

LINCOLN UNIVERSITY
BA 130 INTRODUCTION TO INTERNATIONAL BUSINESS
COURSE SYLLABUS
Department of Business and Economics
Fall, 2017

Lecture Schedule: Tuesday: 9-11:45 AM
Credit: 3 units
Instructor: Prof. Ken Germann, MBA, JD
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Textbook: **International Marketing**
15th Edition, by Cateora, Gilly Graham McGraw-Hill, NY,NY, 2009
ISBN-13:978-0-07-352994-3

CATALOG DESCRIPTION

The varied dimensions of doing business abroad will be covered in patterns of international trade, foreign investment, 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 LEARNING OUTCOMES

After this course students will be able to:

- * 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 the national and international constraints.
- * Students will learn the general management issues in planning, financing, marketing, personnel and legal requirements.

PROCERDURES 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 must complete and submit a plan for setting up a business operations in a new international market place. Final project will be presented orally on the last day of class.

REQUIREMENTS

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

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	10%	
	Oral	50	10%
			<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	315-334	D
400-414	B-	300-314	D-
385-399	C+	299-below	F

COURSE SCHEDULE

Class	Topic	Chapters
1	Overview	
	Changes, Trade & FDI	Ch. 1, 2
2	Theories of Trade & Investment	Ch 3
3	Institutions/Sociocultural Forces	Ch. 4,5
4	Natural Resources/Environmental	Ch. 6
5	Economic & Political Forces	Ch. 7,8
6	Legal Monetary & Financial Forces	Ch. 9, 10
7	(a) Review	Ch. 1,10
	(b) Midterm Exam	
8	Labor & Competitive Strategy	Ch. 11, 12
9	Organizational Design & Control	Ch. 13
10	Analyzing Markets & Entry Modes	Ch. 14, 15
11	Export & Import	Ch. 16

Syllabus

12	Marketing, Operations & Supply Chain	Ch. 17, 18
13	HR, Accounting, Finance & Review	Ch. 19, 20
14	(a) Final Exam	Ch. 11- 20
	(b) Written Course Project Due	
	(c) 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.

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 193 countries.

Revised: August 13, 2017

APPENDIX. Program and Institutional Learning outcomes.

Institutional Learning Outcomes (ILOs)	
<i>Graduates of the BA program of Lincoln University should be able to:</i>	
1a	Develop the habits and skills necessary for processing information based on intellectual commitment, and using these skills to guide behavior.
2a	Raise important questions and problems, and formulate them clearly and precisely in oral or written communication
3a	Act with dignity and follow the principles concerning the quality of life of all people, recognizing an obligation to protect fundamental human rights and to respect the diversity of all cultures.
4a	Focus on individual and organizational benefits; communicate to co-workers and company's leadership in facilitation of collaborative environment; to be honest and transparent with regard to their work, and to be respectful of the work of others.
5a	Display sincerity and integrity in all their actions, which should be based on reason and moral principles; to inspire others by showing mental and spiritual endurance
6a	Show creativity by thinking of new and better goals, ideas, and solutions to problems; to be resourceful problem solvers.
7a	Define and explain the boundaries, divisions, styles and practices of the field, and define and properly use the principal terms in the field

Program Level Outcomes (PLOs)	
<i>Students graduating our BA program will be able to:</i>	
1	Demonstrate knowledge in the principle areas of general business and specific areas of concentration, which include: general business, management, entrepreneurship, and management information business.
2	Determine the information needed to evaluate a business problem. Apply critical thinking and reasoning skills to recognize credibility and accuracy.
3	Demonstrate the ability to communicate with others using written and oral communication tools.
4	Demonstrate the ability to use analytical skills to understand business problems and make well-informed decisions.
5	Apply and comply with ethical and legal principles and evaluate different ethical perspectives.