



# LINCOLN UNIVERSITY

## BA 415 – International Business and Investment Strategy

### Spring 2016 Course Syllabus

Credit: 3 units = 45 lecture hours  
Class Hours: Thursday, 3:30 – 6:15 PM  
Instructor: Gary L. Mingle, CPA, DBA  
Contact: gmingle@lincolnuca.edu

Text: Challenges and Opportunities in International Business, v1.0, by Mason A. Carpenter and Sanjyot P. Dunung. We are using an open source text, and updates. The web site for the text is as follows: <http://2012books.lardbucket.org/pdfs/challenges-and-opportunities-in-international-business.pdf>

#### COURSE DESCRIPTION

The nature and scope of international business; economic, political and cultural environments; national and international constraint and agreements; problems of general management associated with planning, financing, marketing, human resources, cultural problems, technology, and legal requirements with particular emphasis on the potentiality of direct investment in foreign lands. A one-unit written research project and its oral presentation are required for the course. (4 units)

**Prerequisite: ECON 20A or BA 310**

#### COURSE OBJECTIVES

- Scrutinize cultural challenges and strategies within a global business environment.
- Analyze the differences in operating a firm globally versus domestically
- Examine the economic challenges, including currency exchange, devaluation, and global financial fluctuations.
- Apply critical thinking skills to analyze global business expansion.
- Recognize situations that present potential complications due to ethical and or political issues and develop solutions.
- Conduct research using scholarly work, country websites, and corporate sites to develop a strategic plan for expansion.

#### Outline for International Business and Investment Strategy

Week	Chapter Number	Topic	Home Work
1	1	Introduction	Assigned
2	1,2	International Trade	Assigned

3	2,3	Culture & Business	Assigned
4	3,4	World Economies	Assigned
5	4,5	Global & Regional Economies	Assigned
6	5,6	Int'l Monetary System	Assigned
7	6,7	Foreign Exchange & Global	Assigned
8	7,8	Int'l Expansion & Mkts	Assigned
9	8,10	Strategy & Int'l Business	Assigned
10	10,11	Global Entrepreneurship	Assigned
11	11,13	Global Innovation	Assigned
12	13,14	Global Mkting , Dist, supply chain	Assigned
13	14,15	Global Finance & Accounting	Assigned
14	15	Global Finance and Accting	Assigned
15	Catch up	Review Chapter	Review Assigned

#### Grades Determinations

	Points	Chapters
Test 1	100	1,2,3,4,
Test 2	100	5,6,7,8
Test 3	100	10,11,13,14
Quizzes	50	
HW	50	
Self	50	
Group	50	
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	500	
A	90%	
B	80%	
C	70%	
D	60%	

## **Methodology**

Lecture method is used in combination with the case studies to provide a rich learning experience for the student. The course requires the practical use of a calculator, a computer, and the Internet to solve managerial accounting problems. The emphasis will be on learning by doing. Every student must participate in an intensive classroom activity. Reading, writing, and problem solving assignments will be made throughout the course.

## **COMMENTS**

- If you miss a class, you are responsible for the material covered.
- Cellular phones must be turned off or the ringing mode silenced.
- Do not hesitate to ask questions or make comments.

Syllabus Updated: January 15, 2016