



# Lincoln University

## BA 415 – International Business and Investment Strategy

### COURSE SYLLABUS

Spring, 2018

<b>Instructor:</b>	Prof. Alexander Anokhin, PhD
<b>Lecture Schedule:</b>	Tuesday, 3:30 PM – 6:15 PM
<b>Credits:</b>	4 units: 3 units / 45 lecture hours + 1 unit individual research project
<b>Level:</b>	Mastery 2 / Research (M2R)
<b>Office Hours:</b>	Monday, 12:15 PM – 1:15 PM <b>e-mail:</b> <a href="mailto:aanokhin@lincolnuca.edu">aanokhin@lincolnuca.edu</a>
<b>Textbooks:</b>	S. Tamer Cavusgil, Gary Knight, John R. Riesenberger “International Business: The New Realities”, 3/E, Pearson Prentice Hall, 2014 (ISBN-10: 0132991268, ISBN-13: 9780132991261)
<b>Last Revision:</b>	January 12, 2018

### 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)

*Prerequisite: BA 310*

### 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) 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 OUTCOMES<sup>1</sup>**

	<b>Course LO</b>	<b>Program LO</b>	<b>Institutional LO</b>	<b>Assessment Activities</b>
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 1b, ILO 6b	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 1b, ILO 5b	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 Center for Teaching and Learning website ([ctl.lincolnuca.edu](http://ctl.lincolnuca.edu)).

**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. Note, that the only email that students are allowed to use is the one provided by the Lincoln University. Once you receive an invitation to the course website, make sure to set up your profile in such a way that it would be possible for the instructor to identify you - use your name (as it is in the Lincoln University records) as your primary ID and your Lincoln University email as you secondary ID as well as a profile photo.

<sup>1</sup> Detailed description of learning outcomes and information about the assessment procedure are available at the Center for Teaching and Learning website ([ctl.lincolnuca.edu](http://ctl.lincolnuca.edu)).

4. Submissions of home assignments will be conducted via the course website only (Canvas Instructure). Absolutely no hard copy or email submissions will be accepted! The acceptable format for assignment submission is .txt, .doc, .docx, and .pdf.
5. 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). Since all assignments are available on the website and outlined in the present syllabus with due dates clearly visible, the fact that you haven't been in class when the assignment was given cannot be used as an excuse to submit it later.
6. All quizzes, exams, and class assignments cannot be made up.
7. No cheating and no plagiarism, please! Detected cheating/plagiarism will result in "F" for the assignment.
8. All grades will be made available to students through the course website.

### **COURSE PROJECT**

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

### **INDIVIDUAL RESEARCH PROJECT (1 unit)**

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 self-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 will be done using the following rubric:

<b>WRITTEN REPORT</b>				
	<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	A few high-quality sources	Sources used are of a questionable	Sources are not identified or of

	sources is used; all factual claims are supported with citations. The report follows the APA style guidelines.	are used; majority of factual claims are supported with citations. The report mostly follows the APA style guidelines.	quality; factual claims are not supported. Use of APA style is inconsistent.	a poor quality; factual claims are unsubstantiated. The report is poorly formatted
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<b>PRESENTATION</b>			
	<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 question.	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.

**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:

94-100	A	73-76	C
90-93	A-	70-72	C-
87-89	B+	67-69	D+
83-86	B	60-66	D
80-82	B-	0-59	F
77-79	C+		

***Tentative Weights***

Final grade will consist of the following components:

Homework	10%
Course Project	20%

Individual Project	25%
Midterm Exam	20%
Final Exam	25%

**CLASS WEBSITE**

The class website will contain course syllabus, announcements, assignments and supplementary materials. Registering on the website is the responsibility of a student.

**LETTERS OF RECOMMENDATION**

Letters of recommendation will be provided upon request only to students, who have completed all course requirements and obtained a total score of not less than 94%.

**COURSE SCHEDULE**

	Topic	Chapter	Assignments Due
1	International Business Environment: The Case For Globalization.	Ch. 1 - 3	
2	a) Theories of International Trade b) Politics of Trade Liberalization	Ch. 6	Prepare for the debate: "Trade Liberalization: Pros and Cons".
3	Cultural Dimension of International Business	Ch. 5	Assignment 1. Theories of International Trade
4	Issues in Political Economy	Ch. 7	Assignment 2. Culture and International Business
5	Role of Government	Ch. 8	Assignment 3. Political and Legal Systems
6	Regional Economic Integration	Ch. 9	Assignment 4. Government Intervention in International Trade
7	<b>Midterm Exam</b>	Ch. 1 - 9	
8	Emerging Markets	Ch. 10	
9	International Monetary and Financial Systems	Ch. 11	Assignment 5. Doing Business in Emerging Markets.
10	Global Strategy and Organization	Ch. 12	Assignment 6. Global Financial Crisis.

	Topic	Chapter	Assignments Due
11	Global Market Assessment	Ch. 13	
12	Entering International Markets	Ch. 14	Assignment 7. Global Market Opportunity.
13	Foreign Direct Investments	Ch. 15-17	Assignment 8. Entry Strategy.
14	Course Project Presentation		
15	a) Review b) <b>Final Exam</b>	Ch. 1 - 17	