



Lincoln University

BA 230 Studies in International Business

COURSE SYLLABUS

Spring, 2026

Instructor: Dr. Ben Olmos
Lecture Schedule: Wednesday, 9:00 AM – 11:45 AM (Online)
Zoom Meeting: Zoom link: <https://lincolnuca-edu.zoom.us/j/85842984030>
Credits: 3 units / 45 lecture hours
Level: Advanced (A)
Office Hours: Monday 3:30 – 4:30 PM by appointment.
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Textbooks: Global Business Management v2.0
Author: Sanjyot P. Dunung
Publisher: FlatWorld.
ISBN 978-1-4533-4229-9

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CATALOG DESCRIPTION

The course includes: analysis of political, military, economic and ideological factors affecting the behavior of states and the conduct of transnational business, with attention to multinational enterprises, foreign economic and trade policies. It also includes: analysis of international legal systems, with particular emphasis on business disputes arising from antitrust laws; contracts and agreements; tariff liabilities; nationalization problems; procedures for arbitration and settlement. (3 units) (*Prerequisite: BA 130*)

EDUCATIONAL OBJECTIVES

- Understanding the origins of the central institutions of capitalism: private property, the nation-state, competition, and international law.
- Analyzing the role of the state in fostering and strengthening industrial enterprise and R&D.
- Considering the sources and the implications of concentration and globalization of commodity production and capital flows.
- Examining the roots and consequences of international political and economic inequality for international legal regimes, their fairness and efficacy across the globe.
- Understanding the importance of political factors in shaping national reactions to international legal arrangements in corporate governance, asset protection, multilateral trade and monetary commitments, climate accords, human migration, and non-proliferation of weapons of mass destruction.

- Accounting for how and when business interests rally in support for free trade and economic openness versus for protectionism and economic nationalism.

COURSE LEARNING OUTCOMES¹

#	Course Learning Outcome	Program LO	Institutional LO	Assessment Activities
1	Understand the origins of the central institutions of capitalism: private property, the nation-state, competition, and international law.	PLO 1	ILO 1a, ILO 2a, ILO 7a	Assess the factors which contribute to sustained capacity to gain and retain international competitiveness across different historical contexts.
2	Analyze the role of the state in fostering and strengthening industrial enterprise and R&D.	PLO 2	ILO 1a, ILO 2a, ILO 4a	Assess how domestic and external factors influence the shape of state-business relations (i.e., capital accumulation and capital allocation) and how they influence the degree and the mode of state regulation of the domestic economy and its linkages with the world market.
3	Consider the sources and the implications of concentration and globalization of commodity production and capital flows.	PLO 3	ILO 1a, ILO 2a, ILO 7a	Assess how and why capitalist enterprises seek to expand to foreign markets and what impact this expansion tends to have on the more underdeveloped economies at different historical junctures.
4	Examine the roots and consequences of international political and economic inequality for international legal regimes, their fairness and efficacy.	PLO 2	ILO 1a, ILO 2a, ILO 4a	Assess asymmetries in power and influence which result from international economic disparity and how they are reflected in central areas of contestation and conflict such as legal regimes across the globe governing trade, currency valuation, property rights enforcement, migration flows, etc.
5	Understand the importance of political factors in shaping national reactions to international legal arrangements in corporate governance, asset protection, multilateral trade and monetary commitments, climate accords, human migration, and non-proliferation of weapons of mass destruction.	PLO 6	ILO 3a	Assess how and when transnational business networks get established and solidified and why they get disrupted and subjected to the resurgence of state-promoted economic nationalism.

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

#	Course Learning Outcome	Program LO	Institutional LO	Assessment Activities
6	Account for how and when business interests rally in support for free trade and economic openness versus for protectionism and economic nationalism.	PLO 2	ILO 1a, ILO 2a, ILO 4a	Assess the efficacy of international legal agreements such as arbitration agreements, forum selection clauses, international anti-bribery laws, theories and practice of expropriation and nationalization, and foreign sovereign immunity.

INSTRUCTIONAL METHODS

This is an online classroom instruction course.

