

LINCOLN UNIVERSITY COURSE SYLLABUS

COURSE NUMBER: BA130 (3 units = 45 lecture hours)

Course Title: Introduction to International Business

Course Start Date: January 18, 2012

Course End Date: May 2, 2012

Wednesdays, 12:30 PM to 1:15 PM

BA 130 – INTRODUCTION TO INTERNATIONAL BUSINESS

The varied dimensions of doing business abroad will be covered in terms of patterns of international trade, foreign investments, social and political frameworks, the economic environment, national and international constraints, and problems of general management associated with planning, financing, marketing, personnel, and legal requirements. (3 units) Prerequisite: BA 10

Learning Objectives:

1. Students will gain an understanding of the guiding principles of international management.
2. Students will have learned how to effectively research, write, and present management case studies.
3. Students will gain an understanding of the factors that influence the globalized business environment, and the management methods used to manage them.

Required Text (Selected Chapters):

Deresky, H,

2011 International Management: Managing Across Borders and Cultures, 7th Edition. Prentice Hall, Upper Saddle River, NJ. ISBN 13: 978-0-13-609867-6

Instructor:

Dr. Mike Guerra

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Office hours by arrangement

INTRODUCTION:

Welcome to Lincoln University!

In this syllabus, I will provide an overview of the course and the student expectations for the next few months. It is important that you note the schedule of events, and assignments.

There are a few principles that we need to understand as we start this course. First, the nature of this course environment requires course participants to actively engage each other, and to encourage the learning process through our conversations and coursework. When everyone participates, the entire class or learning team has the opportunity to learn. In addition learning between the instructor and students flows two ways. I will learn from you just as you will learn from me.

My role, as your facilitator, is to guide you along the learning path and engage your ability to learn. Should there be any questions regarding this course material, attendance, and participation in this course, please contact me via Lincoln University e-mail or by telephone. I would prefer you contact me by Lincoln e-mail, which I will reply to within 24-hours.

Class Procedures:

Each session you will be provided various items: instructions, assignments, topics, questions for discussion, my comments, or a description of the activities for the day.

Instructional methodology includes: Lecture, class discussions, group and team work, practical exercises, and multimedia resources in either a brick and mortar classroom or a virtual classroom.

You will be reading and working on various exercises and answering discussion questions as an individual, in a pair, and in groups.

Assignments:

Chapter Case Study Homework Assignments are due the week following the week it is assigned. Late assignments will be accepted without a 10% late penalty if they are submitted within one week of the due date. If they are submitted after the one-week grace period, a 10% late penalty will be assessed for each week it is late.

Assignments must have: The students first and last name at the top of the page and/or the names of the entire team/group at the top. The title of the assignment must also be in the heading. Simply putting the date of the assignment is not correct and it will be downgraded 10% for not following instructions.

Electronic submissions do not count unless you have previously arranged this with the instructor, or they are part of our course work.

If you are not able to work with your team on the assignment, in order to earn the points, you will need to complete a supplemental assignment.

Comprehensive Case Study Assignment: During this course, you will be assigned one of the 11 Comprehensive Case Studies in your textbook. This will require that you submit

written answers to the questions at the end of the case study, and make a brief presentation to the class about your findings.

Class Attendance (5% of your total grade for the course):

(1) You are expected to contribute to the class discussions in meaningful ways. That means:

- contributing new and relevant information to the course discussion and from readings of the textbooks;
- commenting in a positive manner;
- building on the remarks of your fellow students;
- posing questions of your fellow students; and
- Sharing quotes, websites, and other supplementary information.

(2) Your grade will also be determined by:

- the quality of your responses;
- the timeliness of your response; and
- The ability of your comments to motivate others in a collaborative effort.

Learning Environment

The goal of the classroom environment is to be collaborative and communicative. To help facilitate collaborative communication, I would suggest that before you proofread or carefully consider your thought before speaking. There are times when an innocent comment can be miss-interpreted. Most of the time, any miss-communication can be rectified through open communication. However, if you find the content of a message offensive, please notify me.

Grading

Point/Grade Conversion

| | | | |
|--------|----|---------|----|
| 100-95 | A | 76-74 | C |
| 94-90 | A- | 73-70 | C- |
| 89-87 | B+ | 69-67 | D+ |
| 86-84 | B | 66-64 | D |
| 83-80 | B- | 63-60 | D- |
| 79-77 | C+ | 59 or < | F |

A = Excellent performance. Clearly stands out as an excellent performer. Has unusually sharp insight into material and initiates thoughtful questions. The student sees many sides of an issue. Articulates well and writes logically and clearly. Integrates

ideas previously learned from this and other disciplines; anticipates next steps in progression of ideas.

