



# Lincoln University

## BA 315 – International Business and Investment Strategy

### COURSE SYLLABUS

Summer 2024

<b>Instructor:</b>	<b>Dr. A. Angus Ahanotu</b>
<b>Credits:</b>	<b>3 Units / 45 lecture hours</b>
<b>Level:</b>	<b>Mastery 1 (M1)</b>
<b>Class Schedule:</b>	<b>Tuesdays &amp; Thursdays, 12:30 pm – 03:15 pm</b>
<b>Office hours:</b>	<b>Tuesdays, 03:30 pm – 04:30 pm</b>
<b>Email:</b>	<a href="mailto:aaahnotu@lincolnuca.edu">aaahnotu@lincolnuca.edu</a>
<b>Textbooks:</b>	International Business: The Challenge of Global Competition by: Ball Geringer and Mcnett Minor, McGraw-Hill Higher Education ISBN: 9780078112638, 9780077606121 Edition: 13th Copyright year: 2019
<b>Prerequisite:</b>	ECON 20A
<b>Last Revision:</b>	May 22, 2024

### 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)

### 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 OUTCOMES<sup>1</sup>**

	<b>Course LO</b>	<b>Program LO</b>	<b>Institutional LO</b>	<b>Assessment Activities</b>
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**

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 [LU Library](http://lincolnuca.libguides.com) website (lincolnuca.libguides.com).

**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 .
- 5) Students must turn off their cell phones and pagers during the class session.

<sup>1</sup> Detailed description of learning outcomes and information about the assessment procedure are available at the [Learning Outcomes Assessment](#) section of LU website.

**COURSE PROJECT**

Every student must complete a research project for an in-class presentation. Research projects must comply with the Lincoln University guidelines. The project will focus on preparing a foreign market entry business plan for taking an American consumer produce into a foreign country. The detailed instruction will be provided in class.

**ASSESSMENT****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:

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

**Grading Criteria**

Homework	15%
MidTerm Exam	25%
Class Project	25%
Final Exam	35%
Total	100%

**COURSE SCHEDULE**

Week	Topic	Assignments Due
1	Introduction. What is International Business? Factors that influence IB. Globalization and Drivers of Globalization.	Read Chapter 1. Discussion Handout Globalization: A Brief Overview Question Global Debate Pages 17-20
1	International Trade Theories & Foreign Direct Investment	Read Chapter 2. Question Minicase Pages 59 - 60
2	International Institutions Impact on International Business	Read Chapter 3. Describe the purposes of the two global monetary systems, the IMF and the World Bank
2	Impact of Social, Cultural Forces & Natural Resources on International Business	Read Chapters 4. Question Global Debate Page 112
3	Natural Resources and Environmental Sustainability	Read Chapter 5. Question Minicase The BlueGreen Alliance Page 155
3	Political and Trade Forces	Read Chapter 6. Question Page 177
4	Intellectual Property & Legal Forces	Read Chapter 7. Question: Page 201
4	Global Monetary System	Read Chapter 8.
5	Midterm Exam	
5	International Competitiveness and Global Market Assessment & Entry	Read Chapter 9 & 12. Minicase: The Globalization of Walmart Page 251
6	Entry Modes, Export & Imports	Read Chapters 13&14 Question Pg 362
6	Organizational Design, Global Leadership Issues and Marketing Internationally,	Read Chapters 10 11&15 Questions Page 395
7	Course project presentations	Prepare for Class Presentations