



Lincoln University

BA 415 – International Business and Investment Strategy

COURSE SYLLABUS Fall 2025

Instructor:	Dr. Uday K Ghosh
Lecture Schedule:	Thursday, 12:30 PM – 3:15 PM
Credits:	4 units: 3 units / 45 lecture hours + 1-unit individual research project
Level:	Mastery 2 / Research (M2R)
Office Hours:	Mon-Fri, 3:30 PM – 4:30 PM e-mail: ughosh@lincolnuca.edu
Textbooks:	<u>International Business: The Challenge of Global Competition</u> By: Ball Geringer and McNett Minor, McGraw-Hill Higher Education (ISBN-9780078112638, 9780077606121)
Prerequisite:	BA 310
Last Revision:	August 2025

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. A one-unit written research project and its oral presentation are required for the course. (4 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) Understand how globalization affects international business
- 2) Define key ideas and concepts in the field of international business
- 3) Identify various types of political, legal and economic systems as well as corresponding threats and opportunities for international business and investment.
- 4) Analyze cultural variables and their effect on international business activities.
- 5) Discuss and compare rationales and limitations of international financial and monetary systems as well as governmental trade policies.
- 6) Critically analyze risks and benefits of international business as related to global investment and marketing strategies.
- 7) Provide a comprehensive country business risk assessment of the student's native country.

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 1c, ILO 2c	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 1c, ILO 6c	Simulation management game, Case study, Classroom exercise
3	Synthesize the understanding of international business realities by means of research activities, including study design, data collection and analysis.	PLO 4	ILO 1c, ILO 5c	Simulation management game, 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 [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. 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. 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 cannot be used as an excuse to submit it later).
4. All quizzes, exams, and class assignments cannot be made up.
5. No cheating and no plagiarism, please! Detected cheating/plagiarism will result in "F" for the assignment.

COURSE PROJECT

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

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

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

Tentative Weights

Final grade will consist of the following components:

Attendance and Class Participation	5%
Assigned Case Studies	10%
Midterm Exam	20%
Course Project	25%
Final Exam	40%
Total Points	100%

CLASS SCHEDULE

Week	Topic	Assignments Due
1	Introduction. What is International Business? Drivers of Globalization.	Read Chapter 1. Assignment Pages 17-20
2	International Trade Theories & Foreign Direct Investment	Read Chapter 2. Assignment Minicase Pages 59 - 60
3	International Institutions That Impact International Business	Read Chapter 3. Assignment Research Task Page 88
4	Social & Cultural Forces That impact International Business	Read Chapters 4. Assignment Research Task Page 115
5	Natural Resources and Environmental Sustainability	Read Chapter 5. Assignment Page 155
6	Political and Trade Forces	Read Chapter 6. Assignment Research Task Page 177
7	Intellectual Property & Legal Forces	Read Chapter 7.
8	Global Monetary System	Read Chapter 8.
9	Midterm Exam	
10	Global Market Entry & Assessment	Read Chapters 9 & 12. Assignment Page 250
11	Export & Import Operations	Read Chapters 13 & 14 Assignment Research Task Page 362
12	Organizational Design, Global Leadership Issues and Marketing Internationally,	Read Chapters 10, 11 & 15 Assignment Research Task Page 395
13	Supply Chain & IB HR	Read Chapters 16 & 17
14	Project Presentations	
15	Final Examinations	

MODIFICATION OF THE SYLLABUS

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

Each student registered for a 400-level course must complete a one-unit research project in addition to the coursework described in this syllabus. The specific topic will be assigned by the instructor.

The project requires 45 hours of independent study with regular consultations in accordance with the schedule determined by the instructor. The project work results in a written report (not less than 15 pages; APA style) and an oral presentation during the class session.

Evaluation of the student's work on the Individual Research Project will be done using the following rubric:

WRITTEN REPORT				
	<i>Exceeds Standards</i>	<i>Meets Standards</i>	<i>Does Not Meet Standards</i>	<i>Not Present</i>
<i>Research Problem Statement</i>	The statement of a research problem is crystal clear, novel and thought provoking	Clearly and concisely identifies a research problem	The statement of a research problem is incomplete, lacking precision.	The statement of a research problem is absent.
<i>Organization</i>	The report is logically organized; ideas are exceptionally well-developed and support a thoughtful and engaging conclusion.	The development of ideas is present; the conclusion is effective and directly addresses the original thesis.	Organization is confusing, disjointed, and inconsistent; ideas, if present, are not developed; the conclusion is vague and/or does not address the original thesis.	The report lacks organization
<i>Sources and formatting</i>	A variety of high-quality sources is used; all factual claims are supported with citations. The report follows the APA style guidelines.	A few high-quality sources are used; majority of factual claims are supported with citations The report mostly follows the APA style guidelines.	Sources used are of a questionable quality; factual claims are not supported. Use of APA style is inconsistent.	Sources are not identified or of a poor quality; factual claims are unsubstantiated. The report is poorly formatted
PRESENTATION				
	<i>Exceeds Standards</i>	<i>Meets Standards</i>	<i>Does Not Meet Standards</i>	
<i>Style and Organization</i>	Presentation is clear, confident and fully engaging; the use of visual aids enhances its effectiveness; the presentation is well timed and structured.	Presentation is clear; the use of visual aids is not detrimental to audience engagement; all necessary components are given appropriate time.	Presentation lacks clarity, no attempt is made to engage the audience; visual aids are haphazard and distracting; lack of structure results in an inefficient use of time.	
<i>Questions and Answers</i>	Student demonstrates extensive knowledge of the topic by providing confident, precise and appropriate responses to all audience questions.	Student demonstrates knowledge of the topic by responding adequately to questions of the audience.	Student demonstrates lack of knowledge of the topic by responding inaccurately and inappropriately to audience questions.	