



Lincoln University

BA 417 – Political and Legal Aspects of International Business

COURSE SYLLABUS Spring, 2026

Instructor: Prof. Arthur Ashurov, Ph.D.

Lecture Schedule: Thursday, 3:30 PM – 6:15 PM

Credits: 4 units (3 units / 45 lecture hours + 1-unit individual research project)

Level: Mastery 2 / Research (M2R)

Office Hours: Thursday, 11:45 AM – 12:30 PM by appointment

E-mail: ashurov@lincolnca.edu

Phone: (510) 628-8010

Textbook: S. Tamer Cavusgil, Gary Knight, John R. Riesenberger “International Business: The New Realities”, 5th Edition, Pearson Prentice Hall, 2020, ISBN-13: 9780135173961

Last Revision: 01/03/26

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 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. A one-unit written research project and its oral presentation are required for the course. (4 units)

EDUCATIONAL OBJECTIVES

Upon successful completion of this course students will be able to:

1. Examine political, economic, geographic, and cultural forces that shape a global competitive context
2. Analyze global industries, identify capabilities, and develop plans for competing
3. Assess how companies innovate and compete in global markets and develop and implement a global strategy
4. Define key ideas and concepts in the field of international business
5. Identify various types of political, legal and economic systems as well as corresponding threats and opportunities for business and investment

6. Analyze cultural variables and their effect on business activities
7. Discuss and compare rationales and limitations of international financial and monetary systems as well as governmental trade policies
8. Critically analyzing risks and benefits of international business as related to global investment and marketing strategies

COURSE LEARNING OUTCOMES¹

| | Course LO | Program LO | Institutional LO | Assessment Activities |
|---|--|------------|------------------------------|---|
| 1 | Demonstrate an ability to understand and apply the concepts and applications of International Business. | PLO 1 | ILO 1c, ILO 2c | Homework, participation in the in-class discussions; case studies; quizzes; midterm/final exams. |
| 2 | Demonstrate essential skills of managing and improving operations decisions in international manufacturing and service organizations. | PLO 2 | ILO 1c, ILO 2c, ILO 4c | Participation in the in-class discussions; case studies; quizzes. |
| 3 | At the end of the course students will be able to demonstrate working knowledge of a variety of methods and tools used in managing and improving international business decisions. | PLO 3 | ILO 2c, ILO 7c | Course project presentation, course project report; case studies; quizzes. |
| 4 | Be able to effectively organize team in working on a project, assign responsibility, delegate and lead. | PLO 5 | ILO 4c, ILO 5c | Course project presentation; case studies |

INSTRUCTIONAL METHODS

This is a direct classroom instruction course.

The course will be conducted in the form of lectures and interactive discussions on the present small business entrepreneurial thinking and management practice. Case studies will be provided.

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 [LU Library](http://lincolnuca.libguides.com) website (lincolnuca.libguides.com).

¹ Detailed description of learning outcomes and information about the assessment procedure are available at the [Learning Outcomes Assessment](#) section of LU website.

ATTENDANCE

Students are expected to attend each class section. If you cannot attend a class due to a valid reason, please notify the instructor prior to the class.

DROPPING THE CLASS

If you decide not to continue in the class, please call or go to Admissions and Records and drop by yourself. You do not need to involve the instructor. **Do not assume that the instructor will drop you for not attending the class.**

GRADING POLICY

Grades will be earned as follows:

| Grade Structure | Points |
|-------------------------------------|---------|
| Team Presentation + Team Evaluation | 70 + 30 |
| Attendance | 30 |
| Participation in the Class | 45 |
| Midterm Exam | 100 |
| Final Exam | 100 |
| Individual Project | 125 |
| Total Points | 500 |

Your grade will be determined as follows:

| Points Earned | Letter Grade |
|---------------------------|--------------|
| 460-500; 440-459 | A; A- |
| 420-439; 400-419; 380-399 | B+; B; B- |
| 360-379; 340-359; 320-339 | C+; C; C- |
| 280-319 | D |
| <280 | F |

EXAMS

We will have two exams: midterm and final exam during the semester. Exams will cover all the assigned chapters, any additional readings or supplementary materials covered in class. The exams are not “open book” or “open notes”.

Students may use a dictionary during exams.

Students need to complete missing assignments and tests or retake the course.

Absolutely NO makeup tests and projects are allowed.

OTHER COMMENTS

- Please participate. What you put into the class will determine what you get out of it – and what others get out of it.
- Please come on time. Late arrivals disturb everyone else. Attendance will be taken **15 minutes** after the beginning of each class.
- Students may not read other materials (newspapers, magazines) during class.
- Students are to remain in class during the entire session except for breaks. **Students are not allowed to come and go during class sessions.**
- If you miss a class, you are responsible for getting notes/slide printouts on the covered material from a classmate or the instructor.

