



# Lincoln University

Course Title	International Management	Instructor: Dr. Walter Kruz
Course No.	BA 416	Contact: wrkruz@lincolnuca.edu
Class Hours	Weds 6:30-9:15 PM	Office Hours: By arrangement
Units	4 (45 lecture hours + 45 hours of self-study research projects)	
Semester	Spring 2015	

## Textbook:

- The Challenge of Global Competition, 12<sup>th</sup> edition, McGraw-Hill, 2009, by Ball, Geringer, and Minor. ISBN-13: 978-0-07-336113-0
- Additional business literature publications available at the school library and online

## Course Description:

The nature and scope of international business; economic, political and cultural environments; national and international constraint and agreements; problems of general management associated with planning, financing, marketing, human resources, cultural problems, technology, and legal requirements with particular emphasis on the potentiality of direct investment in foreign lands. A one-unit written research project and its oral presentation are required for the course. (4 units)

## Learning 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 gain a thorough knowledge of national and international constraints
- Students will learn to apply the principles of management in an international environment

## Methodology:

This class offers a highly interactive learning environment. All students will participate in class discussions, research findings, and class exercises. Short oral presentations may also be assigned. Assignments will be given weekly and may consist of textbook exercises and research questions. Attendance is highly encouraged as exams include questions from class discussions. Students will benefit from using a laptop and calculator although these devices are not allowed during exams.

**Standards:**

Punctuality and due dates for deliverables are very important. All assignments are due on the date indicated and collected during the first 10 minutes of the class. Late assignments will not be collected or graded. Make-up exams are allowed only due to a documented medical excuse. Students are encouraged to study and work in groups for enhanced learning.

**Project:**

Project work is designed to familiarize students with the practices necessary to manage international organizations. Projects will be assigned individually. Project drafts may be evaluated on an agreed upon schedule during the semester. Final deliverable will be turned in as a hard copy. Plagiarism is not allowed; all sources must be referenced. APA standard is encouraged.

**Testing:**

Typically, the class will consist of two or three exams of equal weight as well as homework and quizzes throughout the semester. All exams are individual deliverables. They consist mostly of short answers related to the material being discussed. The exam format is closed book with no electronic devices allowed.

**Grading:**

Quizzes, homework assignments, exams, and the project allow students to accumulate points throughout the semester. These total earned points are added and compared against the total possible as a percentage.

Exams and Project are typically worth 100 points each (~ 75% of the total points). Homework and quizzes are worth 5-10 points each (~ 25% of the total points). Assuming that 2 exams, one project, and 10 homework and quiz assignments are given, this will mean a total possible of 400 points can be accumulated. The student's grade will be calculated as follows:

$$\text{Grade} = \text{Student's score} / \text{Total possible points} = \%$$

A final grade is then assigned as follows:

95 – 100%	A
90 – 94%	A-
87 – 89%	B+
84 – 86%	B
80 – 83%	B-
76 – 79%	C+
70 – 75%	C
66 – 69%	C-
60 – 65%	D
Less than 59%	F

**Classroom Protocol:**

Students are expected to arrive on time and be prepared to participate. Laptop use is allowed only for a class purpose. No cell phones allowed.

**Schedule:**

This is a proposed schedule. It may change according to class progress or student interests.

Wk 1	Overview, Trade and FDI Read Chapters 1, 2	Lecture, exercises
Wk 2	Theories of Trade and Investment. Read Chapter 3	Lecture, exercises
Wk 3	Institutions/Sociocultural Forces, Read Chapters: 4, 5	Lecture, exercises
Wk 4	Natural Resources, Read Chapter: 6	Lecture, exercises
Wk 5	Natural Resources, Read Chapters: 7, 8	Lecture, exercises
Wk 6	Economic & Political Forces, Read Chapters: 7, 8	Lecture, exercises
Wk 7	Legal, Monetary & Financial Forces, Read Chapters: 9, 10	Lecture, exercise
Wk 8	Review for Exam, Chapters: 1-10	Exam #1
Wk 9	Labor & Competitive Strategy, Read Chapters: 11, 12	Lecture, exercises
Wk 10	Organizational Design & Control, Read Chapter: 13	Lecture, exercises
Wk 11	Analyzing Markets and Entry Modes, Read Chapters: 14, 15	Lecture, exercises
Wk 12	Export & Import, Read Chapter: 16	Lecture, exercises
Wk 13	Marketing, Operations & Supply Chain, Read Chapters: 17, 18	Project due
Wk 14	HR, Accounting & Finance, Chapters: 19, 20	Lecture, exercises
Wk 15	Review for Exam, Chapters 11-20	Exam #2

**Faculty Information:**

Dr. Kruz is a management consultant. He has international experience in Asia and the Americas including operations, and business development. He actively conducts business research, is a published author, and a member of various industry organizations.

**Update:**

January 22, 2015