



Lincoln University

BA 315 – International Business and Investment Strategy

Summer 2022

Instructor: Prof. Alexander Anokhin, PhD
Lecture Schedule: Monday / Wednesday, 9:00 – 11:45 am
Office Hours: Monday/Wednesday, 11:45 am – 12:30 pm
Credits: 3 units / 45 lecture hours
Level: Mastery 2 (M2)
Email: aanokhin@lincolnuca.edu
Course Website: <https://canvas.instructure.com/enroll/7K9NYCD>

Textbooks: International Business: Competing in the Global Marketplace
by: Charles W. L. Hill, McGraw-Hill Higher Education
ISBN: 9781259929441, 1259929442
Edition: 12th
Copyright year: 2019

Last Revision: June 5, 2022

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 business 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
1	Analyze the requirement of conducting international business and formulate effective internationalization strategy	PLO 1	ILO 1b, ILO 2b
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
3	Synthesize the understanding of international business realities into a coherent, original, evidence based strategy.	PLO 4	ILO 4b, ILO 5b, ILO 6b
4	Be able to lead a cross-cultural team	PLO 5	ILO 4b, ILO 5b

PROCEDURES AND METHODOLOGY

This is a direct classroom instruction course

The course focuses on the analysis and discussion of thematic case studies. Case study analysis is supplemented by the lectures and other in-class assignments. Course project work is designed to integrate all knowledge obtained in the course.

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.
3. Detected cheating/plagiarism will result in “F” for the assignment.
4. Please participate in class activities.

COURSE PROJECT

Every student must complete a group research project for an in-class presentation. Research projects must comply with the Lincoln University guidelines. The project will focus on preparing an internationalization strategy for an existing company. The detailed instruction will be provided in class.

EXAMS

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).

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-	50-59	F
77-79	C+		

Tentative Weights

Final grade will consist of the following components:

Participation (in-class activities, case studies, assignments)	20%
Project	35%
Final Exam	45%

COURSE SCHEDULE

	Topic	Assignments Due
June 13	Introduction. What is International Business?	
June 15	a) Theories of International Trade b) Politics of Trade Liberalization	Debate: “Trade Liberalization: Pros and Cons”.
June 20	Political, Economic, and Legal Differences.	Case Study: Venezuela under Hugo Chavez and Beyond
June 22	Differences in Culture	
June 27	Foreign Direct Investments	Case Study: Volkswagen in Russia Complete Phase 1 of Course Project

	Topic	Assignments Due
Jun 29	Regional Economic Integration	Case Study: Creating the World's Biggest Free Trade Zone
July 4	INDEPENDENCE DAY – NO CLASS	
July 6	Strategy of International Business	
July 11	Organization of International Business	Case Study: Phillips' Global Restructuring
July 13	Global Monetary System	Case Study: The Global Financial Crisis and Its Aftermath: Declining Cross-Border Capital Flows Complete Phase 2 of Course Project
July 18	Global Marketing and R&D	
July 20	Course Project work	Complete Phase 3 of Course Project
July 25	Course project presentations	
July 27	Final Exam	Comprehensive