



Lincoln University

BA 289 – International Business Strategy

COURSE SYLLABUS 2018

Lecture Schedule: Wednesday, 9:30 AM – 12:45 PM, room 301

Credit: 3 units (45 lecture hours)

Level: Advanced (A)

Instructor: Dr. Sergey Aityan

Office Hours: 4:00 PM – 6:00 PM on Mondays

4:00 PM – 6:00 PM on Tuesdays

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- Text:**
1. Frank T. Rothaermel, “Strategic Management,” 3rd Ed., McGraw Hill, 2016, ISBN: 978-1-259-42047-4
 2. Sergey Aityan, “Business Strategy and Decision Making,” the course notes.

Last Revision: January 20, 2018

CATALOG DESCRIPTION

This course is designed to integrate the knowledge gained in the GBA requirements into a comprehensive strategic management forum with an international perspective. Cases are used to give the student experience with real problems. It is intended to give the student a broad, general managerial view of international commercial interactions. (3 units)

Prerequisite: BA 110, 130, 150

EDUCATIONAL OBJECTIVES

Objective: To introduce students to the basic aspects of modern business strategies, the appropriate analysis methodologies, risk assessment, business decisions, business decision-making process, methodologies, and its automation.

COURSE LEARNING OUTCOMES¹

	Course LO	Program LO	Institutional LO	Assessment Activities
1	Develop an ability to formulate strategic approach to internationalization.	PLO 1	ILO 1a, ILO 2a, ILO 3a	In-class discussion, Homework, project
2	Conduct a critical review of the external and internal environment of an organization in order prepare for internationalization.	PLO 2	ILO 1a, ILO 6a	In-class discussion, Homework, project, final exam
3	Be able to effectively lead cross-cultural teams and negotiate with foreign business partners.	PLO 3	ILO 2a, ILO 7a	Project, homework, midterm and final exams
	Critically analyze international markets and select appropriate market entry mode.	PLO 4	ILO 1a, ILO 2a, ILO 5a	In-class discussion, Homework, project, final exam

PROCEDURES AND METHODOLOGY

This is a direct classroom instruction course.

Lecture method is used in combination with a supervised business case study. The emphasis will be on learning by doing. Every student must participate in an intensive classroom activity.

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).

COURSE PROJECT

Every student must complete and submit a business plan.

REQUIREMENTS

All students are required to attend classes. Continuous assessment is emphasized. Written or oral quizzes will be given every week. Reading, writing and “business case study” assignments will be made throughout the course. Students must complete all assignments and take all quizzes, mid-term exam and final exam on the dates due. Plagiarism will result in the grade “F” and a report to the administration.

GRADING

Activity	Time	Percent
Quizzes, home tasks, and classroom activities	Every week	20%
Project	Every week	20%
Mid-term exam	Second part of March	20%
Final exam	Last week of the course	40%

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).

SCORING

All results of written test will employ a numerical scoring system that is convertible as indicated below.

94-100	A	73-76	C
90-93	A-	70-72	C-
87-89	B+	67-69	D+
83-86	B	63-66	D
80-82	B-	60-62	D-
77-79	C+	0-59	F

COURSE SCHEDULE

Lectures #	Topic	Chapters	
		Lectures	Textbook
1	(a) Introduction to the course (b) Economy and Business Strategy	Ch. 1	
2	(a) Strategic Planning (b) Review of Course Projects	Ch. 2 Ch. 3	Ch.1, 2
3	(a) Business Plan (b) Review of Course Projects	Ch. 4 Ch. 5	
4	Competitive Strategy and Models for Industry Analysis	Ch. 6	Ch.3
5	(a) Business-Level Strategies (b) Corporate-Level Strategies (c) Review of Course Projects	Ch. 7 Ch. 8	Ch.4, 5 Ch.6
6	(a) Vertical and Horizontal Integration (b) Review of Course Projects	Ch. 9	Ch.7
7	Business Entities	Ch. 11	
8	Midterm Exam	Ch. 1, 3, 4, 6 - 12 as in lectures	
9	Functional Strategy: Operational and International Business Modes	Ch. 13 Ch. 14	Ch.8
10	(a) Cooperative Strategy (b) Corporate Governance, Structure, and Controls	Ch. 15 Ch. 16	Ch.9 Ch.10, 11
11	(a) Strategic Leadership (b) Strategic Entrepreneurship	Ch. 17 Ch. 18	Ch.12 Ch.13
12	(a) Strategic Scenarios and Risk	Ch. 19	
13	(a) Business Ethics (b) Review of Course Projects	Ch. 21	
14	Comprehensive Final Exam		
15	Course Project Defense		

MODIFICATION OF THE SYLLABUS.

The instructor reserves the right to modify this syllabus at any time during the semester. An announcement of any changes will be made in a classroom.