



LINCOLN UNIVERSITY

BA 130 – Introduction to International Business Course Syllabus Spring Semester 2013 (January 22 – May 13, 2013)

Course Number and Title: BA 130 – Introduction to International Business

Credit: 3 units (45 lecture hours)

Lecture Schedule: Mondays 12:30 PM – 3:15 PM

Instructor: Tesfaye Ketsela, Ph.D.

Contact: tketsela2@aol.com or tketsela@lincolnuca.edu, Tel: (510) 837-5078

Office hours: Mondays 11:30 AM – 12:30 PM and 3:30 – 4:30 PM

(Please call or email in advance for appointments)

Textbooks:

Main Textbook:

Luthans, Fred and Doh, Jonathan P., *International Management: Culture, Strategy and Behavior* (8th Edition), 2011, San Francisco: McGraw Hill.

ISBN-10: **0071086579**, ISBN-13: **978-0071086578**

Additional References:

Cavusgil, S.T, Knight G and Riesenberger, John R., *International Business: Strategy, Management and the New Realities* (2008), New Jersey: Prentice Hall.

ISBN-10: **0138146845**, ISBN-13: **978-0138146849**

Or 2nd Edition (2011); ISBN-10: **0136090982**, ISBN-13: **978-0136090984**

Course 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



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Learning Objectives:

Upon completion of this course, students will be able to:

- Discuss Beneficiaries of Globalization
- Explain the Political, Legal and Social Environments of international business
- Describe the Principles of International Law and their implication to business
- Define outsourcing and off shoring
- Compare and contrast different types of economic systems
- Analyze cases on the different topics covered
- Discuss country risk and how they affect international business
- Evaluate how cultural variables affect international business
- Explain the principles of negotiations
- Describe le how Strategic Management Principles are applied to International Business Management
- List Environmental Factors that affect International Business and evaluate each factor
- Discuss Entry Strategies and Organizational Structures

Methodology:

Class lecture supported by Power Point presentations will be used to provide students with the principles and concepts covered in the text as well as in various sources on relevant topics. Students are required to read the chapters assigned in advance of each class lecture. Cases relevant to the topic(s) covered will be given to students so that they analyze them in light of the principles and concepts learned. There will be class discussions and group presentation by students on the case analysis and internet assignments. Students will be expected to have access to computers and printers so that they download journal articles and do internet assignments.

Project:

There will be individual assignment on case analysis and article reviews. There will also be group assignments designed to enable students to work as a team and do presentations to class. These projects will include library research as well as field visits. The submission will be marked and points will be applied to the final grades. (See the percentage breakdown under “Grading”.)

Each group will be composed of members representing different countries, cultures, gender and other criteria so that students will be able to share diverse views based on their background and experience.

Code of Conduct: Students will be required to attend all classes and come to class on time. They are encouraged to participate in class discussions and show a cooperative attitude and behavior towards their class mates as well as the instructor. Copying the work of other students and presenting as one’s own work (plagiarism) will result in the student being dismissed from class.



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While in class, students must turn off their mobile phones or switch them to “Silent” mode so that there will be no disruption to the class.

Examination and Performance Assessment Policy:

There will be short quizzes during the week in order to encourage students to read the assignments in advance. There will also be a mid-term examination on the date indicated in the class activities or to be announced by the instructor in advance. The final examination will be given at the end of the class.

(Refer to “Schedule of Class Activities” included here on the last page.)

The examination will include multiple choice, fill-in-the-blank as well as discussion questions.

Grading Policy:

Assessment will be done as follows.

- **Class attendance and participation (15%)**
A daily record of attendance will be kept including a record of tardiness. Participation includes but not limited to:
 - a) Coming to class on time and staying in class (required)
 - b) Taking lecture notes (required)
 - c) Being attentive during lecture hours (expected and encouraged)
 - d) Asking and answering questions (encouraged unless directed to an individual)
 - e) Class presentations (individual and group – required)
 - f) Showing cooperation and taking an active part as a team member in group assignments (required)
- **Pop-quizzes (5%)** (*Short quizzes will be given to students at any time after class starts and the questions will be from the reading assignments given in advance.*)
- **Individual assignment submissions on case analyses (5%)**
- **Internet Assignment (5%)**
- **Mid-term examination (25%)**
- **Final Examination (45%)**

Examination papers will be corrected out of 100 and letter grades will be assigned as follows;

91% and above -----	A
86-90% -----	A -
81-85% -----	B+
76-80% -----	B
71-75% -----	B-
66-70% -----	C+
61-65% -----	C
56-60% -----	C-
46-55% -----	D
45% and below -----	F

If and when necessary, the grades can be adjusted to reflect a normal distribution curve.



