



# LINCOLN UNIVERSITY

## BA 416 – International Management Course Syllabus Spring 2011

**Lecture Schedule :** 3:30 PM – 6:15 PM, Monday, March 21 – Monday May 9, 2011

**Credit Units - 4**

**Instructor:** Tesfaye Ketsela, Ph.D.

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### **Textbook(s):**

Main Text Book :

Luthans, Fred and Doh, Jonathan P. (2009). *International Management: Culture, Strategy and Behavior*. 7<sup>th</sup> Edition. San Francisco: McGraw Hill  
: ISBN: 9780073381190

Additional References:

Cavusgil, S.T, Knight G and Riesenberger, John R. (2008). *International Business: Strategy: Management and the New Realities*. New Jersey: Prentice Hall  
ISBN: 0-13-1738607-7

**Course Description:** This course focuses on an analysis of economic forces and government actions affecting international business as well as on the determinant 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 is a required part of the course .

**Prerequisite:** none

### **Learning Objectives:**

Upon completion of this course students will be able to:

- Discuss Beneficiaries of Globalization
- Explain the Political, Legal and Social Environments of international business
- Describe the Principles of International Law and their implication to business
- Define outsourcing and off shoring
- Compare and contrast different types of economic systems
- Analyze cases on the different topics covered
- Discuss country risk and how they affect international business
- Evaluate how cultural variables affect international business
- Explain the principles of negotiations



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- Describe how Strategic Management Principles are applied to International Business Management
- List Environmental Factors that affect International Business and evaluate each factor
- Discuss Entry Strategies and Organizational Structures
- Write an academic paper after researching on a relevant topic and present to class (Topic Selection will be done in consultation with the instructor).

## **Methodology:**

Power Point presentations will be used to provide students with the principles and concepts covered in the text as well as in various sources on relevant topics. Students are required to read the chapters assigned in advance of each class lecture. Cases relevant to the topic(s) covered will be given to students so that they analyze them in light of the principles and concepts learned. There will be class discussions and group presentation by students on the case analysis and internet assignments. Students will be expected to have access to computers and printers so that they download journal articles and do internet assignments.

## **Project:**

There will be individual assignment on case analysis and article reviews. There will also be group assignments designed to enable students to work as a team and do presentations to class. These projects will include library research as well as field visits. The submission will be marked and points will be applied to the final grades. (See the percentage breakdown under “Grading”.)

Each group will be composed of members representing different countries, cultures, gender and other criteria so that students will be able to share diverse views based on their background and experience.

**Code of Conduct:** Students will be required to attend all classes and come to class on time. They are encouraged to participate in class discussions and show a cooperative attitude and behavior towards their class mates as well as the instructor. Copying the work of other students and presenting as one’s own work (plagiarism) will result in the student being dismissed from class. While in class students must turn off their mobile phones or switch them to “Silent” mode so that there will be no disruption to the class not to them.

## **Examination Policy:**

There will be short quizzes during the week in order to encourage students to read the assignments in advance. There will also be a mid-term examination on the date indicated in the class activities or to be announced by the instructor in advance. The final examination will be given at the end of the class. (Refer to “Schedule of Class Activities” included here on the last page)

The examination will include multiple choice, fill-in-the-blank as well as discussion questions.



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## Grading Policy:

Assessment will be done as follows.

- **Class attendance and participation (15%).** ( A daily record of attendance will be kept including a record of tardiness. Participation includes but not limited to:
  - a) coming to class on time staying in class (required),
  - b) taking lecture notes ( required),
  - c) being attentive during lecture hours ( expected and encouraged),
  - d) asking and answering questions (encouraged unless directed to an individual)
  - e) class presentations (individual and group - required)
  - f) showing cooperation and taking an active part as team member in group assignments (required)
- **Pop-quizzes (5%)** (*short quizzes will be given to students at any time after class starts and the questions will be from the reading assignments given in advance.*)
- **Individual assignment submissions on case analyses – 5%**
- **Group Assignments and Presentation (5%)**
- **Individual Project and Presentation – 10%**
- **Mid-term Examination --20**
- **Final Examination (40%)**

The grading system will be according to the Lincoln University policy which is as follows;

91% and above -----	A
86-90% -----	A
81-85% -----	B+,
76-80% -----	B
71-75% -----	B-
66-70% -----	C+
61-65% -----	C
56-60% i-----	C-
46-55% -----	D

If and when necessary, the grades can be adjusted to reflect a normal distribution curve.