Lectures for this class will be supported by PowerPoint slides as well as discussions related to real world scenarios business case studies. The emphasis will be on learning by doing. Every student must participate in classroom activities, must complete homework, course assignments, and take the exams.

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).

TOPICAL OUTLINE

The course provides a complete, comprehensive review of essential personnel management concepts and techniques such as the human resource management function, strategic planning, recruitment, interviewing, selection and placement, training and development, performance appraisal, employee retention, engagement, and careers, compensation incentives, benefits and employee services, labor relations, and employee safety and health. An integrating theme throughout the course is “The High Performance Organization: Building Better, Faster, More Competitive Organizations through Human Resources.” A second integrating theme is that of creating competitive advantage by fostering employee commitment.

COURSE REQUIREMENTS

Students will be responsible for completing textbook chapter readings prior to the lectures. Individual homework assignments and examinations will be due by Sunday of each week by 11:59 PM. Assignments submitted past the due date will be considered late and may be subject to a deduction of 10% of the final grade for each week the assignment is late. No assignments will be accepted after the last day of class.

The expected amount of time a student will need to spend outside of class to complete his/her individual and/or group out-of-class homework assignments is six (6) hours per week for a 3-unit class.

ASSESSMENT CRITERIA AND METHODS OF EVALUATING STUDENTS

The basis for the determination of the final grade for the course will be the total weighted score for all activities according to the percentages shown in the table below:

Discussion Questions	420	35%
Chapter Quiz	140	12%
Exams	300	25%
Project Paper	200	17%
Project Presentation	50	4%
Attendance	75	6%
Total Points	1185	100%

GRADING SCALE (POINT/GRADE CONVERSION)

Grade	Points Range	Grade	Points Range
A	991 - 1185	C	772 - 802
A-	939 - 990	C-	730 - 771
B+	906 - 939	D+	698 - 729
B	876 - 906	D	668 - 697
B-	834 - 876	D-	626 - 667
C+	803 - 834	F	0 - 625

GENERAL CLASS ATTENDANCE

Regular attendance at classes is essential. Each student is expected to be present for scheduled class periods, to be punctual, and to remain in class for the entire scheduled period. Excessive absences or tardiness may result in loss of credit, lowering of grade, or dismissal from the class. Students are responsible for making up class work missed.

ONLINE ATTENDANCE AND PARTICIPATION

During class students must have their camera turned on and engage in class discussion. Your attendance and participation grade will be determined by the duration of time your camera is live during class. If the camera on your computer is not working you may use the Zoom app on your phone to attend class, using your phone camera in place of your laptop camera. Failure to have a working camera will result in a loss of attendance and participation points.

EXAMINATIONS

The final exam will consist of a comprehensive 100 question exam that covers all chapters we read during this course. Questions will be a mix of multiple choice and true/false.

INTEGRITY AND QUALITY OF SCHOLARSHIP

Integrity of scholarship must be maintained at all times. Plagiarism (copying directly from an author's work) is not permitted. All written work is to be word-processed unless otherwise indicated and should reflect college-level ability in English structure, grammar, spelling, and sophistication of analysis.

PLAGIARISM DETECTION

Lincoln University subscribes to Turnitin plagiarism prevention service. Student work will be used for plagiarism detection and for no other purpose. Originality reports will not be available for viewing.

MODIFICATION OF THE SYLLABUS

This syllabus and schedule are subject to change in the event of extenuating circumstances. An announcement of any changes will be made in class.

GRADED ASSIGNMENTS AND CLASSROOM ACTIVITIES

This class is designed to provide an engaging and interactive experience by integrating course readings, discussions, and practical applications. You will be using **FlatWorld** for textbook access and Canvas for all course assignments, quizzes, and participation activities.

Below is a breakdown of the assignments and activities required for this course:

Discussion Questions

Each week, you will participate in a discussion related to the chapter readings. These discussions are designed to deepen your understanding of the material and allow you to engage with your classmates.

