



# Lincoln University

## BA 415 – 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:** 4 units (3 units / 45 lecture hours + 1 unit individual research project)  
**Level:** Mastery 2 / Research (M2R)  
**Office Hours:** Monday, 11:15 AM – 12:15 PM  
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Phone: (510) 628-8010
- Textbooks:** S. Tamer Cavusgil, Gary Knight, John R. Riesenberger “International Business: The New Realities ”, 4<sup>th</sup> 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: BA 310*

### 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 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 and risk management.	PLO 1	ILO 1c, ILO 2c	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 2c, ILO 7c	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 4c, ILO 5c, ILO 6c	Participation in the in-class discussions; case studies; quizzes.
4	Be able to lead a cross-cultural team	PLO 5	ILO 4c, ILO 5c	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.

**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.**

<sup>1</sup> 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).

**GRADING POLICY**

Your grade will be determined as follows:

<b>Grade Structure</b>	<b>Points</b>
Team Presentation + Team Evaluation	70 + 30
Attendance	30
Participation in the Class	70
Midterm Exam	100
Final Exam	100
Individual Research Project	100
<b>Total Points</b>	<b>500</b>

Grades will be earned as follows:

<b>Points Earned</b>	<b>Letter Grade</b>
420-500; 360-419	A; A-
330-359; 300-329; 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**

<b>Date</b>	<b>Focus of Discussion</b>	<b>Homework Assignment</b>
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 <b>Midterm Exam Review</b>	Ch. 7, 8
Mo:09/30	<b>Midterm Exam (Chapters 1 – 8)</b>	
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; <b>Final Exam Review</b>	
Mo:12/02	<b>Final Exam</b>	

**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 independent 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 on the Individual Research Project 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 sources is used; all factual claims are supported with citations.  The report follows the APA style guidelines.	A few high-quality sources are used; majority of factual claims are supported with citations  The report mostly follows the APA style guidelines.	Sources used are of a questionable quality; factual claims are not supported.  Use of APA style is inconsistent.	Sources are not identified or of a poor quality; factual claims are unsubstantiated.  The report is poorly formatted

<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 questions.	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.