

LINCOLN UNIVERSITY
BA 130 Introduction to International Business
COURSE SYLLABUS
Department of Business and Economics
Fall 2025

Lecture Schedule: Tuesday, 12:30 – 3:15 PM (10 min late is an absence) !!!!
Credit: 3 units
Level: Developed (D)
Prerequisite: BA 10
Instructor: Prof. Ken Germann, MBA, JD
Office Hours: TBA
E-mail: kgermann@lincolnuca.edu
Phone: (510) 628-8016
Home e-mail: kengermann@att.net
Home Phone: (510) 531-3082
Textbook: **International Business: The Challenge of Global Competition**
11th Edition by: D. Ball, W. McCulloch, M. Geringer, M. Minor and J. McNett
McGraw-Hill/Irwin, 2007, ISBN-13: 978-0073346885

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 OBJECTIVES

- * 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.

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 must complete and submit a plan for setting up a business operation 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 no make-up assignments.

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	
Oral 50	100 points
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	Ch. 1, 2
	Changes, Trade & FDI	
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
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 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.

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 171 countries.

Revised: August 05, 2025

COURSE LEARNING OUTCOMES¹

	Course LO	Program LO	Institutional LO	Assessment Activities
1	Understand and critically analyze the principles and realities of international trade as well as corresponding threats and opportunities for business and investment.	PLO 1	ILO 1a, ILO 2a, ILO 3a	Homework, participation in the in-class discussions; case studies; quizzes; midterm/final exams
2	Discuss and compare rationales and limitations of international financial and monetary systems as well as governmental trade policies.	PLO 2	ILO 1a, ILO 6a	Participation in the in-class discussions; case studies; quizzes;
4	Critically analyze risks and benefits of international business activities as related to global investment and marketing strategies.	PLO 4	ILO 3a, ILO 4a	Course project presentation, course project report; case studies

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