



# Lincoln University

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

### COURSE SYLLABUS Spring, 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:** January 14, 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>

	Course LO	Program LO	Institutional LO	Assessment
1	Identify and be able to effectively communicate to stakeholders the risks and opportunities stemming from political and legal environment in foreign markets	PLO 3	ILO 2b, ILO 7b	Case studies, Class discussion, Group presentation
2	Be able to make a qualified decision regarding the selection of the foreign market entry mode	PLO 4	ILO 4b, ILO 5b, ILO 6b	Case studies, Class discussion, Group presentation
3	Understand the significance of international business law in devising organization's strategy	PLO 5	ILO 4b, ILO 5b	Case studies, Class discussion, Group presentation
4	Be able to identify ethically charged business decisions and approach them using appropriate normative ethical theories as well as modern stakeholder management principles	PLO 6	ILO 3b	Case studies, Class discussion, Group presentation

## 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 and articles will be available by downloading from their computers.

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).

## 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.

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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).

## 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

- 1: Chapter 1: Globalization
- 2: Chapter 2: National Differences in Political, Economic, Legal Systems.  
  
Economist, "State Capitalism (January 21, 2012)  
Can be accessed at [goo.gl/cGoWzL](http://goo.gl/cGoWzL)
- 3: Chapter 3: National Differences in Economic Development
- 4: Chapter 4: Differences in Culture  
Chapter 5: Ethic, Corporate Social Responsibility and Sustainability
- 5: No Class

**6:** 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

**7:** Chapter 8: Foreign Direct Investment

**8:** Mid Term

**9:** Chapter 12: The Strategy of International Business

**10:** Chapter 13: Entering Foreign Markets

**11:** Topical Problems in International Business

Globalization and its Discontent;;Video of Joseph Stiglitz

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

**12:** 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, Winter 2002)

Bremmer, “The New Rules of Globalization” (HBR-February 2014)

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

Outsourcing, Offshoring and Resourcing: What next?

The Economist: “Outsourcing and Offshoring (January 19, 2013)

**13:** International Business Law: Chapter 3

International Business Law: Chapters 16 and 18 (excluding pp. 577-586)

**14:** Class Presentations

**15:** 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.