



# Lincoln University

## BA 130 I – Introduction to International Business COURSE SYLLABUS

Spring, 2019

**Instructor:** Dr. Ken Germann  
**Lecture Schedule:** Tuesday, 3:30 PM – 6:15 PM  
**Credits:** 3 units / 45 lecture hours  
**Level:** Developed (D)  
**Office Hours:** Monday, 3:00 PM – 3:30 PM  
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**Textbooks:** **International Business: Challenge of Global Competition** 12th Edition, by Ball, Geringer, Minor&McNett, McGraw-Hill, NY, 2009 ISBN-13:978-0-07-336113-0

**Last Revision:** December 13, 2018

### CATALOG DESCRIPTION

The varied dimensions of doing business abroad will be covered in terms of patterns of international trade, foreign investments, 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<sup>1</sup>

	Course LO	Program LO	Institutional LO	Assessment Activities
1	Students will understand how patterns of international trade and investment work.	PLO 1	ILO 1b, ILO 2b	Homework, Written Group Project.
2	Students will understand the impact of different economic, social/ political systems.	PLO 2	ILO 2b, ILO 7b	Homework, Written Group Project.

<sup>1</sup> Detailed description of learning outcomes and information about the assessment procedure are available at the [Center for Teaching and Learning](http://ctl.lincolnuca.edu) website (ctl.lincolnuca.edu).

3	Students will have a thorough knowledge of the national/international constraints.	PLO 4	ILO 4b, ILO 7b	Oral Group Presentation.
4	Students will learn the general management issues in planning, financing, marketing, personnel and legal requirements.	PLO 6	ILO 3b	Homework, Written Group Project, Oral Presentation.

### INSTRUCTIONAL METHODS

*This is a direct classroom instruction course.*

Lecture method is used in combination with marketing case studies. The emphasis will be on learning by doing. Every student must participate in an intensive classroom activity.

Assignments and projects require students to actively use resources of the library. Detailed guide to business *resources of the library* as well as the description of Lincoln University approach to *information literacy* are available at the [Center for Teaching and Learning](http://ctl.lincolnuca.edu) website (ctl.lincolnuca.edu).

### 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” 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

Your grade will be determined as follows:

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

Grades will be earned as follows:

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

### CLASS SCHEDULE

Date	Focus of Discussion	Assignment
Week 1:	Overview, Changes, Trade & FDI	Read Chapters: 1, 2
Week 2:	Theories of Trade & Investment	Read Chapter: 3
Week 3:	Institutions/Sociocultural Forces	Read Chapters: 4, 5
Week 4:	Natural Resources/Environmental	Read Chapter: 6
Week 5:	Economic & Political Forces	Read Chapter: 7, 8
Week 6:	Legal Monetary & Financial Forces	Read Chapter: 9, 10
Week 7:	(a) Review (b) Midterm Exam	Review Chapters: 1-10
Week 8:	Labor & Competitive Strategy	Read Chapter: 11, 12
Week 9:	Organizational Design & Control	Read Chapter: 13
Week 10:	Analyzing Markets & Entry Modes	Read Chapter: 14, 15
Week 11:	Export & Import	Read Chapter: 16
Week 12:	Marketing, Operations & Supply Chain	Read Chapters: 17, 18
Week 13:	HR, Accounting, Finance & Review	Read Chapters: 19, 20
Week 14:	Final Exam Written Course Project Due	Review Chapters: 11-20
Week 15:	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. I have had the opportunity to work and travel to 193 countries.