



Lincoln University

BA 316 – International Management COURSE SYLLABUS

Fall, 2023

Instructor: Dr. A. Angus Ahanotu
Lecture Schedule: Thursday, 9:00 AM – 11:45 AM
Credits: 3 units / 45 lecture hours
Level: Mastery 2 (M2)
Office Hours: Thursday, 12:00 NOON – 1:30 PM
E-mail: aahanotu@lincolnuca.edu
Textbooks: **International Business: Challenge of Global Competition**
13th Edition, by Ball, Geringer, Minor&McNett, McGraw-Hill,
NY,NY, ISBN-13:978-0-07-811263-8
Last Revision: August 14, 2023

CATALOG DESCRIPTION

A study of economic forces; government actions; and cross-cultural factors influencing international business. Students will develop understanding of managerial decision-making in multinational organizations through feasibility analysis of foreign markets and the impact of different economic, social, and political systems. Attention is given to developing countries.
Prerequisite: BA 302

COURSE LEARNING OUTCOMES¹

| | Course LO | Program LO | Institutional LO | Assessment Activities |
|---|--|------------|------------------|----------------------------|
| 1 | Students will understand how to manage regional, national, local, and organizational cultural differences in an international or multinational work environment. | PLO 1 | ILO 1b and 2b | Homework, Written Project. |
| 2 | Students will be able to apply professional managerial ethical reasoning in decision making in international setting. | PLO 2 | ILO 2b, ILO 7b | Homework, Written Project. |
| 3 | Students will be able to identify and effectively manage important cross- | PLO 4 | ILO 4b, ILO 7b | Oral Group Presentation. |

¹ Detailed description of learning outcomes and information about the assessment procedure are available at the [Learning Outcomes Assessment](#) section of LU website.

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|---|---|-------|--------|---|
| | cultural business negotiations issues thorough knowledge of the national and international constraints. | | | |
| 4 | Students will learn leadership and legal differences, employee motivation and international human resource management challenges in developing markets. | PLO 6 | ILO 3b | Homework, Written Group Project, Oral Presentation. |

INSTRUCTIONAL METHODS

Lecture method is used in combination with international management case studies. 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 [LU Library](http://lincolnuca.libguides.com) website (lincolnuca.libguides.com).

COURSE PROJECT

Every student in the class, must complete a research project for in-class presentation. Final project is due last day of the class. The detailed instruction about the research project will be provided later in class.

REQUIREMENTS/HOMEWORK

Continuous course assessment is emphasized. Reading, writing and “business case study” assignments will be scheduled throughout the course. Students must complete all assignments and take both the midterm and final exams on the dates scheduled.

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 no make-up assignments.

EXAMS

Both midterm and final exams are structured as written essays to answer the given questions. Exams will cover all assigned chapters, any additional readings or supplementary materials covered in class.

GRADING POLICY

| | |
|-----------------|-------------------------------------|
| Class Questions | 20 points |
| Mid-term exam | 25 points |
| Final exam | 35 points |
| Course Project | Written 10 points Oral 10 points |
| Total | <u>100 points</u> |

All assignments, quizzes, projects, and exams are evaluated using the indicated system:

| | | | | | | | | | | | |
|--------|--------|-------|-------|-------|-------|-------|-------|-------|-------|-------|------|
| Grade | A | A- | B+ | B | B- | C+ | C | C- | D+ | D | F |
| Points | 94-100 | 90-93 | 87-89 | 83-86 | 80-82 | 77-79 | 73-76 | 70-72 | 67-69 | 60-66 | 0-59 |

CLASS SCHEDULE

| Date | Focus of Discussion | Assignment |
|-------------|---|--------------------------|
| Week 1: | Globalization linkages to international management | Read Chapters: 1, 2 |
| Week 2: | Cultural Forces that affect international management | Read Chapters: 4, 5 |
| Week 3: | Econ/Political forces that affect international mngt. | Read Chapters: 7, 8 |
| Week 4: | Legal issues and international management | Read Chapters: 9,10 |
| Week 5: | International Labor issues | Read Chapters: 11, 12 |
| Week 6: | Comparative international management issues | Assigned Readings |
| Week 7: | (a) Review (b) Midterm Exam | |
| Week 8: | Organizational Design & Control | Read Chapter: 13 |
| Week 9: | HR and Accounting Review | Read Chapters: 19, 20 |
| Week 10: | Analyzing Markets & Entry Modes | Read Chapters: 14, 15 |
| Week 11: | Export & Import | Read Chapter: 16 |
| Week 12: | Marketing, Operations & Supply Chain | Read Chapters: 17, 18 |
| Week 13: | Comprehensive Class Review | Instructor Presentations |
| Week 14: | Final Exam Written Course Project Due | |
| 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 strongly welcome. Do not hesitate to ask questions - do not leave anything unclear for yourself.