



Lincoln University

BA 315 – International Business and Investment Strategy COURSE SYLLABUS

Fall, 2019

- Instructor:** Prof. Arthur Ashurov, Ph.D.
Lecture Schedule: Monday, 12:30 PM – 3:15 PM
Credits: 3 units / 45 lecture hours
Level: Mastery 1 (M1)
Office Hours: Monday, 11:15 AM – 12:15 PM
E-mail: ashurov@lincolnuca.edu
Phone: (510) 628-8010
- Textbooks:** S. Tamer Cavusgil, Gary Knight, John R. Riesenberger
“International Business: The New Realities”, 4th Edition, Pearson
Prentice Hall, 2017 (ISBN-13: 9780134324838)
- Last Revision:** 08/08/19

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

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 OUTCOMES¹

	Course LO	Program LO	Institutional LO	Assessment Activities
1	Analyze the requirement of conducting international business and formulate effective internationalization strategy and risk management.	PLO 1	ILO 1b, ILO 2b	Homework, participation in the in-class discussions; case studies; quizzes; midterm/final exams.
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	Participation in the in-class discussions; case studies; quizzes.
3	Synthesize the understanding of international business realities into a coherent, original, evidence based strategy	PLO 4	ILO 4b, ILO 5b, ILO 6b	Participation in the in-class discussions; case studies; quizzes.
4	Be able to lead a cross-cultural team	PLO 5	ILO 4b, ILO 5b	Course project presentation, course project report; 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 [Center for Teaching and Learning](http://ctl.lincolnuca.edu) website (ctl.lincolnuca.edu).

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 [Center for Teaching and Learning](http://ctl.lincolnuca.edu) website (ctl.lincolnuca.edu).

DROPPING THE CLASS

If you decide not to continue in the class, please call or go to Admissions and Records and drop 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

Your grade will be determined 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

Grades will be earned 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 course of the semester. Exams will cover all assigned chapters, any additional readings or supplementary materials covered in class. The exams are not “open book” or “open notes”.

Students for whom English is not a first language may use a dictionary during exams.

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 in **10-15 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 with the exception of breaks. **Students are not allowed to come and go during class session.**
- If you miss a class, you are responsible for getting notes/slide printouts on the material covered 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 lewd or foul language

The instructor reserves the right to change this syllabus.

CLASS SCHEDULE

Date	Focus of Discussion	Homework Assignment
Mo:08/19	Introduction. What is International Business? Theories of International Trade. Politics of Trade Liberalization	Read Ch. 1 Team Project Assignment
Mo:08/26	Cultural Dimension of International Business	Ch. 2, 3
Mo:09/02	NO CLASS	
Mo:09/09	Issues in Political Economy	Ch. 4 Case 1- reading and answering questions in writing.
Mo:09/16	Role of Government. Regional Economic Integration.	Ch. 5, 6. Homework – Quiz 1. Answering questions in writing.
Mo:09/23	Regional Economic Integration Midterm Exam Review	Ch. 7, 8
Mo:09/30	Midterm Exam (Chapters 1 – 8)	
Mo:10/07	Midterm Exam Results Review. Emerging Markets	Ch. 9, 10
Mo:10/14	International Monetary and Financial Systems	Ch. 11, 12 Case 2 – reading and answering questions in writing.
Mo:10/21	Global Strategy and Organization	Ch. 13, 14
Mo:10/28	Global Market Assessment	Ch. 15
Mo:11/04	Entering International Markets. Foreign Direct Investments	Ch. 16
Mo:11/11	NO CLASS	
Mo:11/18	Marketing in the Global Firm	Ch. 17
Mo:11/25	Team Project Presentation; Final Exam Review	
Mo:12/02	Final Exam	