



# Lincoln University

## BA 316 – International Management COURSE SYLLABUS

Fall, 2024

**Instructor:** Dr. A. Angus Ahanotu  
**Lecture Schedule:** Tuesdays, 9:00 AM – 11:45 AM  
**Credits:** 3 units / 45 lecture hours  
**Level:** Mastery 2 (M2)  
**Office Hours:** Tuesdays, 12:00 NOON – 1:30 PM  
E-mail: [aahanotu@lincolnuca.edu](mailto: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 04, 2024

### 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 OUTCOMES<sup>1</sup>

	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.

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

	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**

Week	Topic	Assignments Due
1	Introduction. What is International Business? Drivers of Globalization.	Read Chapter 1. Assignment Pages 17-20
2	International Trade Theories & Foreign Direct Investment	Read Chapter 2. Assignment Minicase Pages 59 - 60
3	International Institutions That Impact International Business	Read Chapter 3. Assignment Research Task Page 88
4	Social & Cultural Forces That impact International Business	Read Chapters 4. Assignment Research Task Page 115
5	Natural Resources and Environmental Sustainability	Read Chapter 5. Assignment Page 155
6	Political and Trade Forces	Read Chapter 6. Assignment Research Task Page 177
7	Intellectual Property & Legal Forces	Read Chapter 7.
8	Global Monetary System	Read Chapter 8.
9	Midterm Exam	
10	Global Market Entry & Assessment	Read Chapters 9 & 12. Assignment Page 250
11	Export & Import Operations	Read Chapters 13 & 14 Assignment Research Task Page 362
12	Organizational Design, Global Leadership Issues and Marketing Internationally,	Read Chapters 10, 11 & 15 Assignment Research Task Page 395
13	Supply Chain & IB HR	Read Chapters 16 & 17
Week	Topic	Assignment
14	Project Presentations	
15	Final Examinations	

**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.

**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.