- You must post a primary response to the discussion prompt (minimum 250 words).
- You must reply to at least two classmates (minimum 150 words each).
- Your responses should be thoughtful, demonstrate critical thinking, and reference course materials where appropriate.
- Discussions are graded out of 30 points each and are due by the end of the week.

Chapter Quizzes

Each unit includes a 10-question quiz that assesses your understanding of the key concepts covered in the textbook and lecture materials.

- Questions may be multiple-choice, true/false or fill in the blank.
- You will have two attempts, and the highest score will be recorded.
- Quizzes are graded out of 10 points each.

Attendance and Participation

Active engagement is essential for success in this course. You will be graded on your attendance, participation in class discussions, and contributions to group activities.

- Attendance and participation are graded out of 5 points per week.
- If you miss class, you must communicate with the instructor in advance when possible.

Team Project

Throughout the course, you will work in teams of 3-5 students on a global business analysis project. This will involve selecting a country, conducting market research, and developing a strategy for market entry. The project consists of the following milestones:

1. **Team Formation & Country Selection** – Identifying your team members and selecting a country for analysis (0 points, required for progression).
2. **Market & Competitive Analysis** – Researching the country's market potential and competitive landscape (25 points).
3. **Market Entry Strategy & Financial Considerations** – Developing an entry strategy and financial plan (25 points).
4. **Operations, Marketing & Supply Chain** – Finalizing the business plan with operational and marketing strategies (25 points).
5. **Final Team Paper & Presentation** – Submitting a detailed written report (100 points) and presenting findings to the class (50 points).

Exams

There will be three exams throughout the course covering specific chapters:

- Exam 1 (Chapters 1-5) – 100 points
- Exam 2 (Chapters 6-10) – 100 points
- Final Exam (Chapters 11-15) – 100 points

Exam Format:

- Questions will be multiple-choice, true/false or fill in the blank
- Students will only have one attempt but will not be timed.

Important Notes:

- **Late Work Policy:** Assignments must be submitted by the due dates listed in Canvas. Late submissions may receive reduced credit unless prior arrangements have been made.
- **Collaboration:** Team projects require active participation from all members. Failure to contribute will impact your individual grade.
- **Academic Integrity:** Plagiarism or cheating in any form will result in disciplinary action. Always cite sources and submit original work.

This structured approach ensures that you develop both theoretical knowledge and practical skills in international business management. I look forward to a great semester with you all!

COURSE SCHEDULE

Unit	Unit Start Date	Lecture Date	Topic	Assignments				Assignment Due
				Read	Watch	Graded Assignments	Points	
1	1/26/26	1/28/26	Introduction to Global Business Management	Chapter 1	Globalization explained (explainity® explainer video) Business Speaker Erin Meyer: How Cultural Differences Affect Business Cultural Intelligence – Bridging the Gap Between Cultures Faith Locken	Discussion Question Chapter 1 Quiz Attendance and Participation	30 10 5	2/1/26
2	2/2/26	2/4/26	Globalization, International Trade, and Foreign Direct Investment—What Global Managers Need to Understand About the Evolving Debate	Chapter 2	Porter Diamond Theory of National Advantage Foreign Direct Investment Explained	Discussion Question Chapter 2 Quiz Attendance	30 10 5	2/8/26
3	2/9/26	2/11/26	Manager's Global Framework: Perspective on World Economies	Chapter 3	Global Management Understanding GDP, GNP, GIL, HDI, & GNI Per Capita What is a "Developed" Country? Crash Course Geography BRICS: What is it, who wants in and why?	Discussion Question Chapter 3 Quiz Attendance	30 10 5	2/15/26
4	2/16/26	2/18/26	Managing Global and Regional Economic Cooperation and Integration	Chapter 4	Imports, Exports, and Exchange Rates: Crash Course Economics	Discussion Question	30	2/22/26

