

LINCOLN UNIVERSITY
BA 130 – Introduction to International Business
Course Syllabus
Spring 2014

Lecture Schedule: Thursday, 9:00 AM – 11:45 AM
Credit: 3 units (45 hours of lecture)
Instructor: Prof. Ken Germann, MBA, JD
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Textbook: **International Business: The Challenge of Global Competition**
Twelfth Edition, by Ball, Geringer, Minor and McNett; McGraw-Hill, NY,NY, 2009
ISBN-13: 978-0-07-336113-0

CATALOG DESCRIPTION

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

COURSE OBJECTIVES

- Students will understand how patterns of international trade and investment work.
- Students will understand the impact of different economic, social and political systems.
- Students will have a thorough knowledge of national and international constraints.
- Students will learn the general management issues in planning, financing, marketing, personnel and legal requirements.

PROCEDURES AND METHODOLOGY

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

COURSE PROJECT

Every student in the class, working as a team, must design and implement a plan for taking and existing product/service into a new market. 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

Continuous assessment is emphasized. Written assignments will be given every week. Reading, writing and “business case study” assignments will be scheduled throughout the course. Students must complete all assignments and take all exams on the dates scheduled. Plagiarism will result in the grade “F” and a report to the administration.

- 11 Export & Import
Read Chapter: 16
- 12 Marketing, Operations & Supply Chain
Read Chapters: 17, 18
- 13 HR, Accounting & Finance
Chapters: 19, 20
- 14 (a) Review Chapters: 11-20
(b) Final Exam
- 15 (a) Written Course Project 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 expediter, 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. My other interests are family and travel. I have had an opportunity to work and travel to 171 countries.

Syllabus Updated: January 21, 2014