B = Above average performance. Grasps subject matter at a level considered to be good to very good. The student actively participates in the class discussion. Speaks and writes well. The student accomplishes more than the minimum requirements. Work in and out of class is of high quality.

C = Average performance. The student demonstrates a satisfactory comprehension of the subject matter. Accomplishes only the minimum requirements and displays little or no initiative. The student is able to communicate orally and in writing at an acceptable level for a college student. Has a satisfactory understanding of all basic concepts.

D = Below average performance. The student demonstrates understanding at the most rudimentary level. Quality and quantity of work in and out of class is below average and marginally acceptable.

F = Failing performance. Work is not acceptable and/or timely. Quality and quantity of work in and out of class fails to demonstrate a marginal understanding of learning objectives and their application. Academic credit is not earned.

Course Grade Weighting:

| <i>Category</i> | <i>Percent</i> | <i>Points</i> |
|--|----------------|---------------|
| Class Attendance | 5% | 5 |
| Chapter Case Studies x 11 (4 Pts. Each) | 44% | 44 |
| Integrative Team Project (pg. 432) | 21% | 21 |
| Integrative Team Project Presentation (pg. 432) | 10% | 10 |
| Individual Comprehensive Case Study & Presentation | 10% | 10 |
| Integrative Case Study (pg. 433) | 10% | 10 |
| | 100% | 100 |

Format for Submitting Assignments

(1) Write your first and last name at the top of your paper along with the title of the assignment (papers will not be returned without credit if there is no name and/or assignment title).

(1) Use the APA/Chicago-Turabian guidelines for citing and documenting sources.

(2) Your assignment should follow the formatting guidelines below:

- single-spaced
- twelve point, Times New Roman font style
- skip one space between paragraphs
- paragraphs are not to be indented.

Schedule & Assignments

| <i>Session</i> | <i>Course Outline</i> |
|----------------|--|
| January 18 | <ul style="list-style-type: none"> • Introduction to course |
| January 25 | <ul style="list-style-type: none"> • Chapter 1: Foreign Trade – Institutional Framework and Basics • Homework: Case Study Indian BPOs (pg. 32) |
| February 1 | <ul style="list-style-type: none"> • Chapter 2: Managing Interdependence • Homework: Case Study Nike’s CSR Challenge (pg. 58), Comprehensive Case Studies |
| February 8 | <ul style="list-style-type: none"> • Comprehensive Case Studies 1-3 Presentations • Chapter 3: Understanding the Role of Culture • Homework: Case Study Australia and New Zealand (pg. 121) |
| February 15 | <ul style="list-style-type: none"> • Chapter 4: Communicating Across Cultures • Homework: Case Study Elizabeth (pg. 148) |
| February 22 | <ul style="list-style-type: none"> • Chapter 5: Cross-cultural Negotiation and Decision Making • Homework: Case Study The Alcatel-Lucent Merger, Comprehensive Case Studies |
| February 29 | <ul style="list-style-type: none"> • Comprehensive Case Studies 4 & 5 Presentations • Chapter 6: Formulating Strategy • Homework: Case Study YouTube (pg. 229) |
| March 7 | <ul style="list-style-type: none"> • Chapter 7: Global Alliances and Strategy Implementation • Homework: Case Study Aditya Birla Group (pg. 254) |
| March 21 | <ul style="list-style-type: none"> • Chapter 8: Organizational Structure and Control Systems • Homework: Acer Restructures (pg. 278), Comprehensive Case Studies |
| March 28 | <ul style="list-style-type: none"> • Comprehensive Case Studies 6-9 Presentations • Chapter 9: Staffing, Training, and Compensation for Global Operations • Homework: Case Study Kelly’s Assignment in Japan (pg. 351) |
| April 4 | <ul style="list-style-type: none"> • Chapter 10: Developing a Global Management Cadre • Homework: Case Study Avon (pg. 375) |
| April 11 | <ul style="list-style-type: none"> • Chapter 11: Motivating and Leading • Homework: Case Study Sir Richard Branson (pg. 402), Comprehensive Case Studies |
| April 18 | <ul style="list-style-type: none"> • Comprehensive Case Studies 10 & 11 Presentations • Team Project Presentations |
| April 25 | <ul style="list-style-type: none"> • Team Project Presentations |
| May 2 | <ul style="list-style-type: none"> • Team Project Presentations/Completion of Integrated Case Study |
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