

Lincoln University
BA 130 I — Introduction to International Business
Fall 2013 Course Syllabus

Credit: 3 units = 45 lecture hours
Class Hours: Monday 12:30-3:15
Instructor: Dorothy Sanford, Ph.D.
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Office Hours: By appointment

Text: Randall S. Kroszner and Robert J. Shiller, Reforming U.S. Financial Markets, the MIT Press, 2013. ISBN-10: **0262518732**, ISBN-13: **978-0262518734**

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 – Introduction to Business*, or equivalent

Course Objectives:

1. To learn and understand the banking system.
2. To understand the need for a financial system.
3. To familiarize students why banks exist, the main services they offer, recent trends, and relevant knowledge of 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 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	15%
Oral Presentation	15%
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. Currency
3. American Banking
4. More American Banking
5. Central Banking
6. Financial Institutions
7. Other Countries Banking
8. Problems with Banks
9. Midterm
10. Bank Risk and Securitization
11. Portfolio Theory
12. Bonds and Other Securities
13. Bank Regulation
14. Review
15. Final

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

WELCOME TO THE WORLD OF BANKING!

Syllabus Updated: 8/9/2013