



Lincoln University

BA 289 – International Business Strategy

COURSE SYLLABUS Spring, 2026

Instructor: Prof. Arthur Ashurov, Ph.D.

Lecture Schedule: Thursday, 3:30 PM – 6:15 PM

Credits: 3 units / 45 lecture hours

Level: Advanced (A)

Office Hours: Thursday, 11:45 AM – 12:30 PM by appointment
E-mail: ashurov@lincolnua.edu
Phone: (510) 628-8010

Textbook: S. Tamer Cavusgil, Gary Knight, John R. Riesenberger
“International Business: The New Realities”, 5th Edition, Pearson
Prentice Hall, 2020, ISBN-13: 9780135173961

Last Revision: 01/03/26

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 of real problems. It is intended to give the students a broad, general managerial view of international commercial interactions. (3 units).
Prerequisite: BA 110, BA 130, BA 150

EDUCATIONAL OBJECTIVES

Upon successful completion of this course students will be able to:

1. Examine political, economic, geographic, and cultural forces that shape a global competitive context
2. Analyze global industries, identify capabilities, and develop plans for competing
3. Assess how companies innovate and compete in global markets and develop and implement a global strategy
4. Define key ideas and concepts in the field of international business
5. Identify various types of political, legal and economic systems as well as corresponding threats and opportunities for business and investment
6. Analyze cultural variables and their effect on business activities
7. Discuss and compare rationales and limitations of international financial and monetary systems as well as governmental trade policies

8. Critically analyzing risks and benefits of international business as related to global investment and marketing strategies

COURSE LEARNING OUTCOMES¹

	Course LO	Program LO	Institutional LO	Assessment Activities
1	Demonstrate an ability to understand and apply the concepts and applications of International Business.	PLO 1	ILO 1a, ILO 2a	Homework, participation in the in-class discussions; case studies; quizzes; midterm/final exams.
2	Demonstrate essential skills of managing and improving operations decisions in international manufacturing and service organizations.	PLO 2	ILO 1a, ILO 2a, ILO 4a	Participation in the in-class discussions; case studies; quizzes.
3	At the end of the course students will be able to demonstrate working knowledge of a variety of methods and tools used in managing and improving international business decisions.	PLO 3	ILO 2a, ILO 7a	Course project presentation, course project report; case studies; quizzes.
4	Be able to effectively organize team in working on a project, assign responsibility, delegate and lead.	PLO 5	ILO 4a, ILO 5a	Course project presentation; case studies

INSTRUCTIONAL METHODS

This is a direct classroom instruction course.

The course will be conducted in the form of lectures and interactive discussions on the present small business entrepreneurial thinking and management practice. Case studies will be provided.

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](#) website (lincolnuca.libguides.com).

ATTENDANCE

Students are expected to attend each class section. If you cannot attend a class due to a valid reason, please notify the instructor prior to the class.

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

DROPPING THE CLASS

If you decide not to continue in the class, please call or go to Admissions and Records and drop by yourself. You do not need to involve the instructor. **Do not assume that the instructor will drop you for not attending the class.**

GRADING POLICY

Grades will be earned as follows:

Grade Structure	Points
Team Presentation + Team Evaluation	70 + 30
Attendance	30
Participation in the Class	70
Midterm Exam	100
Final Exam	100
Total Points	400

Your grade will be determined as follows:

Points Earned	Letter Grade
360- 400; 340-359	A; A-
320-339; 300-319; 280-299	B+; B; B-
260-279; 240-259; 220-239	C+; C; C-
180-219	D
<180	F

EXAMS

We will have two exams: midterm and final exam during the semester. Exams will cover all the assigned chapters, any additional readings or supplementary materials covered in class. The exams are not “open book” or “open notes”.

Students may use a dictionary during exams.

Students need to complete missing assignments and tests or retake the course.

Absolutely NO makeup tests and projects are allowed.

OTHER COMMENTS

- Please participate. What you put into the class will determine what you get out of it – and what others get out of it.
- Please come on time. Late arrivals disturb everyone else. Attendance will be taken 15 minutes after the beginning of each class.
- Students may not read other materials (newspapers, magazines) during class.
- Students are to remain in class during the entire session except for breaks. **Students are not allowed to come and go during class sessions.**
- If you miss a class, you are responsible for getting notes/slide printouts on the covered material from a classmate or the instructor.
- To avoid distracting noise in class, cellular phones **must** be turned off or the ringing mode silenced.
- All class participants are expected to exhibit respectful behaviors to other students and the instructor. All students have the right and privilege to learn in the class, free

from harassment and disruption. Inappropriate or disruptive behavior will not be tolerated, nor will it be lewd or foul language

CLASS SCHEDULE

Date	Focus of Discussion	Homework Assignment
Th: 01/29	Introduction. What is International Business? The Nature of International Trade. Risks in Internationalization.	Ch. 1 Team Project Assignment.
Th: 02/05	Globalization of Markets and the Internationalization of the Firm.	Ch. 2
Th: 02/12	The Cultural Environment of International Business. Ethics, Corporate Social Responsibility, Sustainability, and Governance in International Business.	Ch. 3, 4 Case 1- reading and answering questions in writing.
Th: 02/19	Theories of International Trade and Investment.	Ch. 5
Th: 02/26	Political and Legal Systems in National Environments.	Ch. 6 Case 2.
Th: 03/05	Government Intervention and Regional Economic Integration. Understanding Emerging Markets. Midterm Exam Preview	Ch. 7, 8 Case 3
Th: 03/12	Midterm Exam – 2 hours Covers: Chapters 1 – 8	
Th: 03/19	NO CLASS	
Th: 03/26	The International Monetary and Financial Environment	Ch. 9
Th: 04/02	Financial Management and Accounting in the Global Firm.	Ch.10
Th: 04/09	Strategy and Organization in the International Firm	Ch. 11. Case 4
Th: 04/16	Global Market Opportunity Assessment. Exporting and Global Sourcing	Ch. 12, 13
Th: 04/23	Foreign Direct Investment and Collaborative Ventures. Licensing, Franchising, and Other Contractual Strategies	Ch. 14, 15 Case 5
Th: 04/30	Marketing in the Global Firm. HR Management in the Global Firm.	Ch. 16, 17
Th: 05/07	Team Project Presentations. Final Exam Preview.	
Th: 05/14	Final Exam - 2 hours. Covers: Chapters 9 - 17	

NOTE: This schedule can be changed if needed