



Lincoln University

BA 315 – International Business and Investment Strategy

COURSE SYLLABUS

Fall 2020

- Instructor:** Dr. A. Angus Ahanotu
Lecture Schedule: Mondays, 12:30 PM – 3:15 PM
Credits: 3 units / 45 lecture hours
Level: Mastery 2 (M2)
Office Hours: Mondays 11:45 AM to 12:30 PM
e-mail: aahanotu@lincolnuca.edu
Textbooks: *International Business: The Challenge of Global Competition*,
By: Ball, Geringer, McNett, and Minor,
McGraw-Hill; 13th edition (2019). ISBN-9780078112638
Last Revision: August 10, 2020

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

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 business 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 OUTCOME¹

	Course LO	Program LO	Institutional LO	Assessment Activities
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 2b, ILO 7b	Simulation management game, Case study, Classroom exercise
3	Synthesize the understanding of international business realities into a coherent, original, evidence based strategy.	PLO 4	ILO 4b, ILO 5b, ILO 6b	Simulation management game, Case study, Classroom exercise
4	Be able to lead a cross-cultural team.	PLO 5	ILO 4b, ILO 5b	Simulation management game, Case study, Classroom exercise

PROCEDURES AND METHODOLOGY

This is a direct classroom instruction course

The course focuses on the analysis and discussion of thematic case studies. Case study analysis is supplemented by the lectures and other in-class assignments. Course project work is designed to integrate all knowledge obtained in the course.

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).

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.
3. Detected cheating/plagiarism will result in “F” for the assignment.
4. Please participate in class activities.

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).

COURSE PROJECT

Every student must complete a research project for an in-class presentation. Research projects must comply with the Lincoln University guidelines. The project will focus on preparing a foreign market entry business plan for taking an American consumer produce into a foreign country. The detailed instruction will be provided in class.

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:

Participation (in-class activities, case studies, assignments)	15%
MidTerm Exam	20%
Project	25%
Final Exam	40%

COURSE SCHEDULE

Week	Topic	Assignments Due
1	Introduction. What is International Business? Globalization.	Read Chapter 1. Minicase: Ownership of Companies and Brands Pg. 29
2	International Trade Theories & Foreign Direct Investment	Read Chapter 2. Minicase: Can Brazil Become a Global Competitor in IT Outsourcing Business? Pg. 59
3	International Institutions Impact on International Business	Read Chapter 3. Research Task Global Edge Question Pg. 88
4	Impact of Socialcultural Forces & Natural Resources on International Business	Read Chapters 4&5. Minicase: Who Gets the Assignment? Pgs. 116&154. Question #4
5	Economic & Political Forces	Read Chapter 6. Minicase:

		Is Your Chocolate the Result of Unfair Exploitation of Child Labor? Pg. 177
6	Intellectual Property & Legal Forces	Read Chapter 7. Minicase: Determining Country of Jurisdiction for International Business Disputes. Pg. 201
7	Midterm Exam	
8	Global Monetary System	Read Chapter 8. Minicase: GlobalEdge Research Task Pg. 225 Questions 1&2
9	International Competitiveness and Business Strategy Development	Read Chapter 9. Minicase: The Globalization of Walmart Pgs. 251-253
10	Organization of International Business & Global Leadership Issues	Read Chapters 10 &11. Pg. 274 Questions 5 & 10 Minicase: Pgs. 297-298. Questions 1&2
11	Global Market Assessment & Entry	Read Chapters 12 &13. Minicase: Pg. 318. The Sugar Daddy Chocolate Company. Questions 1,2,3&4
12	Export & Import, Marketing Operations	Read Chapters 14 & 15 Minicase: Witty, Irreverent, a Little Over the Top? Pg. 395 Questions 1,2&3
13	Supply Chain & Managing HR in International Context	Read Chapters 16 & 17. Prepare for Class Presentations
14	Course project presentations	
15	Final Exam	