

**LINCOLN UNIVERSITY**  
**BA 316 – International Management**  
**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  
**Office Hours:** Thursday, 8:30 AM – 9:00 AM and TBA  
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**Home Phone:** (510) 531-3082  
**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**

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. (3 units)

### **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.

## ATTENDANCE

Students are expected to attend each class session. If you cannot attend a class due to a valid reason, please notify the instructor prior to the class. There will be a make-up assignment.

## EXAMS

Both midterm and final exams are structured as written essays to answer the given questions. Examples to illustrate; and references to statute and case law are mandatory. Exams will cover all assigned chapters, any additional readings or supplementary materials covered in class.

## GRADING

Class Participation	100 points
Case Studies	100 points
Mid-term Exam	100 points
Final Exam	100 points
Course Project - Written 50	
Oral 50	<u>100 points</u>
Total	500 points

470-500	A	365-384	C
450-469	A-	350-364	C-
435-449	B+	335-349	D+
415-434	B	300-334	D
400-414	B-	299 or below	F
385-399	C+		

## COURSE SCHEDULE

Lectures	Topic
1	Overview, Trade and FDI Read Chapters: 1, 2
2	Theories of Trade and Investment Read Chapter: 3
3	Institutions/Sociocultural Forces Read Chapters: 4, 5
4	Natural Resources Read Chapter: 6
5	Economic & Political Forces Read Chapters: 7, 8
6	Legal, Monetary & Financial Forces Read Chapters: 9, 10
7	Review for Midterm Chapters: 1-10
8	Labor & Competitive Strategy Read Chapters: 11, 12
9	Organizational Design & Control Read Chapter: 13
10	Analyzing Markets and Entry Modes Read Chapters: 14, 15

- 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