

**LINCOLN UNIVERSITY**  
**BA 130 Introduction to International Business**  
**COURSE SYLLABUS**  
**Department of Business and Economics**  
**Spring 2022**

**Lecture Schedule:** Tuesday, 12:30-3:15- PM  
**Credit:** 3 units  
**Level:** Developed (D)  
**Prerequisite:** *BA10*  
**Instructor:** Prof. Ken Germann, MBA, JD  
**Office Hours:** **Monday 3-3:30 PM** and TBA  
**E-mail:** [kgermann@lincolnuca.edu](mailto:kgermann@lincolnuca.edu)  
**Phone:** (510) 628-8016  
**Home e-mail:** [kengermann@att.net](mailto:kengermann@att.net)  
**Home Phone:** (510) 531-3082  
**Textbook:** **International Business**  
12 Edition, by ;Ball, Geringer, Minor and McNett, McGraw-Hill, NY, NY 2010  
ISBN-13:978-0-07-352994-3

### **CATALOG DESCRIPTION**

An analysis of international business principles and organizations, including design of operations and products to meet consumer preferences in various parts of the world. Included is a study of international forms of business organization in social, economic, and cultural settings, as well as principles of international marketing management.

### **STUDENT LEARNING OUTCOMES**

**After this course:**

- Students will understand the scope and challenges of international marketing PLO1, ILO 1A, 2A
- Students will understand the changes in different economic, social, and political systems PLO2, ILO 2A, 7A
- Students will be able to assess opportunities and develop corresponding strategies PLO4, ILO 4A, 5A, 6A
- Students will be able to do research and develop a comprehensive marketing plan. PLO6, ILO3A

### **PROCEDURES AND METHODOLOGY**

Lecture method is used in combination with case studies. The emphasis will be on learning by doing. Every student must participate in an intensive classroom activity.

### **COURSE PROJECT**

Every student in the class, working as a team, must design and implement a plan for developing a business plan for an existing company. Final project is due the next to the last class will be presented orally on the last day of class. The last day each group will do an oral presentation.

**REQUIREMENTS/HOMEWORK**

Continuous assessment is emphasized. Four questions, posted on the board, and assigned readings are required every week. Reading, writing and “business case study” assignments will be scheduled throughout the course. There will be late penalty for late submissions. Plagiarism will result in the grade “F” and a report to the administration.

**ATTENDANCE**

Students are expected to attend each class session. If you cannot attend a class due to a valid reason, please notify the instructor prior to the class. There will be no make-up assignments.

**EXAMS**

Both midterm and final exams are structured as written essays to answer the given questions. Examples to illustrate and references to text and lectures mandatory. Exams will cover all assigned chapters, any additional readings or supplementary materials covered in class.

**GRADING**

Class Questions	200 points
Mid-term exam	150 points
Final exam	150 points
Course Project - Written 50	
Oral 50	100 points
Total	600 points

564-600	A	444-461	C
540-563	A-	420-443	C-
522-539	B+	402-419	D+
504-521	B	379-401	D
480-503	B-	360-378	D-
462-479	C+	359 + below	F

**COURSE SCHEDULE**

<b>Lectures</b>	<b>Topic</b>
1	Change and Trade Read Chapters: 1, 2
2	Free markets Read Chapter: 3
3	Social and Cultural Dynamics Read Chapters: 4, 5
4	Natural Resources Read Chapter: 6
5	China/ India Read Chapter: 7
6	Branding and Local Issues Read Chapters: 8, 9
7	Review and take for Midterm Chapters 1-9

8	International Issues Read Chapter: 10
9	Labor Conditions Read Chapter: 11
10	Strategic Issues Read Chapter: 12
11	Organization Read Chapter: 13
12	Market Research and Entries Read Chapters: 14, 15
13	Exports and International Marketing Read Chapters: 16,17
14	Supply Chain and HR Read Chapters: 18, 19
15	Implementation of Plan, Review and Final Exam Read Chapter 20 and Take-home Final Chapters 10-20
16	(a) Written Course Project and Final Due (b) Oral Presentation of Course Project

### **COMMENTS**

- \* Participation is required. What you put into the class will determine what you get out of it - and what others get out of it.
- \* Please come on time. Late arrivals disturb everyone else.
- \* If you miss a class, you are responsible for getting notes on the material covered from a classmate.
- \* To avoid distracting noise in class, cellular phones must be turned off or the ringing mode silenced.
- \* Questions and comments during the class are welcome. Do not hesitate to ask questions - do not leave anything unclear for you.

### **MODIFICATION OF THE SYLLABUS**

The instructor reserves the right to modify this syllabus at any time during the semester. Announcements of any changes will be made in the classroom.

### **INSTRUCTOR BIO**

My first career was in operations for manufacturers. I worked as an expeditor, quality control inspector, junior chemist, front line supervisor and plant manager. I was lucky enough to be a poverty attorney during the “War on Poverty”. My third career was as a producer, director, script writer and actor for a murder mystery company. For the past thirty years I have had a consulting firm, specializing in management and marketing problems, both domestically and internationally.

Like many students, I pursued four degree programs while working full time. My passion is teaching. I have over thirty years of teaching graduate and undergraduate business classes. I have had the opportunity to work and travel to 193 countries.

Revised: December 28, 2021