



Lincoln University

BA 315 – International Business and Investment Strategy

COURSE SYLLABUS

Spring 2022

Instructor: Dr. A. Angus Ahanotu
Credits: 3 Units
Level: Mastery 1 (M1)
Class Schedule: Mondays, 9:00 am – 11:45 pm
Office hours: Mondays, 11:45 am – 1:30 pm

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Textbooks: International Business: The Challenge of Global Competition
by: Ball Geringer and Mcnett Minor, McGraw-Hill Higher
Education ISBN: 9780078112638, 9780077606121 Edition:13th
Copyright year: 2019

Prerequisite: ECON 20A
Last Revision: January 15, 2022

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)

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 OUTCOMES ¹

Course LO	Program LO	Institutional LO	Assessment Activities
Analyze the requirement of conducting international business and formulate effective internationalization strategy.	PLO 1	ILO 1b, ILO 2b	Case study, Classroom exercise
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
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
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 .
5. Students must turn off their cell phones and pagers during the class session.

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.

ASSESSMENT

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:

Grade	A	A-	B+	B	B-	C+	C	C-	D+	D	F
Points	94-100	90-93	87-89	83-86	80-82	77-79	73-76	70-72	67-69	60-66	0-59

Grading Criteria

Attendance and Class Participation	10%
Assigned Case Studies	15%
Midterm Examination	25%
Course Project	15%
Final Exam	35%

Total	100%

COURSE SCHEDULE

Week	Topic	Assignments Due
1	Introduction. What is International Business? Factors that influence IB. Globalization and Drivers of Globalization.	Read Chapter 1. Questions 11 and Minicase: Ownership of Companies and Brands Page 29
2	International Trade Theories & Foreign Direct Investment	Read Chapter 2. Question 7 Page 59
3	International Institutions Impact on International Business	Read Chapter 3. Research Task Global Edge Question Page 88
4	Impact of Social, Cultural Forces & Natural Resources on International Business	Read Chapters 4&5. Research Task Question # 1. Page 115
5	Political and Trade Forces	Read Chapter 6. Question # 9 Page 177 (WTO & Dumping)
6	Intellectual Property & Legal Forces	Read Chapter 7. Question: Research Task Question # 1 Page 200
7	Midterm Exam	
8	Global Monetary System	Read Chapter 8. Minicase: GlobalEdge Research Task Page 225 Question # 1
9	International Competitiveness and Business Strategy Development	Read Chapter 9. Minicase: The Globalization of Walmart Pages. 251-253
10	Organization of International Business & Global Leadership Issues	Read Chapters 10 & 11. Questions Pages 297-298.
11	Global Market Assessment & Entry	Read Chapters 12 & 13.

		Page 318, Research Task Question 1
12	Export & Import, Marketing Operations	Read Chapters 14 & 15 Questions # 7 and 8 Page 361
13	Supply Chain & Managing HR in International Context	Read Chapters 16 & 17. Prepare for Class Presentations
14	Course project presentations	
15	Final Exam	