**Course Schedule and Activities:** (see last page)

**Instructor Information:** After completing his Bachelor's Degree in Agro-Economics and Business Administration in his country of origin (Ethiopia) Professor Tesfaye Ketsela earned his Master's and Ph.D. Degrees from the University of Wisconsin, Madison and University of Wales, Great Britain respectively. His major fields of study are Continuing Education (for the Master's Degree) and Educational Administration (for the Doctoral Degree).

He has served in different capacities including President (current position at Columbia Commonwealth University/Malawi), and Dean of Administration and Management at Columbia Commonwealth University. He has also taught management and administration



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courses at various universities in the USA. He has published various articles and made presentations in the US and overseas on leadership and institutional administration topics. In February of 2009 he was promoted to the rank of Professor based on his contributions in the areas of teaching, developing various policies for institutions of higher learning, thesis and dissertation supervision of graduate and post-graduate students for over 19 years, presentation of papers at international conferences and seminars as well as two decades of service in administering educational programs in the US and abroad.

He has received several awards for his contributions in academic administration and community development programs. Currently he is in the process of writing two books, one on *Leadership Principles and Practices* designed to contribute to the issues and problems surrounding this important area of study and another on *Student Guide for Writing Thesis and Dissertation* based on his experiences of supervising thesis and dissertation work over the past 19 years and focusing on typical problems and challenges students generally face when writing academic papers.

**Date of the Last Update:** February, 2011

**Class schedule and activities follow on the next pages**



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## Course Schedule and Activities for BA 416: International Management Spring Semester/2011 - March 21 to May 9

Ketsela

Week	Topics to be covered	Reading Assignment	Activities	Remarks
First Week Monday And Wed March 21 & 23	<ul style="list-style-type: none"> <li>• Globalization</li> <li>• Beneficiaries of globalization</li> <li>• Political, Legal and Technological Environment</li> </ul>	Chapters 1 and 2 in text	Lecture, class discussion, question and answer session	
Week 2 Monday & Wed March 28 and 30	<ul style="list-style-type: none"> <li>• Ideologies in Political Systems</li> <li>• Principles of International Law</li> <li>• The major role players in Political and Legal Systems</li> <li>• Country Based Risks in Global Trade</li> </ul>	Read chapters 3 and 4 in text for next week's session	Lecture, class discussion, question and answer session, Cases	Read references in Cavusgil et al (2008)
Week 3 Monday & Wed April 4 & 6	<ul style="list-style-type: none"> <li>• Ethics and Social Responsibility</li> <li>• Corporate Social Responsibility (CSR)</li> <li>• Culture and its Characteristics</li> <li>• Global Leadership and Organizational Behavior Effectiveness</li> </ul>	Read Chapters 5, 6 and 7 for next week's sessions	Lecture, class discussion, question and answer session, Cases	Video Presentation on "The Corporation"
Week 4 Monday and Wed April 11 and 13	<ul style="list-style-type: none"> <li>• Managing Across Cultures</li> <li>• Organizational Culture and Diversity</li> <li>• Advantages and Disadvantages of Diversity</li> <li>• Building Multicultural team effectiveness</li> <li>• Cross-cultural communication and negotiation</li> </ul>	Read Chapters 8 and 9 for next week's sessions	Lecture, class discussion, question and answer session, Cases	



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	<ul style="list-style-type: none"> <li>Negotiation Tactics</li> </ul>			
Week 5 Monday and Wed April 18 and 20	<b>3:30 PM– 4:30 PM – Mid-term exam on Materials Covered until end of Week 4</b> <ul style="list-style-type: none"> <li>Strategy Formulation and Implementation</li> <li>Approaches to formulating and implementing Strategy</li> <li>Managing Political Risk</li> </ul>	Read Chapter 11, 12 and 13 for next session	Lecture, class discussion, question and answer session, Cases	
Week 6 Monday and Wed April 25 and 27	<ul style="list-style-type: none"> <li>Management Decision and Control</li> <li>Motivation Across Cultures</li> <li>Leadership Across Culture</li> </ul>	Read Chapter 14 for next week's session	Lecture, class discussion, question and answer session, Cases	
Week 7 Monday and Wed May 2 and 4	Monday: Human Resource Selection and Development Across Cultures Wednesday – Presentation of Group Projects (BA316 students) and Presentation of Individual Projects for BA416 students		‘	
<b>Week 8</b> <b>Monday and Wed</b> <b>May 9 and May 11</b>	<b>Monday May 9 – Revision</b> <b>Wednesday May 11: 3:30PM – 6:15PM Final Examination</b>			

Please note that the above schedule for lectures, examination dates and other activities can be changed, modified or revised if unforeseen circumstances dictate so or the changes could be justified to address the needs or are in the best interest of students. Any change to made will be communicated to the students in advance.