



# LINCOLN UNIVERSITY

<b>COURSE:</b>	<b>BA 315: INTERNATIONAL BUSINESS AND INVESTMENT STRATEGY (3 units)</b>
<b>TIME:</b>	Tuesdays and Thursdays, 3:30 p.m. - 6:15 p.m.
<b>INSTRUCTOR:</b>	Dr. Leon Kil, <a href="mailto:lkil@lincolnuca.edu">lkil@lincolnuca.edu</a>
<b>OFFICE HOURS:</b>	Tuesdays, 1:15 p.m. – 3:15 p.m.
<b>TEXT:</b>	Katsioloudes, Marios I. and Spyros Hadjidakis (2007). <u>International Business: a Global Perspective</u> . Butterworth- Heinemann and Elsevier.  ISBN-10: 0750679832  ISBN-13: 978-0750679831

## **CATALOG DESCRIPTION:**

### **BA 315: International Business and Investment Strategy**

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)

*Prerequisites: ECON 20A or BA 310*

## **EDUCATIONAL OBJECTIVES OF MASTER OF BUSINESS ADMINISTRATION:**

1. To develop students' understanding and application of concepts and skills across the basic business disciplines which enable them to be successful in a dynamic global business environment;
2. To prepare students who will be able to plan, build, and run a successful business enterprise;



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3. To develop students' understanding in the economic, cultural, legal, and political issues associated with international business;
4. To develop understanding of financial concepts that provide basis for management, finance, and investment;
5. To develop leadership skills for practice of human resources management and to instill ethics and managerial skills;
6. To prepare students for careers in marketing which require to create, promote distribute, price, and manage products, services and ideas to customers in a satisfying exchange relationship.

**The following Program Learning Outcomes (PLOs) are aligned with the Educational Objectives:**

Students graduating our Master of Business Administration program will be able to:

<b>Outcomes</b>	<b>Mapping to ILOs</b>
Exhibit critical awareness of applied principles and theoretical knowledge in developing strategies in the field of management and business administration (PLO 1).	ILO 1, ILO 2
Employ theoretical knowledge and advanced problem solving skills to identify and formulate managerial problems and then find solutions in one of the following fields: international business, finance management, general business, human resources management, management information systems, marketing management (PLO 2).	ILO 1, ILO 2, ILO 4
Communicate within a highly specialist environment that allows the presentation of critiques of complex strategic matters (PLO 3).	ILO 2
Demonstrate autonomy, creativity, and responsibility for managing professional practices in complex environments and account for high level governance of processes and systems within a strategic context (PLO 4).	ILO 4, ILO 5, ILO 6
Demonstrate professional attributes relevant to leadership roles and set strategic objectives for team performance (PLO 5).	ILO 4, ILO 5
Identify ethical issues/problems in business organizations and reach	ILO 3



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decisions within ethical framework (PLO 6).	
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**This course is aligned with PLO1, PLO2, and PLO5 at a mastery level.**

## **COURSE OBJECTIVES:**

Current business environment is characterized by a rising degree of entanglement of local, national, regional and global forces and contexts. Production, trade, finance, marketing and distribution channels have reached such a high level of international interdependence that it has become a compelling task for every aspiring successful businessman or business manager to become deeply and professionally aware of the global context of business and investment strategy.

This class focuses on the global dimensions of designing and implementing successful yet circumspect business and investment strategy. The course's goal is to keep balance between theoretical and conceptual problems related to how changes in the international economic, political and legal environments shape the structure of constraints and opportunities for businesses operating in the global marketplace, on the one hand, **and** examining specific empirical cases of various firm strategies and controversies resulting from them, on the other hand.

The course, among other things, looks at:

- How international business organizations have evolved over time.
- How businesses of various size have interacted with state institutions and regulatory environments.
- How industrial, trade and financial policies of national states have influenced the development and implementation of business projects with global outreach.
- How circumstances force business leaders to weigh between short-term priorities and long-term strategizing.
- How increasingly internationally diversified structure of business organizations (especially multinationals) and the influence of rising inequalities between different regions of the world economy shape the elaboration of business strategies.

By the end of the course the students will be fully equipped to:

- identify key factors influencing international business and investment strategy;
- design an outline for the construction of a successful business entity – small or large;
- analyze positive and negative experiences of international business and investment



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- strategy and have a comprehensive overview of the potential causes;
- analyze the implications of having to function within radically divergent political, cultural and economic environments.

*The requirements for the successful completion of the course serve to assist students in attaining course objectives and allow the instructor to measure and assess students' proficiency and progress in attaining course objectives.*

## **INSTRUCTIONAL METHODS:**

The course is based on the assigned textbook indicated in the preamble of the syllabus. Lecture method is used in combination with case studies and outside readings which involve following major publications which cover international business news and international political economy more broadly. They include but are not limited to London's *Economist*, *Wall Street Journal*, *Bloomberg News*, *Financial Times*, etc. Lectures are organized thematically and follow the structure and the sequencing used in the textbook.

The emphasis will be on learning, thinking conceptually and critically, and developing analytical skills of differentiation and re-aggregation when dealing with complex configurations of circumstances.

Lectures involve a degree of teacher-class interaction. Every student is expected to come to class prepared and ready to participate in classroom activity initiated by the instructor. The emphasis will be on learning to connect diverse contexts and derive more complete settings from them. Every student is welcome to participate in intensive classroom activities and discussions. Reading, problem-identifying and problem-solving assignments will be given throughout the course. Video materials will be presented. There may be class discussions and group presentations by students on the project assignments throughout the duration of the course.

