



Lincoln University

BA 171 – Business and Society

COURSE SYLLABUS

Fall 2020

- Instructor:** Dr. Allan Samson, PhD, JD
Lecture Schedule: Wednesday, 12:30 PM – 3:15 PM
Credits: 3 units / 45 lecture hours
Level: Developed (D)
Office Hours: By appointment
e-mail: allan.samson@sbcglobal.net
Phone: (415) 235-4959
- Textbook:** **Charles W.L. Hill, I.G. Hult, Global Business Today**, 10th ed. (2018), McGraw-Hill ISBN-978-1-259-68669-6,
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:** *BA 10*
Last Revision: July 28, 2020

CATALOG DESCRIPTION

The firm will be viewed as a component of a pluralistic society and the various relationships explored. Emphasis is on the role of business, relationship to different value systems, historical development of American business enterprise, social responsibility in various areas, and future forces, which may shape the growth and development of business.

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 OUTCOMES¹

	Course LO	Program LO	Institutional LO	Assessment activities
1	Understand the effect of globalization on international trade and investment.	PLO 1	ILO 1a, ILO 2a, ILO 7a	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 1a, ILO 2a, ILO 4a	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 1a, ILO 2a, ILO 7a	Assess the effects of outsourcing and Race to the Bottom.
4	Consider the various ways to enter foreign markets.	PLO 2	ILO 1a, ILO 2a, ILO 4a	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 3a	Assess the feasibility and effectiveness of corporate social responsibility policies.
6	Consider the importance of international business law.	PLO 2	ILO 1a, ILO 2a, ILO 4a	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.

¹ 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).

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.

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	CR	NC
Points	95-100	90-94	87-89	84-86	80-83	77-79	74-76	60-73	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>
Aug 26:	Chapter 1: (Globalization)
Sep 2:	Chapter 2: (National Differences in Political, Economic, Legal Systems) Economist, “State Capitalism (January 21, 2012) Can be accessed at goo.gl/cGoWzL
Sep 9:	Chapter 3: (National Differences in Economic Development)
Sep 16:	Chapter 4: (Differences in Culture) Chapter 5: (Ethic, Corporate Social Responsibility and Sustainability)
Sep 23:	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
Sep 30:	Chapter 8: (Foreign Direct Investment)
Oct 7:	Mid Term
Oct 14:	Chapter 12: (The Strategy of International Business) Chapter 13: (Entering Foreign Markets)
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: No Class (Fall Recess)

Dec 2: Presentations

Dec 9: 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.

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

He is a practicing attorney in San Francisco.