



Lincoln University

SPRING - 2018

COURSE: **BA 316 International Management**
Wednesdays 9:00 AM – 11:45 AM
(Prerequisite: BA 302)
3 units / 45 lecture hours (15 weeks)

LEVEL - Mastery 2 (M 2)

INSTRUCTOR: Dr. Tesfaye Ketsela

CLASS SCHEDULE: Wednesdays 9:00 AM - 11:45 AM

OFFICE HOURS: Tuesdays 11:00 AM to 12:00 PM (Please call in at least a day in advance and make an appointment)

TEXTBOOK: Luthans, Fred and Doh, Jonathan P. (2014). *International Management: Culture, Strategy and Behavior*. 9th Edition. San Francisco: McGraw Hill

ISBN-13: 9780077862442 / ISBN: 0077862449

CATALOG DESCRIPTION:

A study of economic forces, government actions and cross- cultural factors influencing international business. Students will develop understanding of managerial decision making in multinational organizations through feasibility analysis of foreign markets and their impact on different economic, social and political systems. Special attention is given to developing countries

EDUCATIONAL OBJECTIVES

- Explain concepts, principles and theories as well as application of international management
- Work on case studies to be assigned by instructor
- Write critique on relevant articles related to international management
- Discuss in class application of the principles and concepts presented
- Work on group projects, conduct group discussions and make presentation in class
(Topics to be assigned to each group)

COURSE LEARNING OUTCOMES

	Course Learning Outcome	Program Learning Outcomes	Institutional LO	Assessment a
1	<ul style="list-style-type: none"> Discuss Beneficiaries of Globalization 	PLO 1	ILO 1b, ILO 2b	Case studies, written projects, midterm/final exam
2	<ul style="list-style-type: none"> Explain the Political, Legal and Social Environments of international business 	PLO 2	ILO 4b, ILO 7b	Case studies, written projects, midterm/final exam
3	<ul style="list-style-type: none"> Describe the Principles of International Law and their implication to business 	PLO 1	ILO 6b	Case studies, written projects, midterm/final exam
4	<ul style="list-style-type: none"> Define outsourcing and off shoring 	PLO 3	ILO 2b, ILO 7b	Case studies, written projects, midterm/final exam
5	<ul style="list-style-type: none"> Compare and contrast different types of economic systems 	PLO 2	ILO 1b, ILO 6b	Case studies, written projects, midterm/final exam
6	<ul style="list-style-type: none"> Discuss country risk and how they affect international business 	PLO 6	ILO 1b, ILO 6b	Case studies, written projects, midterm/final exam
7	<ul style="list-style-type: none"> Evaluate how cultural variables affect International Business 	PLO 4	ILO 5b, ILO 2b	Case studies, written projects, midterm/final exam
8	<ul style="list-style-type: none"> Explain the principles of negotiations 	PLO 3	ILO 7b	Case studies, written projects, midterm/final exam covered

9	<ul style="list-style-type: none"> Describe Motivation Principles and Practices 	PLO 1	ILO 5b	Case studies, written projects, midterm/final exam
10	<ul style="list-style-type: none"> Discuss important leadership principles in international management 	PLO 5	ILO 5b	Case studies, written projects, midterm/final exam
11	List Environmental Factors that affect International Business and evaluate each factor	PLO 2	ILO 1b, ILO 7 b	Case studies, written projects, midterm/final exam
12	<ul style="list-style-type: none"> Discuss Entry Strategies and Organizational Structures 	PLO 1	ILO	Case studies, written projects, midterm/final exam

INSTRUCTIONAL METHODS:

This is a direct classroom instruction course.

Power Point presentation, video presentation, case analysis, question and answer sessions, group discussion on selected topics, article review and class presentation by groups

CLASS ATTENDANCE:

Attendance will be taken on a daily basis. Students are expected to be present in class at all times during lectures, class exercises and group presentations. Class attendance and participation account for 15% of the total grade.

EXAMS:

There will be a mid-term exam (20 % of the total grade) and final exam 40 %). Examination questions include multiple choice, fill-in the blank as well as discussion questions. All exams are closed book.

COURSE PROJECT:

Students will be required to review articles and write a critique individually and an academic paper as a group. There will be a group presentation . These account for 15% (10% for individual articles reviews and 5% for group presentations)

GRADING POLICY

Percentage	Grade
90 – 100%	A
80 – 89%	B
70 – 79%	C
60 – 69%	D
below 60%	F

Depending on the performance of the class some adjustment on the above percentage can be made to reflect a normal distribution

Weights	
Class Attendance and Participation	15%
Quizzes and class exercise	10%
Midterm Exam	20%
Final Exam	40%
Individual Research Project and Presentation	15%

TENTATIVE CLASS SCHEDULE:

Week	Topics to be covered	Related CLO
1	<ul style="list-style-type: none"> • Globalization • Beneficiaries of globalization 	CLO 1
2	<ul style="list-style-type: none"> • Political, Legal and Technological Environment • The major role players in Political and Legal Systems • Country Based Risks in Global Trade 	CLO 2, CLO 3, CLO 4
3	<ul style="list-style-type: none"> • Culture and its Characteristics 	CLO 7
4	<ul style="list-style-type: none"> • Managing Across Cultures • Organizational Culture and Diversity • Advantages and Disadvantages of Diverse Work force 	CLO 7
5	<ul style="list-style-type: none"> • Building Multicultural team effectiveness • Cross-cultural communication and negotiation • Negotiation Tactics • Management Decision and Control • Motivation Across Cultures Leadership Across Culture	CLO 8
6	<ul style="list-style-type: none"> • Human Resource Selection and Development Across Cultures – 	CLO 7
7		Mid-term exam (one

