



# Lincoln University

## BA 331 – Social Environment of Business

### COURSE SYLLABUS Spring 2022

**Instructor:** Dr. Allan Samson, PhD, JD  
**Lecture Schedule:** Monday, 12:30 PM – 3:15 PM  
**Credits:** 3 units / 45 lecture hours  
**Level:** Mastery 2 (M2)  
**Office Hours:** By appointment  
**e-mail:** [allan.samson@sbcglobal.net](mailto:allan.samson@sbcglobal.net)  
**Phone:** (415) 235-4959  
**Textbook:** Anne T. Lawrence & James Weber. *Business & Society*, 13th ed., McGraw Hill: ISBN: 978-0-07-813715-0  
**Prerequisite:** BA 309  
**Last Revision:** January 18, 2022

### CATALOG DESCRIPTION

In this course the students 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 other organizations and individuals to improve relationships between business and its environment. *Prerequisite: BA 309*

### LEARNING OBJECTIVES

- 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

## INSTRUCTIONAL METHODS

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.

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

Assignments and projects require students to actively use resources of the library. Detailed guide to business *resources of the library* as well as the description of Lincoln University approach to *information literacy* are available at the [Center for Teaching and Learning](http://ctl.lincolnuca.edu) website (ctl.lincolnuca.edu).

## PROJECT

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 next to 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 ethical case studies will be given and answered in class.

## GRADING

Grading will be based on the following criteria:

Mid-term	: 30 per cent
Final Examination	: 40 per cent
Class Attendance and Homework	: 10 per cent
Final Project	: 20 per cent

### Grading Standard:

Grade	A	A-	B+	B	B-	C+	C	C-	D+	D	F
Points	95-100	90-94	87-89	84-86	80-83	77-79	74-76	70-72	67-69	60-66	0-59

### 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>
Jan 24:	<b>Chapter 1: (The Corporation and its Stakeholders)</b> The award winning movie “The Corporation” will be shown.
Jan 31:	<b>Chapter 3: (Corporate Social Responsibility)</b>
Feb 7:	<b>Chapter 4: (Ethics and Ethical Reason)</b>  <b>Chapter 5: (Organizational Ethics and the Law)</b>
Feb 14:	<b>Movie: Inequality for all</b>
Feb 21:	<b>No Class (President’s Day)</b>
Feb 28:	<b>Chapter 6: (The Challenge of Globalization)</b>  <b>Chapter 7: (Global Corporate Citizenship)</b>
Mar 7:	<b>Chapter 8: (Foreign Direct Investment)</b>
Mar 14:	<b>Mid Term</b>
Mar 21:	<b>Chapter 10: (Sustainable Development and Global Business)</b>  <b>Chapter 11: (Managing Environmental Issues)</b>
Mar 28:	<b>Chapter 12: (Technology, Organization and Society)</b>  <b>Chapter 13: (Managing Technology and Innovation)</b>
Apr 4:	<b>Chapter 14: (Stockholder Rights and Corporate Governance)</b>
Apr 11:	<b>Chapter 15: (Consumer Protection)</b>
Apr 18:	<b>Chapter 16: (Employees and the Corporation)</b>
Apr 25:	<b>Chapter 17: (Managing a Diverse Workforce)</b>

**May 2: Presentations**

**May 9: 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.

He is a member of the Board of Trustees at Lincoln University.

He is a practicing attorney in San Francisco.