

**Lincoln University**  
**BA 289 – International Business Strategy**  
**Spring 2014 Course Syllabus**

Credit: 3 units = 45 lecture hours  
Class Hours: Wednesday, 12:30-3:15  
Instructor: Dorothy Sanford, Ph.D.  
Contact: [sdorothy@aol.com](mailto:sdorothy@aol.com)  
Office Hours: By appointment

**Text:** Stephen H. Axilrod, Inside the Fed, The MIT Press, 2011 (ISBN:978-0-262-01562-2)

**Course Description:**

This course is designed to integrate the knowledge gained in the GBA requirements into a comprehensive strategic management forum with an international perspective. Cases are used extensively to give the student experience with real problems. It is intended to give the student a broad, general managerial view of international commercial interactions.  
(3 units) *Prerequisite: BA 130*

**Course Objectives:**

1. To learn the nature and theory of banking, both in the United States and throughout the world.
2. To understand optimization techniques in the banking world.
3. To analyze the world of banking
4. To examine banking in the present day context.

**Methodology:**

The course will be conducted in the form of lectures and discussions on the present economy. Case studies will be provided.

The focus of this course is to show the relevance and application of economics in the banking world and to examine new laws pertaining to this area.

An oral and written report is required on the banking world. The report must not be copied from the internet and this should show knowledge of what the student has learned from the research.

The banking industry has experienced marked changes in recent years as deregulation has allowed banking firms to diversify into the broad financial services area. Commercial banks have become full-service financial firms, offering a range of nontraditional financial services including insurance, securities business, pensions and the like.

The rapidly evolving environment poses both threats and opportunities which will be discussed at length. Capital must be effectively managed and will be the subject of several discussions.

**Comments:**

1. It is the responsibility of the student to report to the Admissions and Record Office if a withdrawal is decided on.
2. If you miss a class, you are responsible for the material covered.
3. Cellular phones must be turned off or the ringing mode silenced.
4. Do not hesitate to ask questions or make comments.

**Method of Evaluation:**

Attendance	10%
Written Presentation	10%
Oral Presentation	10%
Participation	10%
Midterm	30%
Final examination	30%

**Grades:**

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

**Class Schedule:**

1. Introduction
2. Money
3. Commercial Banking
4. More Commercial Banking
5. Central Banking
6. Types of Banking

- 7 International Banking
- 8 Managing Banking
- 9 Midterm
- 10 Banking risk and management
- 11 Portfolio theory and stocks
- 12 Bonds and other securities
- 13 Other financing
- 14 Review
- 15 Final

Schedule may be changed to meet the needs of the students.

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**WELCOME TO THE WORLD OF BANKING!**

Revised: 1/7/2014