	<p>Strategic Formulation and Implementation:</p> <ul style="list-style-type: none"> • Strategic Management • Steps in formulating strategies <p>Presentation of Internet projects</p> <p>Presentation of Group Projects (BA316 students)</p> <p>and Presentation of Individual Projects for BA416 students</p> <p>(The above schedule might be adjusted or changed)</p>	<p>hour to be followed by regular lecture and other activities</p>
8	<ul style="list-style-type: none"> • Entry Strategies • Organizational Structures and Characteristics 	CLO 2
9	<p>Managing Political Risk and Government Relations</p> <p>Alliances and challenges</p>	CLO 2, CLO 6
10	<p>Decision and Control</p> <ul style="list-style-type: none"> • Process • Cultural factors affecting decisions • Control process <p>Performance Evaluation</p>	CLO 1
11	<p>Motivation Across Cultures</p> <ul style="list-style-type: none"> • Motivation Principles and practices • Selected Theories of Motivation 	CLO 9
12	<p>Leadership Across Cultures</p> <ul style="list-style-type: none"> • Principles and practices of Leadership • Leadership from an International Perspectives 	CLO 10
13	<p>Human Resource Mgmt</p> <ul style="list-style-type: none"> • Practices in an international setting • Selection criteria and procedures for Int assignments 	CLO 9
14	<p>Revision of Topics covered in preparation for</p>	

	final exam	
15	Final Exam (Closed Books)	

SCHEDULE OF TESTING:

Week	Test
7	Mid-term Exam on topics covered until Week 6
15	Final Exam

Syllabus Reviewed: 01/10/2018

Appendix A. Program and Institutional Learning Outcomes.

Institutional Learning Outcomes (ILOs)	
<i>MBA Graduates of Lincoln University should be able to:</i>	
1b	Recognize and be able to work with the components of reasoning and problem solving; understand concepts, assumptions, purpose, conclusions, implications, consequences, objections from alternative viewpoints, and frame of reference.
2b	Gather and assess relevant information, using abstract ideas to interpret it effectively; to develop well-reasoned conclusions and solutions, and test them against relevant criteria and standards
3b	Be exemplary business professionals and try to ensure that the products of their efforts will be used in socially responsible ways, will meet social needs, and will avoid harmful effects to health and welfare
4b	Lead by example in order to create highly collaborative organizational environment, and be able to develop and use strategies to encourage employees at all organizational levels to do the same.
5b	Set goals and have a vision of the future. The vision should be owned throughout the organization. As effective leaders, they should habitually pick priorities stemming from their basic values.
6b	Continually look for, develop, and offer new or improved services, and be able to use original approaches when dealing with problems in the workplace.
7b	Demonstrate fluency in the use of tools, technologies and methods in the field. They should know how to evaluate, clarify and frame complex questions or challenges using perspectives and scholarship from the business discipline.

Program Level Outcomes (PLOs)	
<i>Students graduating our MBA program will be able to:</i>	
1	Develop and exhibit applied and theoretical knowledge in the field of management and business administration
2	Use theoretical knowledge and advanced problem-solving skills to formulate solutions and identify risks in the following fields: international business, finance management, general business, human resources management, management information systems, marketing management
3	Communicate within a highly specialist environment that allows the presentation of critiques of complex strategic matters
4	Demonstrate autonomy, creativity, and responsibility for managing professional practices
5	Demonstrate leadership and set strategic objectives for team performance
6	Identify ethical issues/problems in business organizations and reach decisions within ethical framework

Appendix B. Classification of LU curriculum courses:

Code	Classification	Description
Courses < 10, and 300A/300B	Review (R)	Review courses are supplemental courses that are not a part of any program.
Courses 10 - 99	Introductory (I)	Introductory undergraduate courses are designed to acquaint students with foundational concepts, ideas, and competences in a specific field of study as well as general education disciplines. General Education courses provide a background in the liberal arts and expose students to the fundamental aspects of human culture. They also help students to develop analytical and communication skills and foundation for advanced work in the major field of study.
Courses 100 - 199	Developed (D)	Developed undergraduate courses build upon the concepts, ideas, and competences introduced in the Introductory level; expanding students' understanding of the specific field of study.
Courses 200 - 286	Advanced (A)	Advanced courses in undergraduate programs are intended to bring students' comprehensive knowledge of concepts, ideas, and skills in the specific field of study to the highest level within the baccalaureate programs.
Courses 288 - 299	Bachelor Assessment (BA)	Bachelor Assessment courses are structured to provide opportunity to assess students' achievements of set program learning outcomes.
Courses 300 level w/o graduate prerequisites	Mastery 1 (M1)	Mastery 1 courses introduce graduate level concepts and ideas in a specific field of study and provide an opportunity to initiate the development of graduate level competences.
Courses 300 level with graduate prerequisites	Mastery 2 (M2)	Mastery 2 courses build upon students' execution of Mastery 1 learning outcomes and allow for further development of students' mastery of concepts, ideas, and competences in the specific field of study.
Courses 398, 399	Mastery 2 / Assessment (M2A)	Mastery 2/Assessment courses are structured to provide opportunity to assess students' achievements of set program learning outcomes.

Courses 400 level	Mastery 2 / Research (M2R)	Mastery 2/Research courses employ individual research project to deepen students' understanding of the subject developed in lower level courses and to equip students with knowledge and skills required by MS and DBA degree programs.
Courses 500 level	Doctorate Assessment (DA)	Doctoral Assessment courses are doctorate level seminars and research activities fostering the highest level of professional expertise by providing continuous assessment and development of students' ideas and analytical skills in the context of the doctorate program.