



# Lincoln University

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

### COURSE SYLLABUS Fall 2019

**Instructor:** Dr. Allan Samson, PhD, JD  
**Lecture Schedule:** Monday, 6:30 PM – 9:15 PM  
**Credits:** 3 units / 45 lecture hours  
**Level:** Mastery 1 (M1)  
**Office Hours:** By appointment  
**e-mail:** [allan.samson@sbcglobal.net](mailto:allan.samson@sbcglobal.net)  
**Phone:** (415) 391-4949  
**Textbook:** 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)  
**Prerequisite:** *None*  
**Last Revision:** August 2, 2019

### CATALOG DESCRIPTION:

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

### 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.

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

	<b>Course LO</b>	<b>Program LO</b>	<b>Institutional LO</b>	<b>Assessment activities</b>
1	Understand the effect of globalization on international trade and investment.	PLO 1	ILO 1b, ILO 2b, ILO 7b	Assess the positive and negative effects of globalization in specific circumstances
2	Consider government trade policies and their effects on international trade.	PLO 2	ILO 1b, ILO 2b, ILO 4b	Assess trade policies such as tariffs, subsidies, import quotas and anti-dumping policies.
3	Consider policies such as Outsourcing and Race to the Bottom.	PLO 3	ILO 1b, ILO 2b, ILO 7b	Assess the effects of outsourcing and Race to the Bottom.
4	Consider the various ways to enter foreign markets.	PLO 2	ILO 1b, ILO 2b, ILO 4b	Assess early and late entry strategies; assess advantages and disadvantages of exporting, turnkey projects, licensing, franchising, joint ventures and wholly owned subsidiaries.
5	Consider the role of ethics in international business.	PLO 6	ILO 3b	Assess the feasibility and effectiveness of corporate social responsibility policies.
6	Consider the importance of international business law.	PLO 2	ILO 1b, ILO 2b, ILO 4b	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.

**INSTRUCTIONAL METHODS**

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.

<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).

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 PRESENTATION:**

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. Questions on ethical case studies will be given and answered in class.

### **GRADING**

Grading will be based on the following criteria:

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

### **Grading Standard:**

Grade	A	A-	B+	B	B-	C+	C	C-	D+	D	F
Points	95-100	90-94	87-89	84-86	80-83	77-79	74-76	70-72	67-69	60-66	0-59

### **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.

<u>Date</u>	<u>Assignments</u>
<b>Aug 19:</b>	<b>Chapter 1: (Globalization)</b>
<b>Aug 26:</b>	<b>Chapter 2: (National Differences in Political, Economic, Legal Systems)</b>  Economist, “State Capitalism (January 21, 2012) Can be accessed at <a href="https://goo.gl/cGoWzL">goo.gl/cGoWzL</a>
<b>Sep 2:</b>	<b>No Class (Labor Day)</b>
<b>Sep 9:</b>	<b>Chapter 3: (National Differences in Economic Development)</b>
<b>Sep 16:</b>	<b>Chapter 4: (Differences in Culture)</b>  <b>Chapter 5: (Ethic, Corporate Social Responsibility and Sustainability)</b>
<b>Sep 23:</b>	<b>Chapter 7: (Government Policy and International Trade)</b>  <b>The following articles can be accessed in:</b> <a href="https://goo.gl/cGoWzL">https://goo.gl/cGoWzL</a> 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
<b>Sep 30:</b>	<b>Chapter 8: (Foreign Direct Investment)</b>
<b>Oct 7:</b>	<b>Mid Term</b>
<b>Oct 14:</b>	<b>Chapter 12: (The Strategy of International Business)</b> <b>Chapter 13: (Entering Foreign Markets)</b>

- Oct 21: 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”
- Oct 28: 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)
- Nov 4: International Business Law: Chapter 3**
- Nov 11: No Class (Veterans Day)**
- Nov 18: International Business Law: Chapters 16 and 18 (excluding pp. 577-586)**
- Nov 25: Presentations**
- Dec 2: 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 13 years.

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

He is a practicing attorney in San Francisco.