



# Lincoln University

## BA315 – International Business and Investment Strategy

### COURSE SYLLABUS

Department of Business and Economics  
Fall, 2011

**Class Time:** Mon, 9 – 11:45  
**Credit:** 3 units (45 lecture hours)  
**Instructor:** Dr. Alexander Anokhin  
**Office Hours:** TBA  
**E-mail:** alex.s.anokhin@gmail.com  
**Phone:** (510) 375-4881

**Required textbook:** S. Tamer Cavusgil, Gary Knight, John R. Riesenberger “International Business: Strategy, Management, and the New Realities”, Pearson Prentice Hall, 2008 (ISBN-10: 0131738607, ISBN-13: 978-0131738607)

**Revised:** August 1, 2011

#### **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.

#### **Course 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 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.

### **Procedures and methodology**

Lecture method is combined with in-class discussions, case studies and home assignments of various kinds. Core concepts identified from the textbook will be augmented with supplementary sources (made available to students on the class website) and applied to the real life situations during class activities.

### **Requirements**

Class attendance is required. All quizzes, exams, assignments and projects must be completed and handed in on time. Late submissions will result in lower grade. Most days of class, there will be quizzes or short in-class writing assignments. Make-up quizzes or exams may be allowed only in extraordinary circumstances. Plagiarism is not tolerated.

### **Course Project**

Every student must complete a research project for an in-class presentation. Research projects must comply with the Lincoln University guidelines.

### **Exams**

The exams will consist of questions based on lectures, assigned chapters and supplementary reading.

### **Assessment Criteria**

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	63-66	D
80-82	B-	60-62	D-
77-79	C+	0-59	F

### **Tentative Weights**

Final grade will consist of the following components:

Participation (in-class discussions, home assignments)	20%
Project	20%
Mid-term Exam	25%
Final Exam	35%

*Note: These weights are indicative, the instructor reserves the prerogative to adjust them.*

### **Class Website**

The class website will contain course syllabus, announcements, assignments and supplementary materials.

### **Course Outline**

Week	Topic	Chapter
1	a) Introduction. b) International Business Environment: the case for globalization.	Ch. 1 - 3
2	a) Theories of International Trade b) Politics of Trade Liberalization	Ch. 4
3	Cultural Dimension of International Business	Ch. 5
4	Issues in Political Economy	Ch. 6
5	Role of Government	Ch. 7
6	Regional Economic Integration	Ch. 8
7	a) Review b) Midterm	Ch. 1 - 8
8	Emerging Markets	Ch. 9
9	International Monetary and Financial Systems	Ch. 10
10	Global Strategy and Organization	Ch. 11
11	Global Market Assessment	Ch. 12
12	Entering International Markets	Ch. 13
13	a) Foreign Direct Investments b) Challenges of the Future	Ch. 14
14	Course Project Presentation	
15	a) Review b) Final Exam	Ch. 1 - 14