Lincoln University

BA 230 – Studies in International Business

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 manages 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 OUTCOME[1]

		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 website (ctl.lincolnuca.edu).

ASSESSMENT CRITERIA

Class Participation	10%
Quizzes	30%
Projects	25%
Final Exam	35%
	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 website (ctl.lincolnuca.edu).

COURSE SCHEDULE

Week	Topic
1	Evolution, definitions, patterns, forces, and linkages of global business. Importance of International Business in the global economy.
2	Theories of international business, trade, and investment.
3	Principles of measuring the global business activities of nations
4	Mechanics of exchange rates changes and their impacts on the economy
5	Importance of regional economic integration and emerging markets.
6	National trade and investment policies including Foreign Direct Investment (FDI)
7	Legal, political, and cultural environment of global business.
8	Basic skills of operation, management, and control of global business.
9	Basic techniques of market research and foreign market entry strategies.
10	Principles of global 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**