



# LINCOLN UNIVERSITY

## BA 416 – International Management Course Syllabus Fall Semester (August – December 2015)

**Lecture Schedule:** Fridays 3:30 PM – 6:15 PM

**Credit Units:** 4 (45 hours of lecture + 45 hours of self-study research project)

**Instructor:** Tesfaye Ketsela, Ph.D.

**Contact Information:** [tketsela2@aol.com](mailto:tketsela2@aol.com) or [tketsela@lincolnuca.edu](mailto:tketsela@lincolnuca.edu) Tel. 510-837-5078

**Office Hours:** Fridays 10:30 AM – 12:30 PM

(Please call above number to schedule an appointment)

### **Textbooks:**

Main Text Book:

Luthans, Fred and Doh, Jonathan P. (2014). *International Management: Culture, Strategy and Behavior*. 9th Edition. San Francisco: McGraw Hill.  
ISBN-13: 978-0077862442

Additional References:

Cavusgil, S.T, Knight G and Riesenberger, John R. (2013). *International Business: The New Realities (3rd Edition)*. New Jersey: Prentice Hall.  
ISBN-13: 9780132992435

Supplemental readings for DBA students will be assigned.

**Course Description:** This course focuses on an analysis of economic forces and government actions affecting international business as well as on the determinant of policy with regard to entering foreign markets and evaluation of foreign environments, organizational control, compensation, pricing relations with government agencies and public interest issues in the management of multinational corporations. A one-unit written Research project and its oral presentation is a required part of the course.

**Prerequisite:** BA 110 or BA302

### **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



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- 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
- 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. A one-unit written project and an oral presentation are required for those taking BA 416.

## **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 research as well as field visits. 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 not to them.

## **Examination and Performance Assessment 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” to be distributed to



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class. The examination will include multiple choice , fill-in- the-blank as well as discussion questions.

## 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)
- **Pop-quizzes (5%)** (*Short quizzes will be given to students at any time after class starts and the questions will be from the reading assignments given in advance.*)
- **Individual assignment submissions on case analyses – 5%**
- **Group Assignments and Presentation – 5%**
- **Individual Project and Presentation – 10%**
- **Mid-term Examination – 20%**
- **Final Examination – 40%**

Examinations will be corrected out of 100 and letter grades will be assigned 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.

Revised August 19, 2015