					What is a maquiladora?	Chapter 4 Quiz	10	
					United Nations Guiding Principles on Business and Human Rights	Attendance	5	
5	2/23/26	2/25/26	Impact of Culture on Global Business Management	Chapter 5	Types of Culture - Folk, global, high, low, mass, popular & subcultures	Discussion Question	30	3/1/26
					10 minutes with Geert Hofstede... on Power Distance	Chapter 5 Quiz	10	
					Understanding Cultural Communication Differences	Attendance	5	
6	3/2/26	3/4/26	Managing Global Talent, Leadership, and Diversity	Chapter 6	Navigating Challenges and Opportunities in Japan's Womenomics	Discussion Question	30	3/8/26
					Japanese Management: Key Practices and Western Contrasts	Chapter 6 Quiz	10	
					Germans & Their Efficiency At Work	Exam 1 Chapters 1-5	100	
						Attendance	5	
7	3/9/26	3/11/26	International Finance for Global Managers	Chapter 7	Central Bank Digital Currency	Discussion Question	30	3/15/26
					What's the difference between the IMF and the World Bank?	Chapter 7 Quiz	10	
						Attendance	5	
14	3/16/26	Winter Recess						
8	3/23/26	3/25/26	Foreign Exchange and the Global Capital Markets for Global Managers	Chapter 8	Currency Exchange Introduction	Discussion Question	30	3/29/26
					Investment Banking Areas Explained: Capital Markets	Chapter 8 Quiz	10	
					Venture Capital EXPLAINED	Team Project: Team Formation & Country Selection	0	
						Attendance	5	
9	3/30/26	4/1/26	Manager's Perspective on Understanding the Roles of Finance and Accounting in Global Competitive Advantage	Chapter 9	What is IFRS? International Financial Reporting Standards	Discussion Question	30	4/5/26
					How Singapore Got So Crazy Rich	Chapter 9 Quiz	10	
						Team Project: Team Formation & Country Selection	25	
						Attendance	5	

10	4/6/26	4/8/26	Managing International Expansion and Global Market Opportunity Assessment	Chapter 10	Geography of China	Discussion Question	30	4/12/26
					Media Project on Ethnic Homogeneity-Japan	Chapter 10 Quiz	10	
					The award-winning and classic “Hilltop” ad campaign	Exam 2 (Chapter 6-10)	100	
					Indian Outsourcing 2.0	Team Project: Market & Competitive Analysis	0	
						Attendance	5	
11	4/13/26	4/15/26	Managing Entry Modes: Exporting, Importing, and Global Sourcing	Chapter 11	The Five Biggest Challenges to Doing Business in China	Discussion Question	30	4/19/26
					Understanding 关系 (Guanxi) in Chinese Business Culture	Chapter 11 Quiz	10	
					Cross-Cultural Management	Team Project: Market & Competitive Analysis	25	
						Attendance	5	
12	4/20/26	4/22/26	Managing Global Strategy, Formulation, and Implementation	Chapter 12	Corporate vs. Business Strategy	Discussion Question	30	4/26/26
					A Plan Is Not a Strategy	Chapter 13 Quiz	10	
						Team Project: Market Entry Strategy & Financial Considerations	0	
						Attendance	5	
13	4/27/26	4/29/26	Managing Global Entrepreneurship and Intrapreneurship	Chapter 13	Six Myths of Entrepreneurship	Discussion Question	30	5/3/26
					What do entrepreneurs do?	Chapter 14 Quiz	10	
						Team Project: Market Entry Strategy & Financial Considerations	25	
						Attendance	5	
15	5/4/26	5/6/26	Managing Global Operations	Chapter 14	5 minutes on RINGI - The Japanese Art of Consensus	Discussion Question	30	5/10/26
						Chapter 15 Quiz	10	
					How Does Singapore’s Economy Outperform Other Asian Economies?	Team Project: Operations, Marketing & Supply Chain	25	
						Attendance	5	

16	5/11/26	5/13/26	Managing Global Marketing, Distribution, and Supply- Chain Management	Chapter 15	What is International Marketing?	Final Exam	100	5/16/26
					Walmart's Supply Chain, What Makes Unbeatable?	Course Team Project Paper	100	
						Course Team Project Presentation	50	
						Attendance	5	
						Total Points	1185	