



Lincoln University

BA 315 –International Business and Investment Strategy

COURSE SYLLABUS Spring 2019

- Instructor:** Dr. Tesfaye Ketsela, Ph.D.
Lecture Schedule: Thursday, 9:00 AM – 11:45 AM
Credits: 3 units / 45 lecture hours
Level: Mastery 2 (M2)
Office Hours: Thursdays 11:30 AM – 1:30 PM by appointment
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Phone: (510) 837- 5078
- Main Textbook:** Cavusgil, S.T, Knight G and Riesenberger, John R. (2016).
International Business: The New Realities (4th Edition). New
Jersey: Prentice Hall, ISBN: 97801343248381
- Additional References:** Luthans, Fred and Doh, Jonathan P. (2014). International
Management: Culture, Strategy and Behavior. 9th Edition. San
Francisco: McGraw Hill,
ISBN-13: 9780077862442 / ISBN: 0077862449
- Prerequisite:** *ECON 20A or BA 310*
Last Revision: January 4, 2019

CATALOG DESCRIPTION

The nature and scope of International Business, economic, political and cultural environments; national and international contracts 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 or BA 310

EDUCATIONAL OBJECTIVES

This course will cover various topics on the environment of international business, opportunity assessment, foreign direct investment, entry strategies, cultural and diversity issues in international business, ethics and corporate social responsibilities, international human resource management and related topics .

COURSE LEARNING OUTCOMES¹

	Course LO	Program LO	Institutional LO	Assessment Activities
1	Define International Business and the nature of international investment	PLO 1	ILO 1b, ILO 2b, ILO 4b	Case analysis, written assignments
2	Describe Dimension and drivers of market globalization	PLO 2	ILO 1b, ILO 2b, ILO 4b	Class presentations, case analysis
3	Discuss types of organizational participants in international business	PLO3	ILO 1b, ILO 2b, ILO 7b	Case analysis, internet assignments,
4	Explain the cultural environment, its role and dimensions	PLO4	ILO 1b, ILO 2b, ILO 4b	Mid-term exam
5	Evaluate ethical issues in global trade	PLO5	ILO 1b, ILO 2b, ILO 4b	Presentation followed by Case analysis
6.	Analyze political and legal systems	PLO6	ILO 1b, ILO 2b, ILO 5b	Case analysis
7	Discuss emerging markets	PLO 7	ILO 1b, ILO 2b, ILO 5b	Presentation, class discussion
8	Assess global market opportunities	PLO 8	ILO 2b, ILO 4b	Class exercise on models, concepts and applications
9	Describe Human Resource Management in the Global Firm	PLO 9	ILO 2b, ILO 5b	Presentation and discussion of HR management problems

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).

PROCEDURE AND METHODOLOGY

This is a direct classroom instruction course.

Power Point presentations will be used to provide students with the principles and concepts covered in the text as well as in various sources on relevant topics. Students are required to read the chapters assigned in advance of each class lecture. Cases relevant to the topic(s) covered will be given to students so that they analyze them in light of the principles and concepts learned. There will be class discussions and group presentation by students on the case analysis and internet assignments. Students will be expected to have access to computers and printers so that they download journal articles and do internet assignments.

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).

Project:

There will be individual assignment on case analysis and article reviews. There will also be group assignments designed to enable students to work as a team and do presentations to class. These projects will include library research as well as field visits. The submission will be marked and points will be applied to the final grades. (See the percentage breakdown under “Grading”.)

Each group will be composed of members representing different countries, cultures, gender and other criteria so that students will be able to share diverse views based on their background and experience.

Code of Conduct:

Students will be required to attend all classes and come to class on time. They are encouraged to participate in class discussions and show a cooperative attitude and behavior towards their class mates as well as the instructor. Copying the work of other students and presenting as one’s own work (plagiarism) will result in the student being dismissed from class.

While in class students must turn off their mobile phones or switched them to “Silent” mode so that there will be no disruption nor distraction from attending class lectures and other activities.

Examination Policy:

There will be Mid-term as well as Final Examination. The final examination will be given at the end of the class . (Refer to “Schedule of Class Activities” included here on the last page).The examination will include multiple choice, fill-in-the-blank as well as discussion questions.

Grading Policy:

Assessment will be done as follows.

- **Class attendance and participation - 15%**. (A daily record of attendance will be kept including a record of tardiness.) Participation includes, but not limited to:
 - a) coming to class on time, staying in class (required),
 - b) taking lecture notes (required),

- c) being attentive during lecture hours (expected and encouraged),
- d) asking and answering questions (encouraged unless directed to an individual)
- e) class presentations (individual and group - required)
- f) showing cooperation and taking an active part as team member in group assignments (required).