## **CLASS ATTENDANCE:**

Students are expected to attend class on a regular basis. Attendance is crucial to performing well in this course, as some of the material presented may not be found in the textbook. Further, the lecture and classroom demonstrations will emphasize and expand upon important topics found in the textbook. Thus, it is vital that you take thorough notes in class and pay close attention to lecture material.

## **INDIVIDUAL TERM PROJECT:**

Each student will be required to complete a 10-12 page (double-spaced) term project due on the last day of instruction. It must involve a critical investigation of a specific real-world case of international business operation – successful, failed or controversial. The scope of possible



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choices is wide: from American companies functioning in Latin America to Chinese companies working in Africa, from small businesses searching for additional sources of funding to giant firms going into developing markets. The stories may be historical as well as contemporary or be based on a comparison between “then” and “now”.

Each student should formulate the term project topic by the beginning of the third week of classes (June 27, 2017) and consult with the instructor about it. The instructor will meet with each student in office hours to provide guidance and advice related to the successful completion of the term project. Students are expected to do some internet-based and other media-based research in order to collect important information necessary for the project.

The project should be based on a specific case or a set of cases but must also include an analysis of the origins, implementation and implications of a given international business and/ or investment strategy and the investigation of the factors which seem to have impacted the outcome of that strategy.

The students will present their projects to the rest of the class in the last week of instruction according to the schedule which will be circulated to the students two weeks in advance of their presentations (the week of July 11, 2017). Please limit your presentation to 10-15 mins. per student, including Q&A and discussion.

Your finished term projects must be submitted in the hard-copy format. No email or late submissions please!

## **FINAL EXAM:**

There will be a two-hour long final exam on the last day of instruction (July 27, 2017). To assess your learning in this course, exam questions will be derived from lecture material and the textbook. Topics covered in lecture will be of major emphasis on the exam, and should be the focus of your textbook readings, though there will be some test questions found in the assigned readings but not covered in lecture. To avoid guessing, there will be no multiple-choice questions on the exams. Exam will include 10 questions. Each question will require a paragraph-long answer. The questions will be a combination of conceptual and theoretical concerns covered and highlighted in lecture and textbook assignments as well as those based on empirical or imaginary scenarios. The final exam is closed-book and closed-notes. The instructor will circulate a detailed set of preparation and review guidelines to ease the anxiety and facilitate smooth and effective learning ten days prior to the final examination.

## **QUIZZES:**



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To encourage attendance and to help students assess their progress and comprehension of the material of the course, there will be a set of unannounced quizzes given at the start of class. They will be based on lecture and any assigned reading. They will not be computational in nature, but rather conceptual. They are intended to help students gauge how well they understand the material.

## **GRADING FORMULA:**

Your cumulative grade will be calculated according to the following procedure:

- 1) Attendance and participation (including quizzes): 15%
- 2) Term project: 40%
- 3) Final examination: 45%

The numeric value of your grades is calculated according to the following conversion procedure:

- 1) "A" range: 92-100%
- 2) "B" range: 80-91%
- 3) "C" range: 70-79%
- 4) "D" range: 60-69%
- 5) "F": below 60%

## **CLASSROOM POLICY:**

Please do not use personal computers, iPads or smart phones during the lecture. If you do need to text message or receive a call, please take it outside the classroom.

**I am available and will do my best to help you learn and succeed.** Questions and points of discussion are encouraged. I am also highly accessible for discussions if you wish to receive additional information or learn more about a certain topic or need help or clarification with some material. Please visit me during my office hours, or talk to me immediately after class if you need study tips or additional assistance. No appointment is required for my office hours unless announced in advance.



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## **CLASS SCHEDULE and LECTURE TOPICS:**

### **Week 1 (June 13, June 15):**

*Challenges in International Business*

*The Culture Challenge in International Business*

Readings: Chapter 1 and 2 from the textbook.

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### **Week 2 (June 20, June 22):**

*Theories of International Trade and International Investment*

*The Monetary System in the International Arena*

Readings: Chapter 3 and 4 from the textbook.

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### **Week 3 (June 27, June 29):**

*International Economic Integration*

*Government, Law, and Political Risk in International Business*

Readings: Chapter 5 and 6 from the textbook.

- Term project topics due in class on June 27
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### **Week 4 (July 6):**

*Global Strategic Planning*

Readings: Chapter 7 from the textbook.

- July 4 – no class, national day off (Independence Day)
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## **Week 5 (July 11, July 13):**

*Entering the International Market*

*International Marketing*

Readings: Chapter 8 and 9.

- Schedule for individual presentations is arranged and confirmed
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## **Week 6 (July 18, July 20):**

*Doing Business in the Industrialized Countries*

*Doing Business in the Newly Emerging Economies*

*Business Behavior in Europe's Single Market*

Readings: Chapter 13, 14 and 15 from the textbook.

- Final exam study guide is distributed to the students on July 18.
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## **Week 7 (July 25, July 27):**

*Doing Business in the Developing Countries*

Readings: Chapter 16 from the textbook.

- Individual term project presentations on July 25
- Final examination on July 27 (closed-notes, in-class, two-hour long)

Note: **Instructor reserves the right to modify the schedule and amend the content of the course.**

**GOOD LUCK!**





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**Syllabus Reviewed: 6/2/2017**