



# Lincoln University

## BA 289 – International Business Strategy

### COURSE SYLLABUS Spring 2020

**Instructor:** Prof. Daniel Sevall  
**Lecture Schedule:** Tuesday, 3:30 PM – 6:15 PM  
**Credits:** 3 units / 45 lecture hours  
**Level:** Bachelor Assessment (BA)  
**Office Hours:** Tuesday 11:30 AM – 12:30 PM, Room 407 (Faculty Lounge)  
**e-mail:** [dsevall@lincolnuca.edu](mailto:dsevall@lincolnuca.edu)  
**Phone:** (650) 380-0518

**Main Textbook:** Managerial Economics and Business Strategy, Michael Baye and Jeffrey Prince (2017), 9th Edition ISBN-13: 978-1-259-29061-9, ISBN-10: 125956455X. Buying an older version of the text is acceptable as there appears to be little difference in content between versions.

Additionally, the instructor will post case studies to supplement the course readings

**Prerequisite:** BA 110, 130, 150  
**Last Revision:** January 5, 2020

### CATALOG DESCRIPTION

This course is designed to integrate the knowledge gained in the GBA requirements into a comprehensive strategic management forum with an international perspective. Cases are used to give the student experience with real problems. It is intended to give the student a broad, general managerial view of international commercial interactions. (3 units)

### COURSE LEARNING OUTCOMES<sup>1</sup>

	Course LO	Program LO	Institutional LO	Assessment Activities
1	Develop an ability to formulate strategic approach to the global business environment	PLO 1	ILO 1a, ILO 2a, ILO 3a	In-Class work and Midterm and Final Papers

<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).

2	Analyze organizational structures in the context of the global business environment	PLO 2	ILO 1a, ILO 6a	In-Class work and Midterm and Final Papers
3	Be able to effectively lead cross-cultural teams and negotiate with foreign business partners	PLO 3	ILO 2a, ILO 7a	Class Project
4	Critically analyze international markets and select appropriate market entry mode.	PLO 4	ILO 1a, ILO 2a, ILO 5a	Class Project

### **INSTRUCTIONAL METHODS**

This is a direct classroom instruction course. Lecture method is used in combination with a supervised business case study. The emphasis will be on learning by doing. Every student must participate in an intensive classroom activity.

Assignments and projects require students to actively use resources of the library. A 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.lincolnu.edu) website (ctl.lincolnu.edu).

### **ONLINE COMPONENTS OF THE COURSE**

I will create a Canvas site as a means of posting information, and offering an opportunity for you to ask questions regarding course material. I will plan on adding students to the Canvas site, once the class rosters are finalized.

### **ACADEMIC HONESTY HONOR CODE**

The faculty, administration, and staff recognize their obligation to provide continuing guidance as to what constitutes academic honesty and to promote procedures and circumstances that will reinforce the principle of academic honor. Fundamental to the principle of independent learning is the requirements of honesty and integrity in the performance of academic assignments, both in the classroom and outside. Students should avoid academic dishonesty in all of its forms, including plagiarism, cheating, and other forms of academic misconduct. The University reserves the right to determine in any given instance what action constitutes a violation of academic honesty and integrity.

### **DIVERSITY**

A diverse classroom is a better classroom. Sharing our experiences and our ideas contribute to our better understanding of the material. I will be committed to ensuring that all students receive the attention needed to grasp the key accounting concepts for this class. To that end, all questions relating to the course material will be answered in a timely fashion.

### **REQUIREMENTS**

All students are required to attend the class. Continuous assessment is emphasized. Students must complete all assignments and take all quizzes, mid-term exam and final exam ON THE DATES DUE. Plagiarism will result in the grade “F” and a report to the administration.

**ASSESSMENT**

A. Exams:

- Students must take a midterm and a final exam. The midterm will cover material from the first half of the course. The final exam is *comprehensive* and covers the material from the entire semester.
- Make-up exam policy: Students must take the exams as scheduled. No make-up exam will be given.
- Partial Credit is awarded on exams for problems (not multiple choice) when the computations are shown. Show all work on problems for maximum partial credit.
- Students may use laptops or programmable calculators. While these may help students in the calculation of certain accounting problems, ultimately the student will need to use critical reasoning to be successful in this course.
- Students may e-mail me to be informed of their respective grades.

B. Homework:

- Homework sets and due dates will be posted regularly.
- Solutions to some homework problems will be reviewed in class.
- Critical thinking essay, cases, and problems are included as part of the regular homework and class demonstration problems.

**GRADING ASSESSMENT CRITERIA**

Midterm Paper	25%
Attendance and Class Participation	10%
Course Project	30%
Final Paper	35%
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Total	100%

Letter grades will be given based on the following scaling:

Grade	A	B	C	D	F
Points	90-100	80-89	70-79	60-69	0-59

**EXPECTATIONS FOR STUDENTS**

A. Attendance:

- Attendance at all classes is essential to acquiring the requisite information for successful completion of this course. The topics covered in this course are much related to each other. If you miss a lecture, it would be hard to catch up. Roll will be taken at the beginning of each session. Students are expected to show up to every class meeting and stay for the entire period.
- Students may attend either session of the lecture as space permits. Students must attend the exams during the session in which they are registered unless prior permission is

obtained.

- Students are required to inform the instructor in advance by email or verbally in case of not being able to attend class.

**B. Class Participation:**

- Class participation is very essential to learning this subject. Be prepared to participate in class discussions (answering the questions and solving the problems), group work, and reviewing the homework.

**C. Student Code of Conduct:**

- Students are expected to respect the instructor and each other. Students must turn off their cell phones and pagers during the entire class time.

**COURSE SCHEDULE**

<b>Lectures</b>	<b>Topic</b>	<b>Chapters</b>
1-2	Market Forces and Demand Analysis	2-3
3-4	Individual Behavior and the Organization of the Firm	4 and 6
5-6	The Nature of Industry and Managing in Competitive, Monopolistic and Monopolistically Competitive Markets	7 and 8
Midterm		
8-9	Game Theory	10
9-10	Pricing Strategies	11
11-12	Economics of Information	12
13-14	Advanced Topics	13
Final		

**DISCLAIMER**

This syllabus is subject to modification. I am committed to letting students know changes to the syllabus as soon as feasible.