



LINCOLN UNIVERSITY

BA 316 – International Management Fall 2014 Course Syllabus

Lecture Schedule: Thursdays, 12:30 PM – 3:15 PM

Credit: 3 units (45 lecture hours)

Instructor: Tesfaye Ketsela, Ph.D.

Contact Information: tketsela2@aol.com or tketsela@lincolonuca.edu Tel. 510 567 8458

Office Hours: Thursdays 3:15 – 4:15 PM (by appointment)

Textbook(s):

Main Text Book:

Luthans, Fred and Doh, Jonathan P. (2009). *International Management: Culture, Strategy and Behavior*. 7th Edition (latest edition if published). 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:

A study of economic forces; government actions; and cross-cultural factors influencing international business. Students will develop understanding of managerial decision-making in multinational organizations through feasibility analysis of foreign markets and the impact on it of different economic, social and political systems. Special attention is given to developing countries.

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
- Describe how Strategic Management Principles are applied to International Business Management



LINCOLN UNIVERSITY

- 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 and internet research. 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.

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.



LINCOLN UNIVERSITY

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)

| | |
|--|------------|
| Individual internet assignment ----- | 10% |
| Group Assignments and Presentation on topics to be assigned ----- | 10% |
| Mid-term Examination ----- | 25% |
| 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% ----- | 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:

Education: BS in Argo-Economics – Haile Selassie University, Alemaya, Ethiopia
MS in Continuing Education – University of Wisconsin, Madison, Wisconsin
PhD in Educational Administration – University of Wales, Great Britain

Experience (Teaching and Academic Administration)

President of Columbia Commonwealth University, Malawi (2005 to Present)
Associate Professor – Lincoln University (2010 to present)
Dean of Administration and Management (1995 - 2004)

Date of the Last Update: August 29, 2014



LINCOLN UNIVERSITY

Course Schedule and Activities for BA 316 – International Management Fall Semester 2014 (August 25 – December 13, 2014)

| | Topics to be covered | Reading Assignments | Activities | Remarks |
|--|---|--------------------------------------|---|--|
| Week 1 Thursday August 28 12:30 – 3:15 PM | <ul style="list-style-type: none"> • Globalization • Beneficiaries of globalization | Chapters 1 and 2 in text | Lecture, class discussion, question and answer session | |
| Week 2 Thursday Sept 4 12:30 – 3:15 PM | <ul style="list-style-type: none"> • Political, Legal and Technological Environment • The major role players in Political and Legal Systems • Country Based Risks in Global Trade | Read Chapter 3 for next class | Lecture, class discussion, question and answer session, Cases | Read references in Cavusgil et al. (2008) |
| Week 3 Thursday Sept 11 12:30 – 3:15 PM | <ul style="list-style-type: none"> • Ideologies in Political Systems • Principles of International Law • Ethics and Social Responsibility • Corporate Social Responsibility (CSR) | Read Chapter 4 for next class | Lecture, class discussion, question and answer session, Cases | Video Presentation on “The Corporation” Part one |
| Week 4 Thursday Sept 18 12:30 – 3:15 PM | <ul style="list-style-type: none"> • Culture and its Characteristics | Read Chapters 5 and 6 for next class | Lecture, class discussion, question and answer session | |
| Week 5 Thursday Sept 25 12:30 – 3:15 PM | <ul style="list-style-type: none"> • Managing Across Cultures • Organizational Culture and Diversity • Advantages and Disadvantages of Diversity | Read Chapter 7 | Lecture, class discussion, question and answer session, Cases | |



LINCOLN UNIVERSITY

| | | | | |
|--|--|---|---|---|
| <p>Week 6 Thursday Oct 2 12:30 – 3:15 PM</p> | <ul style="list-style-type: none"> • Building Multicultural team effectiveness • Cross-cultural communication and negotiation • Negotiation Tactics • Management Decision and Control • Motivation Across Cultures • Leadership Across Culture | | <p>Lecture, class discussion, question and answer session</p> | <p>Video Presentation on “The Corporation” Part two</p> |
| <p>Week 7 Thursday Oct 9 12:30 – 3:15 PM</p> | <p>Mid-term Exam - one hour Human Resource Selection and Development Across Cultures –</p> | <p>Read Chapter 8</p> | <p>Lecture, class discussion, question and answer session continues after mid-term exam</p> | |
| <p>Week 8 Thursday Oct 16 12:30 – 3:15 PM</p> | <p>Strategic Formulation and Implementation:</p> <ul style="list-style-type: none"> • Strategic Management • Steps in formulating strategies • Implementation | <p>Read Chapter 9 Preparation for Class presentation by students</p> | <p>Lecture, class discussion, question and answer session</p> | |
| <p>Week 9 Thursday Oct 23 12:30 – 3:15 PM</p> | <p>Presentation of Group Projects (BA316 students)</p> | | <p>Presentations followed by class discussion question and comments</p> | |
| <p>Week 10 Thursday Oct 30 12:30 – 3:15 PM</p> | <p>Entry Strategies</p> <ul style="list-style-type: none"> • Organizational Structures and Characteristics | <p>Read Chapter 10</p> | <p>Lecture, class discussion, question and answer session</p> | |
| <p>Week 11 Thursday Nov 6 12:30 – 3:15 PM</p> | <p>Managing Political Risk and Government Relations</p> <ul style="list-style-type: none"> • Alliances and challenges | <p>Read Chapter 11</p> | | |
| <p>Week 12 Thursday Nov 13 12:30 – 3:15 PM</p> | <p>Decision and Control</p> <ul style="list-style-type: none"> • Process • Cultural factors affecting decisions • Control process • Performance Evaluation | <p>Read Chapter 12</p> | <p>Lecture, class discussion, question and answer session</p> | |



LINCOLN UNIVERSITY

| | | | | |
|--|---|---|--|--|
| Week 12 Thursday Nov 20 12:30 – 3:15 PM | Motivation Across Cultures <ul style="list-style-type: none"> • Motivation Principles and practices • Selected Theories of Motivation Leadership Across Cultures <ul style="list-style-type: none"> • Principles and practices of Leadership Leadership from an International Perspectives | Read Chapter 13 and 14 | Lecture, class discussion, question and answer session | |
| Week 13 Thursday Nov 27 12:30 – 3:15 PM | Holiday (Fall Recess) | Review chapters covered for revision (next class) | | |
| Week 14 Thursday Dec 4 12:30 – 3:15 PM | Human Resource Mgmt <ul style="list-style-type: none"> • Practices in an international setting • Selection criteria and procedures for international assignments • Revision of chapters covered | | Lecture, class discussion, question and answer session Revision | |
| Week 15 Thursday Dec 11 12:30 – 3:15 PM | Final Exam | | | |

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 of students. Any change to be made will be communicated to the students in advance.

Revised: 8/29/2014