



# Lincoln University

## BA 130 – Introduction to International Business

### COURSE SYLLABUS

Fall 2024

**Instructor:** Dr. A. Angus Ahanotu  
**Lecture Schedule:** Tuesdays, 09:00 AM – 11:45 AM  
**Credits:** 3 units / 45 lecture hours  
**Level:** Developed (D)  
**Office Hours:** Tuesdays 11:45 AM to 1:00 PM  
**e-mail:** [aahanotu@lincolnuca.edu](mailto:aahanotu@lincolnuca.edu)  
**Textbooks:** *International Business: The Challenge of Global Competition*,  
By: Ball Geringer and McNett Minor,  
McGraw-Hill; 13th edition (2019). ISBN-9780078112638  
**Last Revision:** August 04, 2024

### 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. Prerequisite: BA 10 (3 units)

### EDUCATIONAL OBJECTIVES

**This course provides students with basic understanding of the broad field of international business, presenting views from both the home and host country perspectives. The wide range of international business topics to cover includes: foreign direct investment, import/export, foreign exchange, global sourcing, marketing, and international economic concepts. This course provides a solid foundation for the subsequent courses in the degree program in International Business Management. Additionally, 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 objective of this course is to provide students with a multi-perspective framework on the importance of international business and how to capitalize on this opportunity.

The goals of this course are:

- Understand basic aspects of global business and why companies engage in it
- Comprehend environmental frameworks and trade theories
- Enhance understanding of global foreign exchange market and determination of exchange rates, as a unique challenge faced by managers in international business
- Acquire knowledge about formulating international strategies and selection of entry strategy
- Recognize complexity of marketing globally rather than just a U.S. viewpoint
- Acquire knowledge about key issues of international business management, diversity, ethics, environmental concerns, and technological changes.

**COURSE LEARNING OUTCOMES<sup>1</sup>**

	<b>Course LO</b>	<b>Program LO</b>	<b>Institutional LO</b>	<b>Assessment Activities</b>
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
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

**INSTRUCTIONAL METHODS**

*This is a direct classroom instruction course.*

Instruction will be by traditional lecture with frequent class discussions and student presentations of their work to the class. Extensive use of case studies will be used to facilitate intensive class discussions and every student is encouraged to participate.

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 [LU Library](http://lincolnuca.libguides.com) website (lincolnuca.libguides.com).

**COURSE PROJECT**

**Every student in the class, must complete a research project for in-class presentation. Final project is due last day of the class. The detailed instruction about the research project will be provided later in class.**

**REQUIREMENTS/HOMEWORK**

Continuous course assessment is emphasized. Reading, writing and “business case study” assignments will be scheduled throughout the course. Students must complete all assignments and take both the midterm and final exams on the dates scheduled.

**ATTENDANCE**

Students are expected to attend each class session. If you cannot attend a class due to a valid reason, kindly notify the instructor prior to the class. There will be no make-up assignments.

**EXAMS**

Both midterm and final exams are structured as written essays to answer the given questions. Exams will cover all assigned chapters, any additional readings or supplementary materials covered in class.

<sup>1</sup> Detailed description of learning outcomes and information about the assessment procedure are available at the [Learning Outcomes Assessment](#) section of LU website.

**ASSESSMENT CRITERIA**

<b>Activity</b>	<b>Percent</b>
Class Participation	15%
Midterm exam	20%
Projects	25%
Final exam	40%
<b>Total</b>	<b>100%</b>

All activities will be graded according to the points as shown below:

Grade	A	A-	B+	B	B-	C+	C	C-	D+	D	F
Points	94-100	90-93	87-89	83-86	80-82	77-79	73-76	70-72	67-69	60-66	0-59

**COURSE SCHEDULE**

Week	Topic	Assignments Due
1	Introduction. What is International Business? Drivers of Globalization.	Read Chapter 1. Assignment Pages 17-20
2	International Trade Theories & Foreign Direct Investment	Read Chapter 2. Assignment Minicase Pages 59 - 60
3	International Institutions That Impact International Business	Read Chapter 3. Assignment Research Task Page 88
4	Social & Cultural Forces That impact International Business	Read Chapters 4. Assignment Research Task Page 115
5	Natural Resources and Environmental Sustainability	Read Chapter 5. Assignment Page 155
6	Political and Trade Forces	Read Chapter 6. Assignment Research Task Page 177
7	Intellectual Property & Legal Forces	Read Chapter 7.
8	Global Monetary System	Read Chapter 8.
9	Midterm Exam	
10	Global Market Entry & Assessment	Read Chapters 9 & 12. Assignment Page 250
11	Export & Import Operations	Read Chapters 13 & 14 Assignment Research Task Page 362
12	Organizational Design, Global Leadership Issues and Marketing Internationally,	Read Chapters 10, 11 & 15 Assignment Research Task Page 395
13	Supply Chain & IB HR	Read Chapters 16 & 17
14	Project Presentations	
15	Final Examinations	

## **COMMENTS**

- \* Participation is required. What you put into the class will determine what you get out of it - and what others get out of it.**
- \* Please come on time. Late arrivals disturb everyone else.**
- \* If you miss a class, you are responsible for getting notes on the material covered from a classmate.**
- \* To avoid distracting noise in class, cellular phones must be turned off or the ringing mode silenced.**
- \* Questions and comments during the class are strongly welcome. Do not hesitate to ask questions - do not leave anything unclear for yourself.**

## **MODIFICATION OF THE SYLLABUS**

**The instructor reserves the right to modify this syllabus at any time during the semester. Announcements of any changes will be made in the classroom.**