



Lincoln University

BA 130 II – Introduction to International Business

COURSE SYLLABUS Spring 2021

Instructor: Dr. Allan Samson, PhD, JD
Lecture Schedule: Tuesday, 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) 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: BA 10
Last Revision: January 13, 2021

CATALOG DESCRIPTION

The varied dimensions of doing business abroad will be covered in terms of patterns of international trade, foreign investments, social and political frameworks, the economic environment, national and international constraints, and problems of general management associated with planning, financing, marketing, personnel, and legal requirements. (3 units) *Prerequisite: BA 10*

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	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 2a, ILO 7a	Case studies, Class discussion, Group presentation
2	Be able to design and conduct a research aimed at answering questions related to political and legal environment of international business.	PLO 4	ILO 4a, ILO 5a, ILO 6a	Individual research project
3	Understand the significance of international business law in devising organization's strategy.	PLO 5	ILO 4a, ILO 5a	Case studies, Class discussion, Group presentation
4	Be able to effectively organize and participate in the work of cross-cultural team.	PLO 6	ILO 4a ILO 5a	Case studies, Class discussion, Group presentation
5	Be able to identify ethically charged business decisions and approach them using appropriate normative ethical theories as well as modern stakeholder management principles.	PLO 7	ILO 3a, ILO 7a	Case studies, Class discussion, Group presentation.

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

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).

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
Total	: 100 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>
Feb. 2:	Chapter 1: (Globalization)
Feb. 9:	Chapter 2: (National Differences in Political, Economic, Legal Systems) Economist, “State Capitalism (January 21, 2012) Can be accessed at goo.gl/cGoWzL
Feb. 16:	Chapter 3: (National Differences in Economic Development)
Feb. 23:	Chapter 4: (Differences in Culture)
March 2:	Chapter 5: (Ethic, Corporate Social Responsibility and Sustainability)
March 9:	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
March 16:	Chapter 8: (Foreign Direct Investment)
March 23:	Mid Term
March 30:	Chapter 12: (The Strategy of International Business) Chapter 13: (Entering Foreign Markets)
April 6:	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”

April 13: **Topical Problems in International Business (continued)**
The following articles can be accessed at:
<https://goo.gl/cGoWzL>

Income Inequality

The Economist: “Capitalism and Inequality” True Progressivism (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)

April 20: **International Business Law: Chapter 3**

April 27: **International Business Law: Chapters 16 and 18 (excluding pp. 577-586)**

May 4: **Presentations**

May 11: **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.