



LINCOLN UNIVERSITY

Course No. BA 130
Course Title: INTRODUCTION TO INTERNATIONAL BUSINESS
Instructor: Allan Samson Class Hours: Three (M & W, 3:30 – 6:15 PM)
Credit: 3 units = 45 lecture hours Office Hours: M & W at 3 PM or by appointment
Semester: Spring 2016 Phone: (415) 391-4949
Contact: Allan Samson Email: allan.samson@sbcglobal.net

Textbooks:

Charles W.L. Hill, Global Business Today, 8th ed. (2013), McGraw-Hill
ISBN-13: 978-0078112621, ISBN-10: 0078112621

Schaffer, Agusti, Dhooge & Earle, International Business Law and its Environment, 8th ed. (2011), South-Western Cengage Learning
ISBN-13: 978-0538473613, ISBN-10: 0538473614

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

Course Learning Objectives:

Understanding the effect of globalization on international trade and investment.
Considering the economic theories that influence international trade and investment.
Considering the influence of sovereign wealth funds and the role of the state.
Evaluating the pattern of "Race to the Bottom" to take advantage of lower wage levels in underdeveloped countries.
Understanding the importance of international business law

Methodology:

Students are expected to read the assigned chapter and articles and case studies before each class. Case studies and hypothetical problems will comprise a part of each class session. Students will consider the case studies individually and in teams. Many of the case studies and articles will be available by downloading from their computers.

Case studies and articles will be sent to the students' e-mail addresses several days before class. Hard copies of some cases will be provided a week before.

There will be class discussions and group presentations by students on the case studies and articles.

Project:

Case study problems will be assigned to students on an individual basis and on a group basis. Answers will be turned in and graded.

There will be a final project on a topic to be decided by the students and the professor. The projects will be presented by teams on the next to last day of class. The project paper will be submitted before the end of the semester. The project will comprise approximately 20 per cent of the final grade.

Students' work is expected to be original.

Testing:

There will be one mid-term examination and one final examination. Both will be essay examinations. Homework assignments will be turned in.

Grading:

Grading will be based on the following criteria:

Mid-term	: 30 per cent
Final Examination	: 40 per cent
Participation and Attendance	: 10 per cent
Presentation	: 20 per cent

Grading Standard:

100-95	A	76-74	C
94-90	A-	73-70	C-
89-87	B+	69-67	D+
86-84	B	66-60	D
83-80	B-	Below 60	F
79-77	C+		

Classroom Protocol:

Courtesy is expected. This includes no cell phone usage. Excessive talking will be punished by immediate beheading.

Course Calendar and Assignments:

The assigned material for each date should be read before the class with the exception of the first class. Class participation in discussing the material and case studies and hypothetical questions is expected.

February 22: Topical Problems in International Business

- 2002 Globalization Revisited
Sen, "How to Judge Globalism" (The American Prospect, Winter
Bremmer, "The New Rules of Globalization" (HBR-February 2014)
The Economist: "The Gated Globe" (October 12, 2013)
- Income Inequality
The Economist: Capitalism and Inequality (October 13, 2012)
- Outsourcing, Offshoring and Resourcing: What Next?
"The Economist: "Outsourcing and Offshoring (January 19, 2013)
Porter and Rivkin, "Choosing the U.S., (HBR-March 2012)

February 24: Topical Problems in International Business (continued)

- Fortune at the Bottom of the Pyramid?
Prahalad and Hammond, "Serving the World's Poor *Profitably*:"
(HBR-Sept. 2002)
- Kapur, Dawar & Ahuja, "Unlocking the Wealth in Rural Markets,"
(HBR-June 2014)
- Kay and Lewenstein, "The Problem with the 'Poverty Premium'"
(HBR-April 2013)

February 29: Topical Problems in International Business (continued)

- Technology and Automation
The Economist: The Third Great Wave (October 4, 2014)
- Global Warming
The Economist: Clear Thinking on Climate Change
(Nov. 28-Dec. 4, 2015-)

- March 2:** **International Business Law: Chapter 3**
- March 7:** **International Business Law: Chapters 16 and 18 (excluding pp. 577-586)**
- March 9:** **Class Presentations**
- March 14:** **Final Examination**

Faculty Information:

Professor Samson has a B.A. in Economics from the University of Illinois, an M.A. in Economic Development from the East-West Center of the University of Hawaii, a Ph.D. in Political Science from the University of California-Berkeley, and a J.D. from the University of San Francisco.

He has been professor at Lincoln University since 2001 and has taught Business Ethics at Lincoln University for the past six years.

He is Chairman of the Board of Trustees at Lincoln University.

He is a practicing attorney in San Francisco.

Syllabus Updated:

January 13, 2016