

**INTRODUCTION TO INTERNATIONAL BUSINESS
(B.A. 130)**

Fall 2009: Tuesday 3:30 p.m. - 6:15 p.m.

COURSE SYLLABUS

Professor: Allan Samson
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Required Textbook: Global Business Today, 6th ed., Charles W.L. Hill, McGraw-Hill

This course will consider the political, economic, cultural, and legal aspects of international business. It will consider the advisable ways to conduct international business - whether through exports, foreign direct investment, licensing, franchising, or joint ventures. It will consider important issues of international business ethics, political risks, and investment strategies.

Should you think twice about buying a pair of Nike shoes?? Can you shop at Wal-Mart in good conscience?? What strategies should you follow if you were the international business lawyer for a French company which wanted to open up French supermarkets in China?? What strategies would you advise if you were the Chinese government lawyer in charge of allowing the French supermarkets to open?? What is globalization?? How unstoppable a force is globalization?? What is outsourcing?? Is political ideology important any longer in international business?? Is democracy beneficial for international development??

All of these questions and more will be subjects for the class.

Two or three members of the class will present a project/presentation on an aspect of international business. The subject of the project/presentation will be decided on by the students in consultation with the professor. The topic should be on an important issue concerning an international business topic. It could concern a specific company or companies or it could concern a specific topic, such as international business ethics, corruption, transparency or any one of many other topics.. The choice will be yours.

Attendance;

Students are expected to attend each class session. If you are not able to attend, please give prior notice or present your own death certificate.. Please come on time. Attendance will be taken 10-15 minutes after the class begins. Class participation is encouraged and will comprise part of the student's grade. Lack of fluency in English will not be a problem. I will understand what you mean.

CLASS SCHEDULE

All chapters in Global Business Today have an Opening Case, a Closing Case, A Country or a Management Focus Case, and Critican Thinking and Discussion Questions. Students will be expected to analyze and answer all Discussion questions.

August 23: Chapter 1

September 1: Chapter 2

September 8: Chapter 3

September 15: Chapter 4

September 22: Chapter 5

September 29: Chapter 6

October 6: Chapter 7

October 13: (NO CLASS)

October 20: Mid-Term

October 27: Chapter 11

November 3: Chapter 12

November 10: Chapters 13 and 14

November 17: Selected readings on International Business Law
(will be provided to class)

November 24: Selected readings on International Business Law
(will be provided to the class)

December 1: Selected readings on Globalization (will be provided to the class)

December 8: Team presentations

Exams

There will be one mid-term and one final. The exams will be "closed book."

Grading Policy

The grade structure will be as follows:

Attendance	10 per cent
Participation	20 per cent
Mid-Term	20 per cent
Final Exam	30 per cent
Team Presentation	20 per cent