



LINCOLN UNIVERSITY

Course Title: INTRODUCTION TO INTERNATIONAL BUSINESS

Course No. BA 130

Credit: Three Units

Class Hours: Mon & Wed, 3:30 – 6:15 p.m.
(45 Lecture Hours in Total)

Semester: Spring 2012

Instructor: Allan Samson

Contact: Allan Samson

Office Hours: By Appointment
(415) 391-4949

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Textbooks:

- Charles W.L. Hill, *Global Business Today*, 7th ed., McGraw-Hill
- Schaffer, Agusti, Dhooge & Earle, *International Business Law and Its Environment*, 8th ed., South-Western Cengage Learning

Course 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*

Introductory Questions:

What is the effect of globalization on international trade and investment?
What economic theories influence international trade and investment?
How does culture affect international business practices?
What is outsourcing?
Is free trade good?

Learning Objectives:

At the end of the course you will have been exposed to the major ideals about international trade and investment and you will know where and how to look up contemporary discussion that appears in major media sources such as the New York Times and The Economist.

You should understand different points of view about global business.

Course Questions:

What are the forms of foreign direct investment? How important are concepts of strategic positioning and value creation in foreign investment? What are the various entry strategies in entering a foreign market – e.g., exporting, turnkey operations, licensing, franchising, joint ventures, and wholly-owned subsidiaries? What strategy should you follow if you were the international business lawyer for a French company that wanted to open up French supermarkets in China? What strategies would you follow if you were the Chinese government lawyer in charge of allowing French supermarkets to open? What is globalization? How unstoppable a force is it? What is outsourcing? Is political ideology important in international business? Is democracy beneficial for international development? Is a strong authoritarian government beneficial for international development?

Methodology:

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 teams. Many of the case studies and articles will be available by downloading from their computers.

Case studies and articles will be sent to the students' e-mail addresses several days before class. Hard copies of some cases will be provided a week before.

There will be class discussions and group presentations by students on the case studies and articles.

Project:

Case study problems on ethical issues 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 last day of class. The project paper will be submitted before the end of the semester. The project will comprise approximately 15 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. Occasional questions on international business and ethical case studies will be given and answered in class.

Grading:

Grading will be based on the following criteria:

Mid-term	: 20 per cent
Final Examination	: 40 per cent
Final Project	: 15 per cent
Class Attendance and Participation	: 15 per cent
Case Studies Analysis	: 10 per cent

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. Almost every week articles from the New York Times and academic journals will be assigned. They will usually be e-mailed to you several days before class. They are an important part of class assignments and grades.

Date

Assignments

January 18: Introduction

January 23: Global Business Today, Chapter 1

January 25: Global Business Today, Chapters 2 and 3

January 30: Global Business Today, Chapter 4

February 1: Global Business Today, Chapter 5

February 6: Global Business Today, Chapter 6

February 8: Global Business Today, Chapter 7

February 13: Mid-Term

February 15: Global Business Today, Chapter 11

February 20: No Class: Holiday

February 22: Global Business Today, Chapter 12

February 27: International Business Law, Chapters 2 and 3

February 29: International Business Law, Chapters 16 and 17

March 5: Chapters 18 (excluding pp. 577- 586) and 19

March 7: Class Presentations

March 12: 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 Political and Legal Aspects of International Business at Lincoln University for the past four years.

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

He is a practicing attorney in San Francisco.

Update:

12/20/2011