Instructor: Professor Teresa Brosnan, Esq., Attorney, LLM, MBA
Adjunct Professor of Law, Marketing Dept
Albers School of Business and Economics

Intersession 2017
Office – Piggott 433, before class, by appmt.
Classroom: Piggott 305
Days & Times: Tue & Thur 5:30 – 9:00 p.m.

Contact details: Please email me if you have any questions regarding course content or other questions about the class at: brosnant@seattleu.edu. Make sure that in your “subject” line, you insert the class details (BLAW5310) and your name, as messages without this subject line may be deleted and treated as junk mail.

Course Description: As competition increases in established markets, developing new markets overseas has become a strategic alternative for many organizations. The challenges of such a strategy are many, not the least of which are the legal challenges. This course is designed to explore the legal considerations of multinational business operations, and increase understanding of the legal liabilities and ethical issues in global commerce. Students will look at the risks of doing business internationally, understand basic principles relating to international contracts for the sale and carriage of goods, payment issues and recognize potential legal problems. A brief study will be made of the impact that major international organizations such as the ICC, European Union, GATT, the WTO have on international law. Students will review the main strategies for doing business internationally: trade, licensing and investment.

Learning outcomes: Upon the successful completion of this course, students will be able to:
1. Identify the strengths and weaknesses of various methods available for resolving trade disputes;
2. Understand innovative methods of communication to avoid litigation and advocate alternative courses of action for the parties to international sales transactions in order to avoid litigation;
3. Interpret the role of national institutions and international organizations in international law;
4. Identify and evaluate the various risks associated with international transactions;
5. Assess methods of assignment and transfer of risk;
6. Assess how businesses identify export opportunities and the methods used to finance exports;
7. Understand how international businesses organize and implement shipping and logistics strategies for their exports;
8. Analyze the roles of significant contractual clauses, documents, and parties;
9. Understand international laws relating to intellectual property issues;
10. Assess and evaluate the various issues that arise from operating foreign direct investments in foreign jurisdictions;
11. Assess current international law by applying it to common business problems.

Required Text and readings: John H. Willes & John A. Willes, International Business Law: Environments & Transactions. 1st edition (2005) McGraw-Hill. The SU bookstore will have a coursepack with the relevant pages of the text reproduced for sale. You may decide to purchase a hard copy of the book online; as I have selected an old edition of this textbook there may be second hand copies available for purchase. You will need a copy of the text or the coursepack for the class; do not wait till the class starts to get one. If you want to get the textbook, do so early; you will have an excellent chance of spending very little on a second hand copy. Do not wait till the start of class to get either the textbook or the coursepack, your text may arrive after the class is over.

In addition to the required text readings, there are also Supplemental Cases and Materials ("SC") that are required. These are available at the course website in Canvas or will be made available to you in class.

These materials are REQUIRED reading for the class.

Seattle University RQ17
Class schedule, attendance and etiquette
Class will start promptly at 5:30 p.m. and will resume after specified time breaks during the class. Out of courtesy to your fellow students, please make every effort to be on time and avoid disrupting others. There is to be no recording of lectures. There are a total of 8 lessons for this class and most of the 8th lesson will be taken up by the final exam. Each lesson period will comprise group work which forms the bulk of the written assignments for this class. Please make every effort to clear your schedules for the duration of the course so that you do not inconvenience your class mates by your absence in class.

The Assignments and Grades for this class are as follows:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>% of grade</th>
<th>Due:</th>
<th>Tentative Grade Scale</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class participation, Discussions &amp; Case postings</td>
<td>15%</td>
<td>Each week</td>
<td>A to A- = 100% to 90%</td>
</tr>
<tr>
<td>Problem Set 1</td>
<td>15%</td>
<td>Aug 19</td>
<td>B+ to B- = 89% to 80%</td>
</tr>
<tr>
<td>Problem Set 2</td>
<td>15%</td>
<td>Aug 26</td>
<td>C+ to C- = 79% to 70%</td>
</tr>
<tr>
<td>Problem Set 3</td>
<td>15%</td>
<td>Sep 2</td>
<td>D+ to D- = 69% to 60%</td>
</tr>
<tr>
<td>Exam</td>
<td>40%</td>
<td>Sep 7</td>
<td>F = Below 60%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
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Class participation and peer evaluation: The grade for participation will be based on your in-class contribution and general course involvement and attitude. Participation should be "thoughtful"; students should be well prepared, having read the assigned chapters before class and any other materials, such as case summaries and course site materials, so you can actively engage in discussions with your classmates in class. Students should also demonstrate a desire to understand the contributions and ideas of their fellow classmates. Students will prepare and lead discussions on specific case studies in each lesson and each group will post their notes and summary of their case on the Discussion threads on the CANVAS course site. In addition, you will be asked to evaluate your fellow team members, details will be given during the course.

Student communications: For this class, you are required to access your CANVAS communications account and ensure that your classmates and I are able to contact you using the CANVAS course site and your seattleu.edu email account.

