



# Lincoln University

## BA 415 – International Business and Investment Strategy

### COURSE SYLLABUS

Department of Business and Economics  
Spring, 2014

**Class Time:** Wednesday, 9:00 – 11:45  
**Credit:** 4 units (45 lecture hours + 45 self-study hours)  
**Instructor:** Dr. Alexander Anokhin  
**Office Hours:** By arrangements  
**E-mail:** aanokhin@lincolnuca.edu

**Required textbook:** S. Tamer Cavusgil, Gary Knight, John R. Riesenberger “International Business: The New Realities”, 3/E, Pearson Prentice Hall, 2014 (ISBN-10: 0132991268, ISBN-13: 9780132991261)

**Revised:** December 26, 2013

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

#### **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.

This course contains a lot of theoretical and abstract ideas that can only be made practical through class activities and discussion. Therefore class participation is essential to the success of the course.

### **Class Rules**

This list of rules is the product of experience (rather than arbitrary ideas of “how classes should be run”) and is designed to keep the course effective and convenient for everyone. Therefore the rules that are outlined here will be followed with no exceptions (in order to preserve fairness all exceptions would have to be offered to everyone, and this is neither feasible nor possible).

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**. Showing up late disturbs the natural flow of the lecture and affects everyone’s experience. Usually, up to 10 minutes of “grace period” is allowed. However, if students choose to show up 10 minutes into class on a regular basis, this rule will be reviewed and no one will be allowed after the start of the class.
3. Note, that the only email that students are allowed to use is the one provided by the Lincoln University. Once you receive an invitation to the course website, make sure to **set up your profile** in such a way that it would be possible for the instructor to identify you - use your name (as it is in the Lincoln University records) as your primary ID and your Lincoln University email as you secondary ID as well as a profile photo.
4. Submissions of home assignments will be conducted via the course website only (Canvas Instructure). **Absolutely no hard copy or email submissions will be accepted!** The acceptable format for assignment submission is .txt, .doc, .docx, and .pdf.
5. All quizzes, exams, assignments and projects must be completed and handed in on time. **Late submissions will result in lower grade** (each day of delay costs 2% points). Since all assignments are available on the website and outlined in the present syllabus with due dates clearly visible, the fact that you haven’t been in class when the assignment was given cannot be used as an excuse to submit it later.

6. All quizzes, exams, and class assignments **cannot** be made up.
7. **No cheating and no plagiarism, please!** Detected cheating/plagiarism will result in "F" for the assignment. (This rule is very strictly enforced, no exceptions!).
8. All grades will be made available to students through the **course website**.

### **Course Project & DBA Project**

Every student must complete two research projects for an in-class presentation. Research projects must comply with the Lincoln University guidelines. Specific topics and project outlines will be discussed in class.

### **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	60-66	D
80-82	B-	0-59	F
77-79	C+		

### **Tentative Weights**

Final grade will consist of the following components:

Attendance	5%
Homework	20%
Project	20%
Midterm Exam	25%
Final Exam	30%

### **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. 6
3	Cultural Dimension of International Business	Ch. 4
4	Issues in Political Economy	Ch. 7
5	Role of Government	Ch. 8
6	Regional Economic Integration	Ch. 9
7	a) Review b) Midterm	Ch. 1 - 9
8	Emerging Markets	Ch. 10
9	International Monetary and Financial Systems	Ch. 11
10	Global Strategy and Organization	Ch. 12
11	Global Market Assessment	Ch. 13
12	Entering International Markets	Ch. 14
13	Foreign Direct Investments	Ch. 15-17
14	Course Project Presentation	
15	a) Review b) Final Exam	Ch. 1 - 17