

LINCOLN UNIVERSITY
BA 130 Introduction to International Business
COURSE SYLLABUS
Department of Business and Economics
Spring 2022

Lecture Schedule: Tuesday, 12:30-3:15- PM
Credit: 3 units
Level: Developed (D)
Prerequisite: *BA10*
Instructor: Prof. Ken Germann, MBA, JD
Office Hours: **Monday 3-3:30 PM** and TBA
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Textbook: **International Business**
12 Edition, by ;Ball, Geringer, Minor and McNett, McGraw-Hill, NY, NY 2010
ISBN-13:978-0-07-352994-3

CATALOG DESCRIPTION

An analysis of international business principles and organizations, including design of operations and products to meet consumer preferences in various parts of the world. Included is a study of international forms of business organization in social, economic, and cultural settings, as well as principles of international marketing management.

STUDENT LEARNING OUTCOMES

After this course:

- Students will understand the scope and challenges of international marketing PLO1, ILO 1A, 2A
- Students will understand the changes in different economic, social, and political systems PLO2, ILO 2A, 7A
- Students will be able to assess opportunities and develop corresponding strategies PLO4, ILO 4A, 5A, 6A
- Students will be able to do research and develop a comprehensive marketing plan. PLO6, ILO3A

PROCEDURES AND METHODOLOGY

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

COURSE PROJECT

Every student in the class, working as a team, must design and implement a plan for developing a business plan for an existing company. 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.

8	International Issues Read Chapter: 10
9	Labor Conditions Read Chapter: 11
10	Strategic Issues Read Chapter: 12
11	Organization Read Chapter: 13
12	Market Research and Entries Read Chapters: 14, 15
13	Exports and International Marketing Read Chapters: 16,17
14	Supply Chain and HR Read Chapters: 18, 19
15	Implementation of Plan, Review and Final Exam Read Chapter 20 and Take-home Final Chapters 10-20
16	(a) Written Course Project and Final Due (b) 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 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. I have had the opportunity to work and travel to 193 countries.

Revised: December 28, 2021