



Lincoln University

BA 315 – International Business and Investment Strategy

COURSE SYLLABUS

Fall, 2018

Instructor: Prof. Alexander Anokhin, PhD
Lecture Schedule: Tuesday, 3:30 PM – 6:15 PM
Credits: 3 units / 45 lecture hours
Level: Mastery 2 (M2)
Office Hours: Tuesday, 2:00 PM – 3:00 PM
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Textbooks: S. Tamer Cavusgil, Gary Knight, John R. Riesenberger
“International Business: The New Realities”, 4/E, Pearson
Prentice Hall, 2017 (ISBN-13: 9780134324838)

Last Revision: January 12, 2018

CATALOG 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. There will be at least one assignment which makes use of the Internet. (3 units)

Prerequisite: ECON 20A or BA 310

EDUCATIONAL OBJECTIVES

This course is about challenges and opportunities that companies meet when going international. In our study we will attempt to break artificial barriers that divide trade theory, international finance and political economy in order to gain a better understanding of the highly interconnected modern world.

Upon completion of the course students will be able to:

- 1) Define key ideas and concepts in the field of international business
- 2) Identify various types of political, legal and economic systems as well as corresponding threats and opportunities for business and investment.
- 3) Analyze cultural variables and their effect on business activities.
- 4) Discuss and compare rationales and limitations of international financial and monetary systems as well as governmental trade policies.

- 5) Critically analyze risks and benefits of international business as related to global investment and marketing strategies.

COURSE LEARNING OUTCOMES¹

	Course LO	Program LO	Institutional LO	Assessment Activities
1	Analyze the requirement of conducting international business and formulate effective internationalization strategy	PLO 1	ILO 1b, ILO 2b	Case study, Classroom exercise
2	Critically analyze and communicate risks and benefits of international business as related to global investment and marketing strategies.	PLO 3	ILO 2b, ILO 7b	Case study, Classroom exercise
3	Synthesize the understanding of international business realities into a coherent, original, evidence based strategy.	PLO 4	ILO 4b, ILO 5b, ILO 6b	Case study, Classroom exercise
4	Be able to lead a cross-cultural team	PLO 5	ILO 4b, ILO 5b	Case study, Classroom exercise

PROCEDURES AND METHODOLOGY

This is a direct classroom instruction course

Lecture method is combined with in-class discussions, case studies and home assignments of various kinds. Core concepts identified from the textbook will be augmented with supplementary sources (made available to students on the class website) and applied to the real life situations during class activities.

Assignments and projects require students to actively use resources of the library. Detailed guide to business *resources of the library* as well as the description of Lincoln University approach to *information literacy* are available at the [Center for Teaching and Learning](http://ctl.lincolnuca.edu) website (ctl.lincolnuca.edu).

CLASS RULES

1. Class attendance is required. Attendance will be taken each class at a time chosen by the instructor.
2. Students are required to arrive to class on time. Showing up late disturbs the natural flow of the lecture and affects everyone's experience. Usually, up to 10 minutes of "grace period" is allowed. However, if students choose to show up 10 minutes into class on a regular basis, this rule will be reviewed and no one will be allowed after the start of the class.
3. Note, that the only email that students are allowed to use is the one provided by the Lincoln University. Once you receive an invitation to the course website, make sure to set up your profile in such a way that it would be possible for the instructor to

¹ Detailed description of learning outcomes and information about the assessment procedure are available at the [Center for Teaching and Learning](http://ctl.lincolnuca.edu) website (ctl.lincolnuca.edu).

identify you - use your name (as it is in the Lincoln University records) as your primary ID and your Lincoln University email as your secondary ID as well as a profile photo.

4. Submissions of home assignments will be conducted via the course website only (Canvas Instructure). Absolutely no hard copy or email submissions will be accepted! The acceptable format for assignment submission is .txt, .doc, .docx, and .pdf.
5. All quizzes, exams, assignments and projects must be completed and handed in on time. Late submissions will result in lower grade (each day of delay costs 2% points). Since all assignments are available on the website and outlined in the present syllabus with due dates clearly visible, the fact that you haven't been in class when the assignment was given cannot be used as an excuse to submit it later.
6. All quizzes, exams, and class assignments cannot be made up.
7. No cheating and no plagiarism, please! Detected cheating/plagiarism will result in "F" for the assignment.
8. All grades will be made available to students through the course website.

COURSE PROJECT

Every student must complete a research project for an in-class presentation. Research projects must comply with the Lincoln University guidelines.

EXAMS

The exams will consist of questions based on lectures, assigned chapters and supplementary reading.

GRADING POLICY

All assignments, quizzes, projects and exams are evaluated using the indicated system:

94-100	A	73-76	C
90-93	A-	70-72	C-
87-89	B+	67-69	D+
83-86	B	60-66	D
80-82	B-	0-59	F
77-79	C+		

Tentative Weights

Final grade will consist of the following components:

Homework	20%
Project	25%
Midterm Exam	25%
Final Exam	30%

CLASS WEBSITE

The class website will contain course syllabus, announcements, assignments and supplementary materials. Registering on the website is the responsibility of a student.

COURSE SCHEDULE

	Topic	Assignments Due
1	Introduction. What is International Business?	
2	a) Theories of International Trade b) Politics of Trade Liberalization	Prepare for the debate: “Trade Liberalization: Pros and Cons”.
3	Cultural Dimension of International Business	Assignment 1. Theories of International Trade
4	Issues in Political Economy	Assignment 2. Culture and International Business
5	Role of Government	Assignment 3. Political and Legal Systems
6	Regional Economic Integration	Assignment 4. Government Intervention in International Trade
7	Midterm Exam	
8	Emerging Markets	
9	International Monetary and Financial Systems	Assignment 5. Doing Business in Emerging Markets.
10	Global Strategy and Organization	Assignment 6. Global Financial Crisis.
11	Global Market Assessment	
12	Entering International Markets	Assignment 7. Global Market Opportunity.
13	Foreign Direct Investments	Assignment 8. Entry Strategy.
14	Course Project Presentation	
15	a) Review b) Final Exam	