



# LINCOLN UNIVERSITY

Course No. BA 431

Course Title: SOCIAL ENVIRONMENT OF BUSINESS

Credit: 4 units = 45 hours of lecture + 45 hours of self-study research project

Instructor & Contact: Allan Samson

Office Hours: By Appointment

Class Hours: Three (M, 3:30 – 6:15 PM)

(415) 391-4949

Semester: Spring 2014

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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 and 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 corporation lobbying
- 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. All of the case studies and articles will be available by downloading from their computers.

Case studies and articles in PDF form will be sent to the students' e-mail addresses several days before class.

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:

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	66-62	D
83-80	B-	Below 62	F
79-77	C+		

**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>
<b>Jan. 27:</b>	<b>Chapter 1: The Corporation and its Stakeholders</b> Discussion Case: "A Brawl in Mickey's Backyard" The award winning movie "The Corporation" will be shown
<b>Feb. 3:</b>	<b>Chapter 2: Managing Public Issues</b> Discussion Case: "Wal-Mart and its Public Opponents" (PDF) Discussion Case: "Walmart: Nonmarket Pressure and Reputation Risk" Discussion Case: Mattel and Toy Safety (pp. 521-540) Discussion Case: "Coca Cola's Water Neutrality Initiative"
<b>Feb. 10:</b>	<b>Chapter 3: Corporate Social Responsibility</b> Discussion Case: "Timberland's Corporate Social Responsibility" Discussion Case: "The Carlson Co. and Protecting Children in Global Tourism (pp. 458-466)" Discussion Case: "Shell, Greenpeace, and Brent Spar" (PDF) Discussion Case: "Mattel: Crisis Mgmt. or Mgmt. Crisis" (PDF)
<b>Feb. 17:</b>	<b>No Class</b>
<b>Feb. 24:</b>	<b>Chapter 4: Ethics and Ethical Reasoning</b> Discussion Case: "Chiquita Brands: Ethical Responsibility or Illegal Action"  <b>Chapter 5: Organizational Ethics and the Law</b> Discussion Case: "Alcon's Core Values in Practice" Discussion Case: "Siemens: Anatomy of Bribery (PDF)"

- March 3: Chapter 8: Business-Government Relations**  
Discussion Case: “Derivative Losses at JP Morgan Chase”  
Discussion Case: Washington Monthly: “Toy Story” (PDF)  
Discussion Case: “Buyer Beware (PDF)
- Chapter 9: Influencing the Political Environment**  
Discussion Case: “Stop Online Piracy Act – A Political Battle between Old and New Media”  
Discussion Case: HBR: “Lobbying” (PDF)  
Discussion Case: WWF: “Influencing Power: Reviewing the Conduct and Content of Corporate Lobbying” (PDF)
- March 10: Readings on Regulation and Deregulation**
- March 17: Midterm Examination**
- March 24: Chapter 6: The Challenge of Globalization**  
Discussion Case: Conflict Coltan in the Global Electronics Industry Supply Chain  
Discussion Case: The Ethics of Offshore Clinical Trials
- Chapter 7: Global Corporate Citizenship**  
Discussion Case: Apple’s Supplier Code of Conduct and Foxconn’s Chinese Factories
- March 31: Chapter 10: Sustainable Development and Global Business**  
Discussion Case: Clean Cooking
- Chapter 11: Managing Environmental Issues**  
Discussion Case: Digging Gold
- April 7: Chapter 12: Technology, Organization and Society**  
Discussion Case: How Protected is Your Online Privacy
- Chapter 13: Managing Technology and Innovation**  
Discussion Case: Cardholders’ Information at Citigroup Hacked
- April 14: Chapter 14: Stockholder Rights and Corporate Governance**  
Discussion Case: Citigroup Shareholders say No on Pay  
Discussion Case: Moody’s Credit Ratings and the Subprime Mortgage Meltdown (pp. 480-492)

**April 21: Chapter 15: Consumer Protection**  
Discussion Case: Big Fat Liability  
Discussion Case: Merck, the FDA, and the Vioxx Recall (pp. 493-509)

**April 28: Chapter 16: Employees and the Corporation**  
Discussion Case: No Smoking Allowed - - On the Job or Off  
Discussion Case: The Solidarity Fund and Gildan Activewear,  
(pp. 522-530).

**Chapter 17: Managing a Diverse Workforce**  
Discussion Case: Unauthorized Immigrant Workers at Chipotle

**May 5: Team Presentations**

**May 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 Business and Society 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.

**Syllabus Updated:**

January 15, 2014