According to LU policy, students who miss three consecutive classes will be dismissed. Also read the attendance policy in the Student Catalog

- **Individual internet assignment –10 %**
- **Group Assignments and Presentation - 5%**
- **Mid-term examination – 25%**
- **Final Examination - 45%**

The grading system will be according to the Lincoln University policy which is as follows:

Course Points	Grade
91 and above	A
86-90	A-
81-85	B+
76-80	B
71-75	B-
66-70	C+
61-65	C
56-60	C-
46-55	D
Below 46	F

If and when necessary, the grades can be adjusted to reflect a normal distribution curve.

Students taking 4 units will be given an additional written assignment and will make a presentation on the topic.

Date of the Last Update: January 4, 2019

Class schedule and activities follow on the next pages

Please note that the schedule for lectures, examination dates and other activities can be changed, modified or revised if unforeseen circumstances dictate so or the changes could be justified to address the student needs and their best interest. Any change to be made will be communicated to the students in advance.

COURSE SCHEDULE

Week	Topics to be covered	Reading Assignment	Activities	Remarks
Week 1 Th. Jan 17	<ul style="list-style-type: none"> • Review Course Description <ul style="list-style-type: none"> ◦ Learning Objectives ◦ Code of Conduct ◦ Grading Policy • Chapter 1 - Foundation Concepts <ul style="list-style-type: none"> ◦ International business and domestic business ◦ Going international - rationale ◦ Globalization of markets 	For next class Read Chapters 1-2		
Week 2 Th. Jan 24	Chapters 2 and 3 <ul style="list-style-type: none"> • Organizational participants • Entry strategies • Role of Government in international business 	For next class Read Chapters 3-4	Lecture, Class discussion, Question and answer session.	
Week 3 Th. Jan 31	Chapter 4 <ul style="list-style-type: none"> • Cultural environment • Role of cultural environment in international business • Subjective and Objective Dimensions of culture • Cross-cultural risk and how to manage it 	For next class Read Chapters 5-6	Lecture, Class discussion, Question and answer session.	
Week 4 Th. Feb 7	Chapters 5 and 6 <ul style="list-style-type: none"> • Business and Ethics <ul style="list-style-type: none"> ◦ Organizational Ethics ◦ Corporate Social Responsibility ◦ Theories of International Investment 	For next class Read Chapters 7-8	Lecture, Class discussion, Video on the Corporation.	
Week 5 Th. Feb 14	Chapters 7 and 8 <ul style="list-style-type: none"> • Political and Legal systems • Government Intervention in International Business 	For next class Read Chapters 9-10	Lecture, Class discussion, Question and answer session, Cases.	
Week 6 Th. Feb 21	Mid-term Exam - one hour Chapters 9 and 10 <ul style="list-style-type: none"> • Regional Economic Integration 	For next class Read Chapters 11-12	Lecture, Class discussion, Question and	

	<ul style="list-style-type: none"> ◦ advantages and drawbacks ◦ leading economic blocks 		answer session.	
Week 7 Th. Feb 28	Chapters 11 and 12 <ul style="list-style-type: none"> • International Monetary and Financial Environment • Strategy and opportunity • Assessment 	For next class Read Chapters 13-14	Lecture, Class discussion, Question and answer session.	
Week 8 Th. March 7	Chapters 13 and 14 <ul style="list-style-type: none"> • Global market opportunity • Entering and Operating in International Management 	For next class Read Chapters 15-16	Lecture, Class discussion, Question and answer session, Cases.	
Week 9 Th. March 14	Spring Recess - No class			
Week 10 Th. March 21	Chapters 15 and 16 <ul style="list-style-type: none"> • Direct Investment and collaborative ventures • Licensing and Franchising 	For next class Read Chapters 17-18	Lecture, Class discussion.	
Week 11 Th. March 28	Group Presentation	For next class Read Chapters 19-20	Lecture, Class discussion.	
Week 12 Th. April 4	Chapters 17 and 18 <ul style="list-style-type: none"> • Global Sourcing • Marketing in the Global Firm 	For next class Read Chapter 19	Lecture, Class discussion.	
Week 13 Th. April 11	Chapters 19 and 20 <ul style="list-style-type: none"> • Human Resource Management in the Global Firm • Financial Management and Accounting in the Global Firm 	Review cases starting on page 439	Lecture, Class discussion.	
Week 14 Th. April 18	Discussion on Cases		Review all chapters covered	
Week 15 Th. April 25	Review of Chapters Covered and any remaining business			
Week 15 Th. May 2	Final Exam			