



Lincoln University

BA 315 – International Business and Investment Strategy

COURSE SYLLABUS

Spring 2025

- Instructor:** Dr. Uday Kumar Ghosh
Lecture Schedule: Thursdays, 9:00 PM – 11:45 PM
Credits: 3 units / 45 lecture hours
Level: Mastery 1 (M1)
Office Hours: Thursdays 12:00 PM to 1:30 PM
e-mail: ughosh@lincolnuca.edu
Textbooks: *International Business: The Challenge of Global Competition*,
By: Ball, Geringer, McNett, and Minor,
McGraw-Hill; 13th edition (2019). ISBN-9780078112638
Last Revision: January 2025

Note: 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

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

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 OUTCOME¹

	Course LO	Program LO	Institutional	Assessment Activities
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.

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.

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

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

Final grade will consist of the following components:

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

COURSE 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	