- To avoid distracting noise in class, cellular phones **must** be turned off or the ringing mode silenced.
- All class participants are expected to exhibit respectful behaviors to other students and the instructor. All students have the right and privilege to learn in the class, free from harassment and disruption. Inappropriate or disruptive behavior will not be tolerated, nor will it be lewd or foul language

CLASS SCHEDULE

| Date | Focus of Discussion | Homework Assignment |
|------------------|--|---|
| Th: 01/29 | Introduction. What is International Business? The Nature of International Trade. Risks in Internationalization. | Ch. 1 One-Unit Project Assignment. |
| Th: 02/05 | Globalization of Markets and the Internationalization of the Firm. | Ch. 2 |
| Th: 02/12 | The Cultural Environment of International Business. Ethics, Corporate Social Responsibility, Sustainability, and Governance in International Business. | Ch. 3, 4 Case 1- reading and answering questions in writing. |
| Th: 02/19 | Theories of International Trade and Investment. | Ch. 5 |
| Th: 02/26 | Political and Legal Systems in National Environments. | Ch. 6 Case 2. |
| Th: 03/05 | Government Intervention and Regional Economic Integration. Understanding Emerging Markets. Midterm Exam Preview | Ch. 7, 8 Case 3 |
| Th: 03/12 | Midterm Exam – 2 hours Covers: Chapters 1 – 8 | |
| Th: 03/19 | NO CLASS | |
| Th: 03/26 | The International Monetary and Financial Environment | Ch. 9 |
| Th: 04/02 | Financial Management and Accounting in the Global Firm. | Ch.10 |
| Th: 04/09 | Strategy and Organization in the International Firm | Ch. 11. Case 4 |
| Th: 04/16 | Global Market Opportunity Assessment. Exporting and Global Sourcing | Ch. 12, 13 |
| Th: 04/23 | Foreign Direct Investment and Collaborative Ventures. Licensing, Franchising, and Other Contractual Strategies | Ch. 14, 15 Case 5 |
| Th: 04/30 | Marketing in the Global Firm. HR Management in the Global Firm. | Ch. 16, 17 |
| Th: 05/07 | Team Project Presentations. Final Exam Preview. | |
| Th: 05/14 | Final Exam - 2 hours. Covers: Chapters 9 - 17 | |

NOTE: This schedule can be changed if needed

INDIVIDUAL RESEARCH PROJECT (1 unit)

Each student registered for a 400-level course must complete a one-unit research project in addition to the coursework described in this syllabus. The specific topic will be assigned by the instructor.

The project requires 45 hours of independent study with regular consultations in accordance with the schedule determined by the instructor. The project work results in a written report (not less than 15 pages; APA style) and an oral presentation during the class session.

Evaluation of the student's work on the Individual Research Project will be done using the following rubric:

| WRITTEN REPORT | | | | |
|-----------------------------------|---|---|--|---|
| | <i>Exceeds Standards</i> | <i>Meets Standards</i> | <i>Does Not Meet Standards</i> | <i>Not Present</i> |
| <i>Research Problem Statement</i> | The statement of a research problem is crystal clear, novel, and thought provoking | Clearly and concisely identifies a research problem | The statement of a research problem is incomplete, lacking precision. | The statement of a research problem is absent. |
| <i>Organization</i> | The report is logically organized; ideas are exceptionally well-developed and support a thoughtful and engaging conclusion. | The development of ideas is present; the conclusion is effective and directly addresses the original thesis. | Organization is confusing, disjointed, and inconsistent; ideas, if present, are not developed; the conclusion is vague and/or does not address the original thesis. | The report lacks organization |
| <i>Sources and formatting</i> | A variety of high-quality sources are used; all factual claims are supported with citations. The report follows the APA style guidelines. | A few high-quality sources are used; most factual claims are supported with citations. The report mostly follows the APA style guidelines. | Sources used are of a questionable quality; factual claims are not supported. Use of APA style is inconsistent. | Sources are not identified or of poor quality; factual claims are unsubstantiated. The report is poorly formatted |
| PRESENTATION | | | | |
| | <i>Exceeds Standards</i> | <i>Meets Standards</i> | <i>Does Not Meet Standards</i> | |
| <i>Style and Organization</i> | Presentation is clear, confident, and fully engaging; the use of visual aids enhances its effectiveness; the presentation is well timed and structured. | The presentation is clear; the use of visual aids is not detrimental to audience engagement; all necessary components are given appropriate time. | Presentation lacks clarity, no attempt is made to engage the audience; visual aids are haphazard and distracting; lack of structure results in an inefficient use of time. | |
| <i>Questions and Answers</i> | A Student demonstrates extensive knowledge of the topic by providing confident, precise, and appropriate responses to all audience questions. | A student demonstrates knowledge of the topic by responding adequately to questions of the audience. | A student demonstrates a lack of knowledge of the topic by responding inaccurately and inappropriately to audience questions. | |