

**LINCOLN UNIVERSITY**  
**BA 416 – International Management**  
**Course Syllabus**  
**Spring 2014**

**Lecture Schedule:** Thursday, 9:00 AM – 11:45 AM  
**Credit:** 4 units (45 hours of lecture + 45 hours of self-study research project)  
**Instructor:** Prof. Ken Germann, MBA, JD  
**Office Hours:** Thursday, 8:30 AM – 9:00 AM and TBA  
**E-mail:** [kgermann@lincolnuca.edu](mailto:kgermann@lincolnuca.edu)  
**Phone:** (510) 628-8016  
**Home e-mail:** [kengermann@att.net](mailto:kengermann@att.net)  
**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**

An analysis of economic forces and government actions affecting international business determinants of policy with regard to entering foreign markets and evaluation of foreign environments, organization control, compensation, pricing, relations with governmental agencies and public interest issues in the management of multinational corporations. A one-unit written research project and its oral presentation are required for the course. (4 units) Prerequisite: BA 110 or BA 302

#### **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 an 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.

#### **DOCTORAL STUDIES PROJECT**

Every student in the doctoral program will be expected to develop a three tier grievance process. The written project and the oral presentation will both be presented in the last scheduled class.



- 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  
(c) Written Doctoral Project Due  
(d) Oral Presentation of Doctoral Project Due

## 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 expeditor, 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