

**Lincoln University**  
**BA 130 – Introduction to International Business**  
**Spring 2015 Course Syllabus**

Credit: 3 units = 45 hours of lectures  
Class hours: Wednesday, 3:30 - 6:15 PM  
Instructor: Dorothy Sanford, Ph.D.  
Contact: sdorothy@aol.com  
Office hours: By appointment

Text: Doug Orr, Chris Sturr, Marty Wolfson: Real World Banking and Finance; Dollars and Sense Publisher, 6<sup>th</sup> Edition 2010 (ISBN: 978878585-77-6).  
Text: Dennis Appleyard, Alfred Field, Steven Cobb: International Economics. 7<sup>th</sup> Edition 2008, McGraw Hill-Irwin; Publisher (ISBN-13: 978-0-07-351134-4).

**COURSE 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*

**COURSE OBJECTIVES:**

1. To learn and understand the global banking system.
2. To understand the need for a sound financial system.
3. To familiarize students with the reasons why banks exist, the main services they offer, recent trends and relevant knowledge of international banking.
4. To learn the nature and theory of banking, both in the United States and throughout the world.
5. To understand optimization techniques in the banking world.
6. To analyze the world of banking.
7. To examine banking in the present day context.

**METHODOLOGY**

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 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.

This 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. Students will give a presentation. Additional information, length and ability are expected of the graduate students.

**COMMENTS:**

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

**METHOD OF EVALUATION:**

Test	60%
Attendance and Participation	20%
Final Examination	20%

**GRADES:**

90-100	A
80-89	B
60-79	C
50-59	D
Below 50	F

**CLASS SCHEDULE**

1. Introduction
2. Trade Policies
3. OPEC and Cartels
4. National Income
5. Money
6. Foreign Exchange
7. Commercial Banking
8. Central Banking
9. Types of Exchange Rates
10. Inflation and Deflation

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

**WELCOME TO THE WORLD OF BANKING!**

Revised: 1/20/2015