



Lincoln University

BA 315 – International Business and Investment Strategy

COURSE SYLLABUS
Department of Business and Economics
Spring, 2018

Credit: 3 units (45 lecture hours)
Level: Mastery 2 (M2)
Instructor: Dr. Alexander Anokhin
Office Hours: By arrangement
E-mail: aanokhin@lincolnuca.edu

Required textbook: S. Tamer Cavusgil, Gary Knight, John R. Riesenberger "International Business: The New Realities", 3/E, Pearson Prentice Hall, 2014 (ISBN-10: 0132991268, ISBN-13: 9780132991261)

Revised: 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. *Prerequisite: ECON 20A or BA 310(3 units)*

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 Outcomes

| | Course LO | Program LO | Institutional ILO | Assessment |
|---|---|------------|------------------------|--|
| 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 | Simulation management game, 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 | Simulation management game, Case study, Classroom exercise |
| 4 | Be able to lead a cross-cultural team | PLO 5 | ILO 4b, ILO 5b | Simulation management game, Case study, Classroom exercise |

Procedures and methodology

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. This is a direct classroom instruction course.

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 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. (This rule is very strictly enforced, no exceptions!).
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.

Assessment Criteria

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.

Letters of recommendation

Letters of recommendation will be provided upon request only to students, who have completed all course requirements and obtained a total score of not less than 94%.

Course Outline

| | Topic | Chapter | Assignments Due |
|----|---|------------|--|
| 1 | International Business Environment: the case for globalization. | Ch. 1 - 3 | |
| 2 | a) Theories of International Trade b) Politics of Trade Liberalization | Ch. 6 | Prepare for the debate: "Trade Liberalization: Pros and Cons". |
| 3 | Cultural Dimension of International Business | Ch. 5 | Assignment 1. Theories of International Trade |
| 4 | Issues in Political Economy | Ch. 7 | Assignment 2. Culture and International Business |
| 5 | Role of Government | Ch. 8 | Assignment 3. Political and Legal Systems |
| 6 | Regional Economic Integration | Ch. 9 | Assignment 4. Government Intervention in International Trade |
| 7 | Midterm | Ch. 1 - 9 | |
| 8 | Emerging Markets | Ch. 10 | |
| 9 | International Monetary and Financial Systems | Ch. 11 | Assignment 5. Doing Business in Emerging Markets. |
| 10 | Global Strategy and Organization | Ch. 12 | Assignment 6. Global Financial Crisis. |
| 11 | Global Market Assessment | Ch. 13 | |
| 12 | Entering International Markets | Ch. 14 | Assignment 7. Global Market Opportunity. |
| 13 | Foreign Direct Investments | Ch. 15-17 | Assignment 8. Entry Strategy. |
| 14 | Course Project Presentation | | |
| 15 | a) Review b) Final Exam | Ch. 1 - 17 | |

Appendix A. Program and Institutional Learning Outcomes

| Institutional Learning Outcomes (ILOs) | |
|---|---|
| <i>MBA Graduates of Lincoln University should be able to:</i> | |
| 1b | Recognize and be able to work with the components of reasoning and problem solving; understand concepts, assumptions, purpose, conclusions, implications, consequences, objections from alternative viewpoints, and frame of reference. |
| 2b | Gather and assess relevant information, using abstract ideas to interpret it effectively; to develop well-reasoned conclusions and solutions, and test them against relevant criteria and standards |
| 3b | Be exemplary business professionals and try to ensure that the products of their efforts will be used in socially responsible ways, will meet social needs, and will avoid harmful effects to health and welfare |
| 4b | Lead by example in order to create highly collaborative organizational environment, and be able to develop and use strategies to encourage employees at all organizational levels to do the same. |
| 5b | Set goals and have a vision of the future. The vision should be owned throughout the organization. As effective leaders, they should habitually pick priorities stemming from their basic values. |
| 6b | Continually look for, develop, and offer new or improved services, and be able to use original approaches when dealing with problems in the workplace. |
| 7b | Demonstrate fluency in the use of tools, technologies and methods in the field. They should know how to evaluate, clarify and frame complex questions or challenges using perspectives and scholarship from the business discipline. |
| Program Level Outcomes (PLOs) | |
| <i>Students graduating our MBA program will be able to:</i> | |
| 1 | Develop and exhibit applied and theoretical knowledge in the field of management and business administration |
| 2 | Use theoretical knowledge and advanced problem-solving skills to formulate solutions and identify risks in the following fields: international business, finance management, general business, human resources management, management information systems, marketing management |
| 3 | Communicate within a highly specialist environment that allows the presentation of critiques of complex strategic matters |
| 4 | Demonstrate autonomy, creativity, and responsibility for managing professional practices |
| 5 | Demonstrate leadership and set strategic objectives for team performance |
| 6 | Identify ethical issues/problems in business organizations and reach decisions within ethical framework |

Appendix B. Classification of LU Curriculum courses.

| Code | Classification | Description |
|--|---------------------------------|---|
| Courses 300 level w/o graduate prerequisites | Mastery 1 (M1) | Mastery 1 courses introduce graduate level concepts and ideas in a specific field of study and provide an opportunity to initiate the development of graduate level competences. |
| Courses 300 level with graduate prerequisites | Mastery 2 (M2) | Mastery 2 courses build upon students' execution of Mastery 1 learning outcomes and allow for further development of students' mastery of concepts, ideas, and competences in the specific field of study. |
| Courses 398, 399 | Mastery 2 / Assessment (M2A) | Mastery 2/Assessment courses are structured to provide opportunity to assess students' achievements of set program learning outcomes. |
| Courses 400 level | Mastery 2 / Research (M2R) | Mastery 2/Research courses employ individual research project to deepen students' understanding of the subject developed in lower level courses and to equip students with knowledge and skills required by MS and DBA degree programs. |
| Courses 500 level | Doctorate Assessment (DA) | Doctoral Assessment courses are doctorate level seminars and research activities fostering the highest level of professional expertise by providing continuous assessment and development of students' ideas and analytical skills in the context of the doctorate program. |