. Hohenthal, J. Integrating qualitative and quantitative methods in research on international entrepreneurship. *Journal of International Entrepreneurship,* 2006, #4, pp.175-190.
33. Rarick, C.A. Cases and exercises in international business. Prentice Hall, 2003. - 181 c. 339.9 R23

Recommended readings (additional):

1. Dunning, J. H. Multinational enterprises and the global economy. Cheltenham; Northampton Edward Elgar, 2008. - 920 c. 339.9 D90
2. Rugman A.M., Hodgetts R.M. International Business. A Strategic Management Approach. -USA, 1995.
3. Khambata D., Ajami R. International Business. Theory and Practice. - USA, 1992.
4. Ball Donald A., McCulloch Wendel H. International Business: The Challenge of Global Competition.- Irwin/McGraw-Hill, USA, 1999.
5. Journal of international business studies ISSN: 0047-2506 Online ISSN: 1478-6990 Publisher: Palgrave Macmillan Ltd. ProQuest Legacy ABI/INFORM Global 1987 to present (Embargo: 1 year)
6. http://aib.msu.edu/
7. http://www.eiba-online.org/r/default.asp?iId=JIEIK
8. Journal of international business studies ISSN: 0047-2506 Online ISSN: 1478-6990 Publisher: Palgrave Macmillan Ltd. ProQuest Legacy ABI/INFORM Global 1987 to present (Embargo: 1 year)
9. Harvey S. James, Murray Weidenbaum. When Business Cross International Borders: Strategic Alliances and Their Alternatives. – Praeger, USA, 1993.
10. Krugman P. Pop Internationalism. - London, 1997.
11. Dunning J.H. Alliance Capitalism and Global Business. - London, 1997.
12. Journal of international business studies ISSN: 0047-2506 Online ISSN: 1478-6990 Publisher: Palgrave Macmillan Ltd. ProQuest Legacy ABI/INFORM Global 1987 to present (Embargo: 1 year)
13. Brewer T.L., Young S., The Multinational Investment System and Multinational Enterprises. New York, 1998.
14. Melton P., Going Global with Equities: Make Investment Gains Across Frontiers, London, 1996.

GRADING SYSTEM AND GUIDELINES FOR KNOWLEDGE ASSESSMENT

The class will meet once a week for 4 hours. Typically, there will be lectures and discussions of the material covered in the corresponding section. Attendance and participation in the classes are required. The course concludes with a test followed by a written exam.

Methods of evaluation:

Type of evaluation	Form of evaluation	Year 1				Parameters **
		1	2	3	4	
Continuous	Test	*				Written test, 20 minutes
Final	Exam		*			Written test, 30 minutes

Continuous: examination of students during the course of lectures; return to the given material; 20 minutes test after the last topic. During the test students will have to answer 10 questions.

Final: 30 minutes written exam in a test format (with account of previous observations and appearance in lectures as in seminars).

The student's independent work: assimilation of the theoretical material and information received in the course of the lectures, learning the works of domestic and foreign authors on the given problems. **The course concludes with a test describing the results of students' study.**

Final grade is calculated from grades for:

- Test – 30%;
- Lecture attendance – 30%;
- Final exam – 40%

For each of the above aspects of evaluation the student receives, correspondingly, on a 10-point scale:

- For test - 0.3 x Q1;
- For lecture attendance - 0.3 x Q2;
- For final exam - 0.4 x Q2
- where Q1, Q2,Q3 are grades on a 10-point scale.

SAMPLE TEST QUESTIONS

1. Please select three major International Business Research Schools out of the following list:
   a) British
   b) Japanese
   c) American
   d) French
   e) Swedish

2. The theory of multinational enterprise is based on the following two theories:

a) internalization theory;
b) _____

3. What are the main conclusions of the Uppsala model?

a) _____
_____

b) _____
_____

c) _____
_____