



LINCOLN UNIVERSITY

Course Title: SOCIAL ENVIRONMENT OF BUSINESS

Credit: 4 units = 45 hours of lecture and 45 hours of research project

Instructor: Allan Samson

Contact: Allan Samson

Course No. B.A. 431

Office Hours: By Appointment

Class Hours: Three

(415) 391-4949

Semester: Fall 2011

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Textbook: Anne T. Lawrence & James Weber. Business & Society, 13th ed., McGraw Hill: ISBN: 978-0-07-813715-0

Course Description:

In this course the student will explore the relationship between the organization its environment, including government, labor, public interest groups, various ideological constellations, the media, academia, and local communities. Ideas are reviewed as to what actions can be taken by corporations and by other organizations and/or individuals to improve relationships between business and its environment. A one-unit written research project and its oral presentation is a required part of the course. (4 units)

Learning Objectives

Upon completion of the course students will be able to:

- Understand the stakeholder theory of the firm
- Understand the concepts of corporate social responsibility and corporate citizenship
- Understand market and non-market stakeholders
- Understand corporate governance and how it determines corporate strategies in coping with business and society issues
- Understand personal and organizational ethical principles and perspectives
- Understand the benefits and costs of globalization
- Understand political influences between business and government, and the impetus for regulation and deregulation
- Understand the interaction between business and the environment
- Understand technological change and business
- Understand consumer demands on business and governmental involvement

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 the relationship between businesses and government involving public policy and 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.

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 ethical case studies will be given and answered in class.

Grading:

Grading will be based on the following criteria:

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|------------------------------------|---|-------------|
| 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 |

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|---|--------|---|-------|
| A | 90-100 | D | 60-69 |
| B | 80-89 | F | 0-59 |
| C | 70-79 | | |

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.

Date

Assignments

August 22: Chapter 1: The Corporation and its Stakeholders
Discussion Case: "Cisco in the Coyote Valley"

The Academy Award winning movie "Inside Job" will be shown.

August 24: Chapter 2 : Managing Public Issues
Discussion Case: "Wal-Mart and its Public Opponents"
Discussion Case: "Odwalla, Inc., and the E. Coli Outbreak" (pp.463-474)

Chapter 3: Corporate Social Responsibility
Discussion Case: "Hurricane Katrina-Corp. Social Responsibility in Action"
Discussion Case: "Merck, the FDA, and the Vioxx Recall"(pp.474-483)
Discussion Case: "Shell Oil in Nigeria" (pp. 520-530)

August 29: Chapter 4: Global Corporate Citizenship
Discussion Case: "The Gap's Social Responsibility Report"
Discussion Case: "The Transformation of Shell" (pp. 531-540)

Chapter 5: Ethics and Ethical Reasoning
Discussion Case: "The Warhead Cable Test Dilemma"
Discussion Case: "Johnson & Johnson and the Tylenol Poisonings"
(the case will be distributed the week before)

August 31: Chapter 6: Organizational Ethics and the Law
Discussion Case: "PPG's Corporate Ethics Program"
Discussion Case: "Siemens: Anatomy of Bribery"
(the case will be distributed the week before)

Chapter 7: The Challenge of Globalization
Discussion Case: "Conflict Diamonds"
Discussion Case: "The Ethics of Offshore Clinical Trials"
(the case will be distributed the week before)

September 5: No Class

September 7: Chapter 8: Business-Government Relations
Discussion Case: "Protecting the U.S. Steel Industry"
Discussion Case: "The FCC and Broadband Regulation"
(this case will be distributed the week before)

Chapter 9: Influencing the Political Environment
Discussion Case: "The New Business Political Activist"

September 12: Readings to be assigned on topic of regulations and deregulation in the U.S. and international economies

September 14: Chapter 10: Antitrust, Mergers, and Competition Policy
Discussion Case: "Microsoft's Antitrust Troubles in Europe and Asia"
Discussion Case: "The Staples-Office Depot Merger"
(this case will be distributed the week before)

Chapter 11: Ecology and Sustainable Development in Global Business
Discussion Case: "Damming the Yangtze River"

September 19: Mid-Term Examination

September 21: Chapter 12: Managing Environmental Issues
Discussion Case: "Digging Gold"
Discussion Case: "Kimpton Hotels' EarthCare Program" (pp. 484-491)

Chapter 15: Stockholder Rights and Corporate Governance
Discussion Case: "Turmoil in the Magic Kingdom"

September 26: Chapter 16: Consumer Protection
Discussion Case: "Big Fat Liability"

Chapter 17: The Community and the Corporation
Discussion Case: "Timberland's Path to Service"

September 28: Chapter 18: Employees and the Corporation
Discussion Case: "No Smoking Allowed-On the Job or Off"
Discussion Case: "Nike's Dispute with the University of Oregon"
(pp. 509-519)
Discussion Case: "Wikileaks: Principled Leaking"
(this case will be distributed the week before)

Chapter 19: Managing a Diverse Workforce
Discussion Case: "Dukes v. Wal-Mart Stores, Inc."

October 3: Case Discussion: "GlaxoSmithKline and AIDS Drugs for Africa"
(pp. 501-508)
To be announced

October 5: Presentations

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 Business Ethics 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:

August 2011