



# LINCOLN UNIVERSITY

Course No. BA 130

Course Title: INTRODUCTION TO INTERNATIONAL BUSINESS

Instructor: Allan Samson

Contact: Allan Samson

Credit: 3 units = 45 lecture hours

Office Hours: By Appointment

Class Hours: Three (M & W, 6:30-9:15 PM)

(415) 391-4949

Semester: Spring 2013

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## Textbooks:

- **Charles W.L. Hill, Global Business Today, 7<sup>th</sup> ed., McGraw-Hill (2010) ISBN-10: 0071220844, ISBN-13: 978-0071220842**
- **Schaffer, Agusti, Dhooge & Earle, International Business Law and Its Environment, 8<sup>th</sup> ed., South-Western Cengage Learning (2011) ISBN-10: 0538473614, ISBN-13: 978-0538473613**

## 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 ideas 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. Questions on international business 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 Homework	: 10 per cent
Case Studies Analysis	: 15 per cent

**Grading Standard:**

100-95	A	76-74	C
94-90	A-	73-70	C-
89-87	B+	69-67	D+
86-84	B	66-64	D
83-80	B-	63-60	D-
79-77	C+	59 or <	F

**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 presentation of 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 23: Global Business Today: Chapter 1 (Globalization)**

Introduction to the Concept of Globalization

Discussion of Opening Case, Closing Case, Critical Thinking and Discussion Questions, Country Focus Questions, and Management Focus Question (China's Hisense).

#### **January 28: Global Business Today: Chapter 2 (National Differences in Political Economy)**

Lecture on Comparing Economic Systems and the effects of Income Inequality

Discussion of Closing Case, Critical Thinking and Discussion Questions, Country Focus Question (Corruption in Nigeria), and Management Focus Question (Starbucks in China)

#### **January 30: Global Business Today, Chapter 3 (Differences in Culture) (excluding pp. 103-120) AND Chapter 4 (Ethics in International Business)(excluding pp. 141-146)**

Chapter 3: Discussion of Opening Case (Business Culture in China), Critical Thinking and Discussion Questions (excluding Question 5), and Country Focus Question (Breaking India's Caste System)

Chapter 4: Discussion of Opening Case (Working Conditions in a Chinese Factory) and Management Focus Case — Making Apple's iPod (p. 132)

Compare to article in New York Times: "Signs of Change in Electronic Factories in China" (Dec. 26, 2012)

Discussion of Management Focus Case (Unocal in Burma).

Critical Thinking and Discussion Questions (pp. 156-157) (excluding Question 2)

**February 4: Global Business Today, Chapter 5 (International Trade Theory) (excluding pp. 177-181)**

Discussion of Opening Case, Country Focus Case (Is China a neo-Mercantilist Nation), Country Focus Case (Moving U.S. White-Collar Jobs Offshore), Critical Thinking and Discussion Questions.

NYT article on Chinese mercantilism: NYT: "China Lets Currency Weaken, Risking New Trade" (May 31, 2012)

NYT article on offshoring.

NYT articles on competition between Boeing and Airbus

**February 6: Global Business Today, Chapter 6 (The Political Economy of International Trade)**

Discussion of Country Focus Case (Subsidizing Wheat Production in Japan), Management Focus Case (U.S. Magnesium Seeks Protection), Country Focus Case (Trade in Hormone-Treated Beef), Critical Thinking and Discussion Questions .

NYT article on Hormone-Treated Beef.

NYT article on genetically-modified tomatoes.

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")

**February 11: Global Business Today, Chapter 7 (Foreign Direct Investment)**

Discussion of Country Focus Case (Foreign Direct Investment in China), Critical Thinking and Discussion Questions, and Closing Case.

**February 13: Mid-Term**

**February 18: No Class: Holiday**

**February 20: Global Business Today, Chapter 11 (The Strategy of International Business)**

Discussion of Management Focus Cases (Vodafone in Japan, Evolution of Strategy at Procter & Gamble, and Cisco and Fujitsu), Critical Thinking and Discussion Questions.

**February 25: Global Business Today, Chapter 12 (Entering Foreign Markets)**

Discussion of Management Focus Case (Tesco's International Growth Strategy), Management Focus Case (The Jollibee Phenomenon), Critical Theory and Discussion Questions.

**February 27: Competitive Team Negotiations on Foreign Investment Problem**

**March 4: International Business Law, Chapters 2 and 3**

Discussion and analysis of legal case decisions.

**March 6: International Business Law, Chapters 16 and 17**

Discussion and analysis of legal case decisions.

**March 11: International Business Law, Chapter 18 (excluding pp. 577-586) and Chapter 19**

Discussion and analysis of legal case decisions.

**March 13: Class Presentations**

**March 18: 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:**

January 10, 2013