



Lincoln University

BA 416 – International Management COURSE SYLLABUS

Spring, 2024

Instructor: Dr. Abi Oguntuase
Lecture Schedule: Thursdays, 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: Monday, 12:00 Noon – 1:30 PM
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Textbooks: **International Business: Challenge of Global Competition**
13th Edition, by Ball, Geringer, Minor&McNett, McGraw-Hill, NY,
ISBN-13:978-0-07-811263-8.
Prerequisites: BA 110 or BA 302
Last Revision: December, 2023

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.

Prerequisite: BA 110 or BA 302

COURSE LEARNING OUTCOMES¹

	Course LO	Program LO	Institutional LO	Assessment Activities
1	Students will understand how to manage regional, national, local and organizational cultural differences in an international or multinational work environment.	PLO 1	ILO 1c, ILO 2c	Homework, Written Project.
2	Students will be able to apply professional managerial ethical reasoning in decision making in international setting.	PLO 2	ILO 2c, ILO 7c	Homework, Written Project.
3	Students will be able to identify and effectively manage important cross-cultural	PLO 4	ILO 4c, ILO 7c	Oral Group Presentation.

¹ Detailed description of learning outcomes and information about the assessment procedure are available at the [Learning Outcomes Assessment](#) section of LU website.

	business negotiations issues thorough knowledge of the national and international constraints.			
4	Students will learn leadership, legal differences, employee motivation and international human resource management challenges in developing mkts.	PLO 6	ILO 3c	Homework, Written Group Project, Oral Presentation.

INSTRUCTIONAL METHODS

Every student must participate in this course, and this is considered part of the grade. Therefore, do ask questions and come prepared to interact and participate. Students will need to use the library resources effectively to be able to engage fully and complete the assignments for this course. Detailed guide to business *resources of the library* as well as the description of Lincoln University approach to *information literacy* are available at the [LU Library](http://lincolnuca.libguides.com) website (lincolnuca.libguides.com).

COURSE PROJECT

Every student in the class must complete a research project for in-class presentation.

The final project is due last day of the class. Detailed instructions about the research project will be provided later in class.

REQUIREMENTS/HOMEWORK

Continuous assessment is emphasized. Reading, writing and “business case study” assignments will be scheduled throughout the course. Students must complete all assignments and take-home exams on the dates scheduled. 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 health-related concern or bereavement, 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. Exams will cover all assigned chapters, any additional readings or supplementary materials covered in class.

GRADING POLICY

Class participation	20 points
Mid-term exam	20 points
Final exam	35 points
Research Project	15 points
Oral Presentation	10 points
Total	<u>100 points</u>

All assignments, quizzes, projects, and exams are evaluated using the indicated system:

Grade	A	A-	B+	B	B-	C+	C	C-	D+	D	F
Points	94-100	90-93	87-89	83-86	80-82	77-79	73-76	70-72	67-69	60-66	0-59

CLASS SCHEDULE

Date	Focus of Discussion	Assignment
Week 1:	Globalization Today & Ethics, Social Responsibility, and Sustainability	Read Chapters: 1, 2
Week 2:	Cultural Forces that affect international management	Read Chapters: 3
Week 3:	Econ/Political forces that affect international management.	Read Chapters: 4 and 5
Week 4:	International Trade theory	Read Chapters: 6
Week 5:	Governments and International Trade	Read Chapters: 7
Week 6:	Foreign Direct Investment	Read Chapter 8
Week 7:	(a) Review (b) Midterm Exam	
Week 8:	Global/ Regional Economic integration	Read Chapter: 9
Week 9:	International Financial Market Systems	Read Chapters: 10
Week 10:	International Monetary System	Read Chapters: 11
Week 11:	International Strategy and Organization	Read Chapter: 12
Week 12:	Analyzing International Opportunities & Managing Entry Modes	Read Chapters: 13 & 14
Week 13:	Developing & Marketing Products and Managing International Operations	Read Chapters 15 & 16
Week 14:	Research Paper Review	
Week 15:	Final Paper Due	

Use of Canvas: All assignments, except in class assignments are required to be submitted via Canvas. Lincoln University has an institutional Canvas account which will be accessible to students, and will be useful for this course and to check your progress and assignments.

Required course digital site(s) and access:

Lincoln University has an institutional Canvas account so you will be able to access ALL classes and rooster for each of your courses. From Canvas, you can download course materials, check your progress in each of your courses, and review feedback from Turnitin on the course work and submit your assignments for grading. Most of the course materials can be found under the “Files” section for this course. The following link is on the LU website at:

<https://students.lincolnuca.edu/canvas/>

Lincoln University Course, Program, and Institutional Learning Outcomes:

Lincoln University course catalog is accessible for students. Do review for established program and institutional learning outcomes, and assessment <https://catalog.lincolnuca.edu/course-descriptions/procedures>.

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.

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. They are expected to develop a more comprehensive international management paper. The written project and the oral presentation will both be presented in the last scheduled class. The project requires 45 hours of independent 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 on the Individual Research Project 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 and support a thoughtful and engaging conclusion.	The development of ideas is present; the conclusion is effective and directly addresses the original thesis.	Organization is confusing, disjointed, and inconsistent; ideas, if present, are not developed; the conclusion is vague and/or does not address the original thesis.	The report lacks organization
<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 appropriate responses to all questions.	Student demonstrates knowledge of the topic by responding adequately to questions.	Student demonstrates lack of knowledge of the topic by responding inaccurately and inappropriately to questions.	