



Lincoln University

# BA 315 - International Business and Investment Strategy

## COURSE SYLLABUS

Spring, 2012

**Lecture Schedule:** Thursday, 12:30 PM – 3:15 PM  
**Credit:** 3 units (45 lecture hours)  
**Instructor:** Dr. Sergey Aityan  
**Office Hours:** Monday, 3:30 PM – 4:30 PM  
Wednesday, 2:00 PM – 3:00 PM  
Students are advised to schedule appointments on the appointment list on the board at the professor's office that will ensure exact appointment time without waiting.  
**e-mail:** [aityan@lincolnuca.edu](mailto:aityan@lincolnuca.edu)  
**☎:** (510) 628-8016

### Textbook:

#### 1. Main Textbook:

Tamer Cavusgil, Gary Knight, and John Riesenberger,  
"International Business: Strategy, Management, and the New Realities," Prentice Hall, 2007  
ISBN-10: 0131738607  
ISBN-13: 978-0131738607

#### 2. Course lectures notes:

Sergey Aityan, "International Business and Investment Strategy", the course notes.

**Last Revision:** December 8, 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. (3 units)

### COURSE OBJECTIVES

To introduce students to the basic aspects of international business and investment strategies in the era of global economy; advantages and problems associated with cultural

diversity, different legal systems and different levels of economic development; optimizing business and investment strategies.

### **PROCEDURES AND METHODOLOGY**

Lecture method is used in combination with a supervised exercises and business case study. The emphasis will be on learning by doing. Every student must participate in an intensive classroom activity, must complete home tasks and course projects, and take quizzes and exams.

### **COURSE PROJECT**

Students will be working on teams and every team has to come up with an idea of a new international company, develop and submit business outlines for it. The teams will be presenting their progress during the course for discussions and adjustments.

### **REQUIREMENTS**

All students are required to attend classes. Continuous assessment is emphasized. Written or oral quizzes will be given every week. Reading, writing, home tasks, and “business case study” assignments will be made throughout the course. 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.

### **ATTENDANCE**

Students are expected to attend each class session. If you cannot attend a class due to a valid reason, please notify the instructor prior to the class.

### **EXAMS**

Both, midterm and final exams are structured as written essay to answer the given questions. The essay must be written structurally with clear logical presentation of the answers. Graphs, charts, tables, and other supporting illustrations are required if needed. Examples to illustrate the answers are required.

Exams will cover all assigned chapters, any additional readings or supplementary materials covered in class. The exams are neither “open book” nor “open notes.”

### **GRADING AND SCORING**

The final grade for the course consists of the following components weighted as shown in the table below:

Activity	Time	Percent
Quizzes, home tasks, and classroom activities	Every week	20%
Project	Every week	20%
Mid-term exam	Second part of March	30%
Final exam	Last week of the course	30%

All results of written test will employ a numerical scoring system that is convertible as indicated below.

94-100	A
90-93	A-
87-89	B+
83-86	B
80-82	B-

77-79	C+
73-76	C
70-72	C-
66-69	D+
60-65	D
0-59	F

**MAKE-UP WORK**

Assignments are to be completed on time during the course. Late assignments will result in a reduced grade. Mid-term and final exams and group presentations cannot be made up if missed unless there is a documented emergency.

**COURSE SCHEDULE**

<b>Week</b>	<b>Topic</b>	<b>Chapters (Textbook)</b>
1	(a) About the course (b) Global Business Environment	Ch. 1-3
2	(a) Theories of International Trade (b) The History of Free Trade (c) Project Review	Ch. 4
3	(a) Cultural Challenge (b) Ethics of International Business	Ch. 5
4	(a) The Role of Political and Legal Systems (b) The Role of Government (c) Project Review	Ch. 6 Ch. 7
5	(a) Regional Economic Integration (b) Emerging Markets	Ch. 8 Ch. 9
6	(a) History and Role of Money (b) The International Monetary and Financial Environment	Ch. 10
7	(a) Global Strategy and Organization (b) Project Review	Ch. 11
8	(a) Course Review (b) Midterm Exam	Ch. 1 – 11
10	Global Market Opportunity Assessment	Ch. 12
11	Forms of International Business	Ch. 13 – 16
12	Global Marketing	Ch. 17
13	(a) Human Resource Management in Global Firm (b) Financial Management and Accounting in the Global Firm	Ch. 18 Ch. 19
14	Course Project Presentations	
15	(a) Course Review (b) Comprehensive Final Exam	Ch. 1 – 19

**OTHER COMMENTS**

- Please participate. What you put into the class will determine what you get out of it – and what others get out of it.
- Please come on time. Late arrivals disturb everyone else.

- If you miss a class, you are responsible for getting notes/slide printouts on the material covered from a classmate or the instructor.
- To avoid distracting noise in class, cellular phones must be turned off or the ringing mode silenced.
- Questions and comments during the class are welcome. Do not hesitate to ask questions – do not leave anything unclear for you.

**MODIFICATION OF THE SYLLABUS**

The instructor reserves the right to modify this syllabus at any time during the semester. Announcements of any changes will be made in a classroom.