



Lincoln University

BA 230 – Studies in International Business

COURSE SYLLABUS

Fall 2020

Instructor: Dr. A. Angus Ahanotu
Lecture Schedule: Mondays, 12:30 PM – 3:15 PM
Credits: 3 units / 45 lecture hours
Level: Advanced (A)
Office Hours: Mondays 11:00 AM to 12:00 PM
e-mail: aahanotu@lincolnuca.edu
Textbooks: *International Business: The Challenge of Global Competition*,
By: Ball, Geringer, McNett, and Minor,
McGraw-Hill; 13th edition (2019). ISBN-9780078112638
Last Revision: August 10, 2020

COURSE DESCRIPTION

This course is intended to familiarize students with basic concepts and theory in international trade, trading arrangements, foreign exchange and balance of payments issues, relations between multinationals and home and host governments and businesses, the theory and practice of the multinational enterprises, and comparative management. (3 units)

Prerequisite: BA 130

EDUCATIONAL OBJECTIVES

The course is designed for those students who have a definite interest in pursuing a career in international business as well as those who seek a broadening of their knowledge in this growing and vital area. The course will combine a specific regime of academic pursuit and practical how it is done knowledge.

The objectives of this course are:

1. To introduce students to the contemporary issues in International Business that illustrate the unique challenges faced by managers in the international business environment.
2. To cover a broad range of international business issues from an interdisciplinary viewpoint and emphasizing the key concerns of the multinational and global corporation.
3. To assist students to develop a truly global perspective rather than just a U.S. viewpoint.
4. To assist students to integrate into their thinking the important societal dimensions of diversity, environmental concerns, ethics, and technological change.
5. To develop knowledge and skills to analyze cross cultural variables and their impact on international business.

COURSE LEARNING OUTCOME¹

	Course LO	Program LO	Institutional LO	Assessment Activities
1	Identify various types of political, legal and economic systems as well as corresponding threats and opportunities for business and investment.	PLO 1	ILO 1a, ILO 2a, ILO 3a	In-class discussion, Presentation
2	Be able to conduct risk assessment of international expansion projects, focusing on economic, cultural, political, and technological issues.	PLO 2	ILO 1a, ILO 7a	In-class discussion, Home assignments, Case studies
3	Be able to manage stakeholder relationship within the context of business internationalization.	PLO 5	ILO 3a, ILO 4a	In-class discussion, Home assignments, Case studies

INSTRUCTIONAL METHODS

This is a direct classroom instruction course.

Instruction will be by traditional lecture with frequent class discussion and student presentations of their work to the class. An extensive use of case studies will be made.

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).

ASSESSMENT CRITERIA

Class Participation	15%
MidTerm Exam	20%
Projects	25%
Final Exam	40%
	100%

100-95	A	76-74	C
94-90	A-	73-70	C-
89-87	B+	69-67	D+
86-84	B	66-64	D
83-80	B-	63-60	D-
79-77	C+	59 or <	F

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).

COURSE SCHEDULE

Week	Topic
1	The Challenging world of International Business.
2	Theories of international business, trade, and investment.
3	International Institutions that impact International Business activities of nations
4	Social cultural forces and Natural Resources impact on International Business
5	Importance of economic and political integration on International Business
6	National trade and investment policies including Foreign Direct Investment (FDI)
7	Intellectual Property & Legal framework of global business.
8	Global Monetary System.
9	Basic techniques of market research and foreign market entry strategies.
10	Principles of global Supply Chain in marketing & distribution.
11	The Internet and E-Commerce.
12	Principles of global financial management.
13	Contemporary issues in global business and their implications.
14	Course project presentation.
15	Final exam