



# Lincoln University

## BA 317 – Political and Legal Aspects of International Business

### COURSE SYLLABUS Fall, 2018

**Instructor:** Prof. Allan Samson, PhD  
**Lecture Schedule:** Monday / Wednesday 3:30 PM – 6:15 PM  
**Credits:** 3 units / 45 lecture hours  
**Level:** Mastery 2 (M2)  
**Office Hours:** Monday / Wednesday, 3:00 PM – 3:30 PM  
**e-mail:** allan.samson@sbcglobal.net  
**Phone:** (415) 391-4949

**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)

**Last Revision:** August 3, 2018

### COURSE DESCRIPTION

The course includes: analysis of political, 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 contracts and agreements; tariff liabilities; nationalization problems; procedures for arbitration and settlement. (3 units)

### EDUCATIONAL 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

## COURSE LEARNING OUTCOMES<sup>1</sup>

	<b>Course Learning Outcome</b>	<b>Assessment Activities</b>
<b>1</b>	Understand the effect of globalization on international trade and investment.	Assess the positive and negative effects of globalization in specific circumstances
<b>2</b>	Consider government trade policies and their effects on international trade.	Assess trade policies such as tariffs, subsidies, import quotas and anti-dumping policies.
<b>3</b>	Consider policies such as Outsourcing and Race to the Bottom.	Assess the effects of outsourcing and Race to the Bottom.
<b>4</b>	Consider the various ways to enter foreign markets.	Assess early and late entry strategies; assess advantages and disadvantages of exporting, turnkey projects, licensing, franchising, joint ventures and wholly owned subsidiaries.
<b>5</b>	Consider the role of ethics in international business.	Assess the feasibility and effectiveness of corporate social responsibility policies.
<b>6</b>	Consider the importance of international business law.	Assess the efficacy of international legal agreements such as arbitration agreements, forum selection clauses, international anti-bribery laws, theories and practice of expropriation and nationalization, and foreign sovereign immunity.

## 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 groups.

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

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 [Center for Teaching and Learning](http://ctl.lincolnuca.edu) website (ctl.lincolnuca.edu).

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<sup>1</sup> Detailed description of learning outcomes and information about the assessment procedure are available at the [Center for Teaching and Learning](http://ctl.lincolnuca.edu) website (ctl.lincolnuca.edu).

## 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 POLICY

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 SCHEDULE 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.*

### Class

### Topic

**Aug. 20:** Chapter 1: (Globalization)

**:Aug. 22:** Chapter 2: (National Differences in Political, Economic,  
Legal Systems)

Economist, "State Capitalism (January 21, 2012)  
Can be accessed at [goo.gl/cGoWzL](https://goo.gl/cGoWzL)

**Aug. 27:  
Development)**

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

**Aug. 29:**

**Chapter 4: (Differences in Culture-)**

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

**Sept. 3:**

**No Class**

**Sept. 5:**

**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")

NYT article on international technology trade competition  
between the U.S. and China

**Sept. 10:**

**Chapter 8 (Foreign Direct Investment)**

**Sept. 12:**

**Mid Term**

**Sept. 17:**

**Chapter 12: (The Strategy of International Business)**

**Sept. 19:**

**Chapter 13: (Entering Foreign Markets)**

**Sept. 24:**

**Topical Problems in International Business**

**Globalization and its Discontent::**Video of Joseph

Stiglitz

be  
will

**Robotization and Employment:** Video: “Be Afraid,  
Very Afraid: the Robots are Coming and they  
Destroy our Livelihood”

**Sept. 26: Topical Problems in International Business (continued)**  
**The following articles can be accessed at:**

<https://goo.gl/cGoWzL>

Income Inequality  
The Economist: “Capitalism and Inequality” (October 12,  
2012)

Globalization Revisited  
Sen, “How to Judge Globalism” (The American Prospect,  
2002  
Winter  
2014)  
Bremmer, “The New Rules of Globalization” (HBR-February

The Economist: “The Gated Globe” (October 13, 2012)

Outsourcing, Offshoring and Resourcing: What next?  
The Economist: “Outsourcing and Offshoring (January 19,  
2013)

**Oct. 1: International Business Law: Chapter 3**

**Oct. 3 International Business Law: Chapters 16 and 18 (excluding  
pp. 577-586**

**Oct. 8 Class Presentations**

**Oct. 10: 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 B>A. 317 at Lincoln University for the past 12 years.

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

He is a practicing attorney in San Francisco.