



LINCOLN UNIVERSITY

BA 415 – International Business and Investment Strategy Spring 2013 Course Syllabus

Course Number: **BA 415**

Course Title: **International Business and Investment Strategy**

Units: 4 (45 hours of lectures + 45 hours of self-study research project)

Semester Offered: Spring 2013

Course Meeting Days: Weekly on Saturday Afternoon

Course Meeting Time: 3:30 – 6:15 PM

Course Meeting Place: TBD

Instructor Information:

Name: Daniel Sevall / Dr. Marshall Burak (research project advisor)

Office Phone: 650-380-0518 (cell)

e-Mail Address: dsevall@lincolnuca.edu

Office Location: TBD

Office Hours: 11:30 – 12:30 on Saturdays

Course 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. A one-unit written research project and its oral presentation is a required part of the course.

(4 units)

Required Text

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)

Overview

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.

Course Objectives

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.

Academic Honesty, Plagiarism Policies and Procedures:

Lincoln University intends to be a community of educators and learners with shared values. Accordingly, Lincoln expects the highest standards of honesty and integrity from all members of the academic community.

What is considered academic dishonesty? It is generally taking credit for work which is not your own or attempting to receive credit or improve a grade through fraudulent or deceptive means. Examples include taking information from or providing information to another student, or plagiarism (the intentionally or knowingly representing the word or ideas of another as one's own in any academic exercise).

What is Plagiarism? Whenever you quote from, make reference to, or use ideas attributable to others in your writing, you must identify these sources in citations or bibliography, or both. If you do not, deliberately or accidentally, you have committed plagiarism. Plagiarism, defined as the act of stealing or using as one's own the ideas of another, is not permitted in college or university work or in any published writing. "Plagiarism may take the form of repeating another's sentences as your own, adopting a particular apt phrase as your own, paraphrasing someone else's argument as though it were your own." (Modern Language Association Handbook, New York: MLA, 1977, P.4). The sanctions for plagiarism range from reprimands and counseling to expulsion from the University. The appropriate sanction is determined by the University Committee on Academic Dishonesty. The University faculty may use internet-based services to identify those portions of student written assignments that might not meet the full standards of academic integrity as defined in this statement.

Course Requirements

1. Textbook Assignments

Students should read all assignments and be prepared to discuss the material covered. Assigned problems should be worked out in advance as a basis for review in class. Students should pinpoint major concepts and procedures in each chapter, understand their meaning and application, and raise questions in class on areas of complexity or ambiguity. Study in teams is recommended both to accelerate the learning process and to obtain feedback on individual interpretations. Homework may be collected for purposes of extra credit.

2. Team Projects/Cases

Through the completion of selected end of chapter cases, each student will show the application of concepts covered in the course, such as study of annual reports, ratio and other analysis including comparison with other companies, and bond and stock valuation. Students are encouraged to work in teams, and each team will select a topic. Grades will be based on content, innovative ideas, and presentation. Instructors may require students to make an oral presentation in class based on their paper.

3. Quizzes and Final Exam

Tests will be given at the end of the third and sixth sessions, and an examination during the final session. The purpose of these tests is to evaluate the student's understanding of the concepts and how to apply them. This includes learning how to perform the calculations and use the techniques that are an integral part of a course in finance. The tests also serve to let the student know how he or she is doing and what areas need further emphasis.

Evaluation Criteria

Midterm Exam	25%
Attendance and Class Participation	15%
Case Analyses & Project	30%
Final	30%

Total	100%

Letter grades will be given based on the following scaling:

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

Course Schedule

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

Last Update: 1/9/2013