



Lincoln University

BA 130 – Introduction to International Business

COURSE SYLLABUS 2018

Instructor: Prof. Alexander Anokhin, PhD
Lecture Schedule: Tuesday, 3:30 PM – 6:15 PM
Credits: 3 units / 45 lecture hours
Level: Developed (D)
Office Hours: Monday, 12:15 PM – 1:15 PM
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Textbooks: 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)

Last Revision: January 12, 2018

CATALOG DESCRIPTION

The varied dimensions of doing business abroad will be covered in terms of patterns of international trade, foreign investments, social and political frameworks, the economic environment, national and international constraints, and problems of general management associated with planning, financing, marketing, personnel, and legal requirements.

(3 units)

Prerequisite: BA 10

EDUCATIONAL OBJECTIVES

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 LEARNING OUTCOMES¹

	Course LO	Program LO	Institutional LO	Assessment Activities
1	Understand and critically analyze the principles and realities of international trade as well as corresponding threats and opportunities for business and investment.	PLO 1	ILO 1a, ILO 2a, ILO 3a	Homework, participation in the in-class discussions; case studies; quizzes; midterm/final exams

¹ Detailed description of learning outcomes and information about the assessment procedure are available at the [Center for Teaching and Learning](http://ctl.lincolnuca.edu) website (ctl.lincolnuca.edu).

2	Discuss and compare rationales and limitations of international financial and monetary systems as well as governmental trade policies.	PLO 2	ILO 1a, ILO 6a	Participation in the in-class discussions; case studies; quizzes;
4	Critically analyze risks and benefits of international business activities as related to global investment and marketing strategies.	PLO 4	ILO 3a, ILO 4a	Course project presentation, course project report; case studies

PROCEDURES AND METHODOLOGY

Lecture method is combined with in-class discussions, case studies and assignments of various kinds. Participation in in-class activities is an essential part of the course and will be graded.

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. Submissions of home assignments will be conducted via the course website only (TurnItIn). No hard copy or email submissions will be accepted.
4. Registering on the class website is the responsibility of a student.
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 4% points).
6. All quizzes, exams, and class assignments cannot be made up. No extra-credit assignment is available “upon request”.
7. No cheating and no plagiarism, please! Detected cheating/plagiarism will result in “F” for the assignment.

EXAMS

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

GROUP PROJECT

Every student must work on a research project for an in-class presentation as a part of a group. The broad topic of the group project is “Challenges in the world economy”. Even though this work is done in groups each student is expected to have a thorough knowledge and understanding of the whole project. Specific format of a research project will be presented in class. Research projects must comply with the Lincoln University guidelines.

GRADING POLICY

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-	50-59	F
77-79	C+		

TENTATIVE WEIGHTS

Participation (discussions, in-class assignments)	15%
Group Project Presentation	30%
Midterm Exam	25%
Final Exam	30%

COURSE SCHEDULE

Week	Topic	Chapter	Assignments Due
1	Introduction. Price system, Globalization, and International Economic Institutions.	Ch. 2	
2	Theories of International Trade: Comparative Advantage Theory	Ch.3	Assignment 1. Perils of Globalization
3	Theories of International Trade: Factor Proportion Theory, New Strategic Theory, and more.	Ch. 4 - 5	Assignment 2. Comparative Advantage.
4	The Theory of Government Intervention.	Ch. 6	Assignment 3. Modern Trade Theories
5	The Practice of Government Intervention: Political Economy of Trade	Ch. 7	Prepare for the debate: "Free trade - Pros and Cons"
6	Midterm Exam	Ch. 2 - 7	
7	Trade and Balance of Payments	Ch. 9	
8	Exchange Rate Systems	Ch. 10	Assignment 4. Balance of Payments
9	International Financial Crises	Ch. 12	Flipped classroom session: Prepare for the discussion of financial crises.
10	Regional Issues: United States	Ch. 13	
11	Regional Issues: EU	Ch. 14	Assignment 5. Old Leaders.
12	Regional Issues: East Asia	Ch. 16	
13	Regional Issues: BRIC	Ch. 17	Assignment 6. Future Leaders.
14	Course Project Presentations		
15	Final Exam	Comprehensive	