



Lincoln University

BA 416 – International Management

COURSE SYLLABUS

Spring, 2018

Instructor:	Prof. Tesfaye Ketsela, PhD
Lecture Schedule:	Wednesday, 9:00 AM – 11:45 AM
Credits:	4 units: 3 units / 45 lecture hours + 1 unit individual research project
Level:	Mastery 2 / Research (M2R)
Office Hours:	Tuesdays 11:00 AM to 12:00 PM e-mail: tketsela@lincolnuca.edu Phone: (510) 628-8037
Textbooks:	Luthans, Fred and Doh, Jonathan P. (2014). <i>International Management: Culture, Strategy and Behavior</i> . 9 th Edition. San Francisco: McGraw Hill. ISBN-13: 9780077862442 / ISBN: 0077862449
Last Revision:	January 10, 2018

CATALOG DESCRIPTION:

An analysis of economic forces and government actions affecting international business; determinants of policy with regard to entering foreign markets and evaluation of foreign environments, organizational control, compensation, pricing, relations with government agencies and public interest issues in the management of multinational corporations. A one-unit written research project and its oral presentation are required for the course. (4 units)

Prerequisite: BA 110 or BA 302

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 2	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	Design and conduct research focusing on country risk and its effect on international business	PLO 4	ILO 1b, ILO 7b	Individual research project
5	Design and conduct research focusing on the impact of cultural variables on international business			
7	Be able to effectively lead a cross-cultural team.	PLO 5	ILO 5b	Case studies, written projects, midterm/final exam
8	Discuss and select Entry Strategies and Organizational Structures			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

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

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

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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.

EXAM

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)

INDIVIDUAL RESEARCH PROJECT (1 unit)

Each student registered for a 400-level course must complete a one unit research project in addition to the coursework described in this syllabus. The specific topic will be assigned by the instructor.

The project requires 45 hours of self-study with regular consultations in accordance with the schedule determined by the instructor. The project work results in a written report (not less than 15 pages; APA style) and an oral presentation during the class session.

Evaluation of the student's work will be done using the following rubric:

WRITTEN REPORT				
	<i>Exceeds Standards</i>	<i>Meets Standards</i>	<i>Does Not Meet Standards</i>	<i>Not Present</i>
<i>Research Problem Statement</i>	The statement of a research problem is crystal clear, novel and thought provoking	Clearly and concisely identifies a research problem	The statement of a research problem is incomplete, lacking precision.	The statement of a research problem is absent.
<i>Organization</i>	The report is logically organized; ideas are exceptionally well-developed	The development of ideas is present; the conclusion is	Organization is confusing, disjointed, and inconsistent; ideas, if present, are not developed; the	The report lacks organization

	and support a thoughtful and engaging conclusion.	effective and directly addresses the original thesis.	conclusion is vague and/or does not address the original thesis.	
<i>Sources and formatting</i>	A variety of high-quality sources is used; all factual claims are supported with citations. The report follows the APA style guidelines.	A few high-quality sources are used; majority of factual claims are supported with citations The report mostly follows the APA style guidelines.	Sources used are of a questionable quality; factual claims are not supported. Use of APA style is inconsistent.	Sources are not identified or of a poor quality; factual claims are unsubstantiated. The report is poorly formatted

PRESENTATION			
	<i>Exceeds Standards</i>	<i>Meets Standards</i>	<i>Does Not Meet Standards</i>
<i>Style and Organization</i>	Presentation is clear, confident and fully engaging; the use of visual aids enhances its effectiveness; the presentation is well-timed and structured.	Presentation is clear; the use of visual aids is not detrimental to audience engagement; all necessary components are given appropriate time.	Presentation lacks clarity, no attempt is made to engage the audience; visual aids are haphazard and distracting; lack of structure results in an inefficient use of time.
<i>Questions and Answers</i>	Student demonstrates extensive knowledge of the topic by providing confident, precise and appropriate responses to all audience question.	Student demonstrates knowledge of the topic by responding adequately to questions of the audience.	Student demonstrates lack of knowledge of the topic by responding inaccurately and inappropriately to audience questions.

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	30%
Individual Research Project and Presentation	25%

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)