

LINCOLN UNIVERSITY
BUS ADMIN 305 –International Business & Investment Strategy

Course Information

The following is a syllabus for B.A. 305. It provides a management and investment perspective of international business, including the strategy of international business, the organization of international business, entry strategy and strategic alliances, exporting, import and countertrade, global production, outsourcing and logistics, global marketing and R&D, global human resource management, accounting in international business, and financial management in international business.

Each class period is usually divided up with lecture in the beginning, a break, and then discussion of case studies in the text or in outside materials and short case studies that will be introduced in class

Each class period is usually divided up into lecture, discussion of problems and case studies, and hypothetical situations involving international investment situations..

Purpose of Course

The course is designed to give you greater familiarity with problems and challenges that small and large companies face when investing internationally.

Course Requirements

1. Assigned Material: Assigned material will consist of the text and articles distributed by me one or more weeks before discussion. Students are expected to read the assigned material and be prepared to discuss the listed topics in class. Part of the student's grade is based on participation in class, familiarity with the assigned material, and communicating a knowledge of the assigned material.
2. Examinations: there will be one mid-term examination and one final examination. There will also be one or more instant quizzes during the course of the semester.
3. Homework: Students will be expected to turn in answers to the problems in each chapter. This homework must be turned in at the beginning of the class period.
4. Project: Each pair of students will prepare a class project involving a real-life investment situation in a real country. Topics must be chosen by the fifth week of class. The project will be prepared and distributed to all members of the class one week before the project is presented in class. Each oral presentation will last approximately 15 minutes. Discussion will last 15 minutes. The class-audience will be expected to critique and discuss the presentation. Grades will be assigned to the presentation. The class-audience will be expected to have read the project papers and the involved participation of the class-audience will be expected.

5. Attendance: Students are expected to attend class and to be in class on time. Any student more than 10 minutes later will not be admitted to the class period and will be marked for non-attendance.
6. Grades: Grades will be based on the following: 20 per cent for the mid-term; 40 per cent for the final examination; 20 per cent for the project presentation; 20 per cent for class participation, including results of pop quizzes and turning in of homework.

Course Calendar

Date	Subject
Jan. 14	Discussion of Course Outline Discussion of Outside Articles Chapter 12
Jan. 21	Chapter 12
Jan. 28	Chapter 13
Feb. 4	Chapter 13
Feb. 11 (one-half class)	Chapter 14
Feb. 18	Chapter 14
Feb. 25	Cases and Chapter 15
March 4	Chapter 15 and Mid-term
March 11	Chapter 16
March 18	Chapter 17
April 1	Chapter 17 and Guest Speaker
April 8	Chapter 18
April 15	Chapter 19 (and presentation of Topics)
April 22	Presentation of Topics
April 29	Chapter 20
May 6	Additional Material and Presentation of Topics
May 13	Presentation of Topics