



# LINCOLN UNIVERSITY

Course No. BA 317  
Course Title: POLITICAL AND LEGAL ASPECTS OF 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 2017                      Phone: (415) 391-4949  
Contact: Allan Samson                      Email: allan.samson@sbcglobal.net

## **Textbooks:**

**Charles W.L. Hill, Global Business Today, 9th ed. (2016), McGraw-Hill**  
ISBN-978-0-07-811291-1,

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

## **Course Description:**

The course includes: analysis of political, military, economic and ideological factors affecting the behavior of states and the conduct of transnational business, with particular attention to multinational enterprises, formulation of foreign policy processes, including economic and trade policies. It also includes: analysis of international legal systems, with particular emphasis on business disputes arising from anti-trust laws; contracts and agreements; tariff liabilities; nationalization problems; procedures for arbitration and settlement. (3 units)

## **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

**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.

**Assignments (there will be discussion of selected Opening and Closing Cases, Critical Thinking and Discussion Questions, Country Focus Questions, and Management Focus Questions in each chapter)**

**Date**

**Jan. 18: Chapter 1: (Globalization)**

**:Jan. 23: Chapter 2: (National Differences in Political, Economic, Legal Systems)**

**Chapter 3: . (National Differences in Economic Development)**

**Jan. 25: Chapter 4: (Differences in Culture-)**

**Chapter 5 (Ethic, Corporate Social Responsibility and Sustainability)**

**Jan. 30: Chapter 7: (Government Policy and International Trade)**

**The following articles can be accessed in: <https://goo.gl/cGoWzL>**

NYT article on hormone-treated beef

NYT articles on competition between Boeing and Airbus

Articles on the choice between encouraging free trade or protecting turtles and the environment

(WTO: "India, etc. v. US: 'shrimp-turtle'")

(WTO: "The environment: a specific concern")

**Feb. 1: Continuation of Government Policy and International Trade**

Selected readings will be assigned to cover defenses and criticisms of international trade, globalization, and international treaties such as Trans Pacific Partnership and NAFTA

**Feb. 6: Chapter 8 (Foreign Direct Investment)**

**Feb. 8 Mid-Term**

**Feb. 13 Chapter 12: (The Strategy of International Business)**

**Feb. 15 Chapter 13: (Entering Foreign Markets)**

**Feb. 20**                      **Topical Problems in International Business**

**The following articles can be accessed in:** <https://goo.gl/cGoWzL>

- 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)  
Schuman: "The World is Still Flat" (Bloomberg: July 13, 2016)  
The Economist: "State Capitalism" (Jan. 21, 2012)
- Income Inequality  
The Economist: Capitalism and Inequality (October 13, 2012)

**Feb. 22**                      **Topical Problems in International Business (continued)**

- Outsourcing, Offshoring and Resourcing: What Next?  
"The Economist: "Outsourcing and Offshoring (January 19, 2013)  
Porter and Rivkin, "Choosing the U.S., (HBR-March 2012)
- 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)

**Feb. 27:**                      **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 1:**           **International Business Law: Chapter 3**
- March 6:**           **International Business Law: Chapters 16 and 18 (excluding  
pp. 577-586**
- March 8:**           **Class Presentations**
- March 13:**         **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 nine years.

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

He is a practicing attorney in San Francisco.

### **Syllabus Updated:**

January 3, 2017