Discussion Board for Group Case postings: Students will work in teams, to produce a summary and notes on each of the case studies and group questions they have presented in class on the Discussion Boards on CANVAS. These postings must be submitted no later than the due date. No credit will be given for late postings; however, even if you are late, you should still post your findings on the Discussion Board for the rest of the course so that your classmates have your notes on the cases. Details will be given out in class and on the CANVAS course site. To improve understanding of the materials, students should post comments on cases and questions they have not otherwise been assigned in the Discussion Boards for the relevant chapter. These will count as additional participation.

Problem sets: Students will need to present solutions to questions posed, based on the course concepts they have learned during the previous weeks. The questions will cover the areas that will be in the final exam. I will assign each problem set during class in the week they are due. Students will work in groups (assigned at random each week) to resolve and submit answers. Part of your grade for these assignments will comprise your evaluation by your fellow team members, details will be given during the course.

Submission of assignments: Written assignments must be submitted no later than 11:30pm on the due date. For every 24 hour (or part thereof) delay in turning in any assignment, there will be a 50%
deduction in the grade for that assignment. All assignments should be submitted via the Drop Box on the CANVAS website.

**Exam:** For the final exam, you should be prepared to write essay answers to problems posed in questions pertinent to the concepts covered in or suggested by the course materials, assignments, class lectures and discussions. The number of points for each question is set out in the exam. You do not have to memorize core concepts in their entirety, but to earn credit, you will have to write out answers that show that you have understood those concepts, as the exam questions will test your understanding. Students are graded for a good understanding of the subject, not for memory recall. The exam is closed book, no notes. Make up exams will not be given except in cases of illness substantiated by documentation given to me prior to the exam.

**Disability:** If you have a disability that interferes with your performance as a student in this class, you are encouraged to arrange support services and/or accommodations through Disabilities Services staff in the Learning Center, Loyola 100, (206) 296-5740. Disability-based adjustments to course expectations may only be made through this process.

**Academic Integrity:** As a Seattle U student, you are expected to abide by the University's Academic Integrity Policy: [https://www.seattleu.edu/registrar/academics/performance/](https://www.seattleu.edu/registrar/academics/performance/)

If you are not sure whether a particular action is acceptable according to the Academic Integrity Policy, please check with me before engaging in it. Every student is entitled to equal opportunity to maximize their learning opportunity. Academic dishonesty impinges upon this right. You may find the following link to an Academic Integrity Tutorial helpful: [https://www.seattleu.edu/academicintegrity/](https://www.seattleu.edu/academicintegrity/)

**Academic resources:** Please take advantage of the academic support services available to you at the university. Even if you have had excellent study skills, these services can help you excel in your studies. **Library and Learning Commons:** [http://www.seattleu.edu/learningcommons/](http://www.seattleu.edu/learningcommons/)

**Extra Help:** Please feel free to contact me outside of class for additional help. The best way to reach me is to email me and I will respond within 1-2 working days, although typically, I can usually get back to you much sooner. Please assume that I am unavailable over weekends, you should make every effort to email me in plenty of time prior to close of business on Fridays to be sure I can see it before the weekend. Meetings are available by appointment at my office in Piggott Hall 433 before class.
The tentative schedule for course activities and assignments is below. This may be changed to suit class progress.

<table>
<thead>
<tr>
<th>WEEK</th>
<th>TOPICS AND ASSIGNMENTS</th>
<th>READINGS</th>
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| 1 Aug 15, 17 | Course Introduction and Overview: Strategies for International Business  
International Legal Environments  
International Legal Principles and comparative law  
International Dispute Resolution  
International Business Transactions  
International Sale of Goods/Terms of Trade  
**DUE Aug 19, 11:30pm: Problem Set 1**  
**DUE Aug 20, 11:30pm: Case postings for Chp 1-3, 13, P 208-218, Chp 7** | Chap. 1-2  
Chap. 3, 13  
P. 208-218  
Chp 7 |
| 2 Aug 22, 24 | Carriage of Goods by Sea  
Payment: Trade Finance and Letters of Credit  
GATT Law, the World Trade Organization, Regional trade agreements  
Importing  
**DUE Aug 26, 11:30pm: Problem Set 2**  
**DUE Aug 27, 11:30pm: Case postings for Chp 8, 9 & 4** | Chap. 8  
Chap. 9  
Chap. 4  
Chap. 5-6 |
| 3 Aug 29, 31 | Regional trade agreements, Importing (cont’d)  
International Licensing Agreements and Intellectual Property Rights  
Agency/Distribution, Marketing  
**DUE Sep 2, 11:30pm: Problem Set 3**  
**DUE Sep 3, 11:30pm : Case postings for Chp 5, 6, 10, 11** | Chap. 5-6  
Chap. 11  
P.292 -295, Chap 10 |
| 4 Sep 5 | Foreign Direct Investment  
Host country issues: Taxation, Ethics, Labor  
**DUE Sep 5, 11:30pm : Case postings for Chp 12 & 14**  
Exam Review  
FINAL EXAM | Chap 12  
Chap 14 |