



Lincoln University

BA 316 – International Management

COURSE SYLLABUS

Spring, 2018

Instructor: Prof. Tesfaye Ketsela, PhD
Lecture Schedule: Wednesday, 9:00 AM – 11:45 AM
Credits: 3 units / 45 lecture hours
Level: Mastery 2 (M2)
Office Hours: Tuesdays 11:00 AM to 12:00 PM
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Textbooks: Luthans, Fred and Doh, Jonathan P. (2014). *International Management: Culture, Strategy and Behavior*. 9th Edition. San Francisco: McGraw Hill. ISBN-13: 9780077862442 / ISBN: 0077862449

Last Revision: January 10, 2018

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 OUTCOMES¹

	Course LO	Program LO	Institutional LO	Assessment Activities
1	Discuss Beneficiaries of Globalization	PLO 1	ILO 1b, ILO 2b	Case studies, written projects, midterm/final exam
2	Explain the Political, Legal and Social Environments of international business			Case studies, written projects, midterm/final exam
3	Describe the Principles of International Law and their implication to business			Case studies, written projects, midterm/final exam
4	Discuss country risk and how they affect international business	PLO 4	ILO 4b, ILO 5b, ILO 6b	Case studies, written projects, midterm/final exam
5	Evaluate how cultural variables affect International Business			Case studies, written projects, midterm/final exam
6	Explain the principles of negotiations			Case studies, written projects, midterm/final exam covered
7	Discuss important leadership principles in international management	PLO 5	ILO 4b, ILO 5b	Case studies, written projects, midterm/final exam
8	Discuss Entry Strategies and Organizational Structures			Case studies, written projects, midterm/final exam

¹ Detailed description of learning outcomes and information about the assessment procedure are available at the [Center for Teaching and Learning](http://ctl.lincolnu.edu) website (ctl.lincolnu.edu).

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

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](http://ctl.lincolnuca.edu) website (ctl.lincolnuca.edu).

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%

COURSE SCHEDULE

Week	Topics to be covered
1	Globalization Beneficiaries of globalization
2	Political, Legal and Technological Environment The major role players in Political and Legal Systems Country Based Risks in Global Trade
3	Culture and its Characteristics
4	Managing Across Cultures Organizational Culture and Diversity Advantages and Disadvantages of Diverse Work force
5	Building Multicultural team effectiveness Cross-cultural communication and negotiation Negotiation Tactics Management Decision and Control Motivation Across Cultures Leadership Across Culture
6	Human Resource Selection and Development Across Cultures –
7	Strategic Formulation and Implementation: Strategic Management Steps in formulating strategies Presentation of Internet projects Presentation of Group Projects (BA316 students) and Presentation of Individual Projects for BA416 students (The above schedule might be adjusted or changed)
8	Entry Strategies Organizational Structures and Characteristics
9	Managing Political Risk and Government Relations Alliances and challenges
10	Decision and Control Process Cultural factors affecting decisions Control process Performance Evaluation
11	Motivation Across Cultures Motivation Principles and practices Selected Theories of Motivation
12	Leadership Across Cultures Principles and practices of Leadership

	Leadership from an International Perspectives
13	Human Resource Management Practices in an international setting Selection criteria and procedures for Int assignments
14	Revision of Topics covered in preparation for final exam
15	Final Exam (Closed Books)