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Course Schedule and Activities for BA 130: Introduction to International Business Spring Semester 2013 – January 22 to May 13, 2012

	Topics to be covered	Reading Assignments	Activities	Remarks
Week 1 Monday January 28 12:30 – 3:15 PM	<ul style="list-style-type: none"> Globalization Beneficiaries of globalization 	Chapters 1 and 2 in text	Lecture, class discussion, question and answer session	
Week 2 Monday February 4 12:30 – 3:15 PM	<ul style="list-style-type: none"> Political, Legal and Technological Environment The major role players in Political and Legal Systems Country Based Risks in Global Trade 	Read Chapter 3 for next class	Lecture, class discussion, question and answer session, Cases	Read references in Cavusgil et al. (2008)
Week 3 Monday February 11 12:30 – 3:15 PM	<ul style="list-style-type: none"> Ideologies in Political Systems Principles of International Law Ethics and Social Responsibility Corporate Social Responsibility (CSR) 	Read Chapter 4 for next class	Lecture, class discussion, question and answer session, Cases	Video Presentation on “The Corporation”
Week 4 Monday February 18 12:30 – 3:15 PM	<ul style="list-style-type: none"> Culture and its Characteristics 	Read Chapters 5 and 6 for next class	Lecture, class discussion, question and answer session	
Week 5 Monday February 25 12:30 – 3:15 PM	<p>Mid-term Exam 12:30 to 1:30</p> <ul style="list-style-type: none"> Managing Across Cultures Organizational Culture and Diversity Advantages and Disadvantages of Diversity 	Read Chapter 7	Lecture, class discussion, question and answer session, Cases	



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<p>Week 6 Monday March 4 12:30 – 3:15 PM</p>	<ul style="list-style-type: none"> • Building Multicultural team effectiveness • Cross-cultural communication and negotiation • Negotiation Tactics • Management Decision and Control • Motivation Across Cultures • Leadership Across Culture 	<p>Prepare for Presentation of your projects for the following day (March 11)</p>	<p>Lecture, class discussion, question and answer session</p>	
<p>Week 7 Monday March 11 12:30 – 3:15 PM</p>	<p>Monday: Human Resource Selection and Development Across Cultures – Presentation of Internet projects for BA 130 students Presentation of Group Projects (BA316 students) and Presentation of Individual Projects for BA416 students</p>	<p>Read Chapter 8</p>	<p>Presentations followed by class discussion question and comments</p>	
<p>Week 8 Monday March 18 12:30 – 3:15 PM</p>	<p>Strategic Formulation and Implementation:</p> <ul style="list-style-type: none"> • Strategic Management • Steps in formulating strategies • Implementation 	<p>Read Chapter 9</p>	<p>Lecture, class discussion, question and answer session</p>	
<p>Week 9 Monday March 25 12:30 – 3:15 PM</p>	<p>Entry Strategies</p> <ul style="list-style-type: none"> • Organizational Structures and Characteristics 	<p>Read Chapter 10</p>	<p>Lecture, class discussion, question and answer session</p>	
<p>Week 10 Monday April 1 12:30 – 3:15 PM</p>	<p>Managing Political Risk and Government Relations</p> <ul style="list-style-type: none"> • Alliances and challenges 	<p>Read Chapter 11</p>		
<p>Week 11 Monday April 8 12:30 – 3:15 PM</p>	<p>Decision and Control</p> <ul style="list-style-type: none"> • Process • Cultural factors affecting decisions • Control process • Performance Evaluation 	<p>Read Chapter 12</p>	<p>Lecture, class discussion, question and answer session</p>	
<p>Week 12 Monday April 15 12:30 – 3:15 PM</p>	<p>Motivation Across Cultures</p> <ul style="list-style-type: none"> • Motivation Principles and practices • Selected Theories of Motivation 	<p>Read Chapter 13</p>	<p>Lecture, class discussion, question and answer session</p>	



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Week 13 Monday April 22 12:30 – 3:15 PM	Leadership Across Cultures <ul style="list-style-type: none"> Principles and practices of Leadership Leadership from an International Perspectives 	Read Chapter 14	Lecture, class discussion, question and answer session	
Week 14 Monday April 29 12:30 – 3:15 PM	Human Resource Mgmt <ul style="list-style-type: none"> Practices in an international setting Selection criteria and procedures for international assignments 	Review chapters covered for revision (next class)	Lecture, class discussion, question and answer session	
Week 15 Monday May 6 12:30 – 3:15 PM	Revision of Chapters covered and complete any unfinished work			
Week 16 Monday May 13 12:30 – 3:15 PM	Final Examination			

Please note that the above schedule for lectures, examination dates and other activities can be changed, modified or revised if unforeseen circumstances dictate so or the changes could be justified to address the needs of students. Any change to be made will be communicated to the students in advance.

Revised: 1/14/2013