



Lincoln University

BA 171 – Business and Society

COURSE SYLLABUS Fall 2023

Instructor: Professor Leon Kil
Lecture Schedule: Wednesday, 3:30 PM – 6:15 PM
Credits: 3 units / 45 lecture hours
Level: Developed (D)
Office Hours: Wednesday, 12:00 – 12:30 PM, Room 407
e-mail: lkil@lincolnuca.edu
Textbook: Course Reader compiled by the instructor

Prerequisite: *BA 10*
Last Revision: August 12, 2023

CATALOG DESCRIPTION

The firm will be viewed as a component of a pluralistic society and the various relationships explored. Emphasis is on the role of business, relationship to different value systems, historical development of American business enterprise, social responsibility in various areas, and future forces, which may shape the growth and development of business.

LEARNING OBJECTIVES

- Understanding the origins of the central institutions of capitalism: private property, the nation-state, competition, and international law.
- Analyzing the role of the state in fostering and strengthening industrial enterprise and R&D.
- Considering the sources and the implications of concentration and globalization of commodity production and capital flows.
- Examining the roots and consequences of international political and economic inequality for international legal regimes, their fairness and efficacy across the globe.
- Understanding the importance of political factors in shaping national reactions to international legal arrangements in corporate governance, asset protection, multilateral trade and monetary commitments, climate accords, human migration, and non-proliferation of weapons of mass destruction.
- Accounting for how and when business interests rally in support for free trade and economic openness versus for protectionism and economic nationalism.

COURSE LEARNING OUTCOMES¹

	Course LO	Program LO	Institutional LO	Assessment activities
1	Understand the origins of the central institutions of capitalism: private property, the nation-state, competition, and international law.	PLO 1	ILO 1a, ILO 2a, ILO 7a	Assess the factors which contribute to sustained capacity to gain and retain international competitiveness across different historical contexts.
2	Analyze the role of the state in fostering and strengthening industrial enterprise and R&D.	PLO 2	ILO 1a, ILO 2a, ILO 4a	Assess how domestic and external factors influence the shape of state-business relations (i.e., capital accumulation and capital allocation) and how they influence the degree and the mode of state regulation of the domestic economy and its linkages with the world market.
3	Consider the sources and the implications of concentration and globalization of commodity production and capital flows.	PLO 3	ILO 1a, ILO 2a, ILO 7a	Assess how and why capitalist enterprises seek to expand to foreign markets and what impact this expansion tends to have on the more underdeveloped economies at different historical junctures.
4	Examine the roots and consequences of international political and economic inequality for international legal regimes, their fairness and efficacy across the globe	PLO 2	ILO 1a, ILO 2a, ILO 4a	Assess asymmetries in power and influence which result from international economic disparity and how they are reflected in central areas of contestation and conflict such as legal regimes governing trade, currency valuation, property rights enforcement, migration flows, etc.

¹ Detailed description of learning outcomes and information about the assessment procedure are available at the [Learning Outcomes Assessment](#) section of LU website.

5	Understand the importance of political factors in shaping national reactions to international legal arrangements in corporate governance, asset protection, multilateral trade and monetary commitments, climate accords, human migration, and non-proliferation of weapons of mass destruction.	PLO 6	ILO 3a	Assess how and when transnational business networks get established and solidified and why they get disrupted and subjected to the resurgence of state-promoted economic nationalism.
6	Account for how and when business interests rally in support for free trade and economic openness versus for protectionism and economic nationalism	PLO 2	ILO 1a, ILO 2a, ILO 4a	Assess the efficacy of international legal agreements such as arbitration agreements, forum selection clauses, international anti-bribery laws, theories and practice of expropriation and nationalization, and foreign sovereign immunity.

INSTRUCTIONAL METHODS

Students are expected to read the assigned reading materials before each class. Case studies demonstrating specific issues of interest will comprise a part of each class session. Students will consider the case studies individually and in groups.

Each session will strike a balance between thematic lecture and teacher-student interaction in the class.

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 [LU Library](http://lincolnuca.libguides.com) website (lincolnuca.libguides.com).

INDIVIDUAL PROJECT PRESENTATION

Each student is expected to choose a topic related to the subject matter – it could be contemporary or historical or comparative – and present a short reflection on it to the rest of the class. This should be done through consultations with the instructor. At the end of the course each student should submit a 6-8 page written document detailing one's finding and thinking. In your project/presentation, please explain how your topic/issue is related to the interaction between

political power and business interests, what interesting and important lessons we can derive from analyzing this issue, and what kind of further research you would like to pursue with regard to it. Feel free to make use of the materials from class as well as any other reputable source. The order of presentations will be determined on a volunteer basis and, then, by a lottery.

TESTING

There will be one mid-term examination and one final examination. The midterm exam will be in the take-home format. The final exam – an in-class. Both examinations are based on the assigned readings and lectures. There will be a review for both exams ahead of time.

GRADING

Grading will be based on the following criteria:

- Mid-term : 30 per cent
- Final Examination : 40 per cent
- Class Attendance and Participation : 10 per cent
- Individual Project : 20 per cent
- Total : 100 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. Class participation in discussing the material is expected.

Week 1 (Aug. 23): Political and Legal Power amidst Global Economic Interdependence

Introducing the main themes of the course

Week 2 (Aug. 30): Formation of Modern State-Business Relations

- Morris R. Cohen, “Property and Sovereignty,” *Cornell Law Review*, vol. 13, issue 1 (December 1927)
- Charles Tilly, “War Making and State Making as Organized Crime” in Peter B. Evans et al., eds., Bringing the State Back In (Cambridge UP, 1985), pp. 169-191

Week 3 (Sept. 6): Three Templates of Foreign Economic Policy: Mercantilism, Liberalism, Nationalism

- David Boucher. Political Theories of International Relations: from Thucydides to the Present (Oxford: Oxford UP, 1998), chapter 7
- Robert L. Heilbroner. The Worldly Philosophers: the Lives, Times, and Ideas of the Great Economic Thinkers (Simon&Shuster, 1995), chapter 3
- David Levi-Faur, “Friedrich List and the Political Economy of the Nation-State,” *Review of International Political Economy*, vol. 4, issue 1, 1997, pp. 154-178

Week 4 (Sept. 13): Capital Accumulation and Capital Allocation in European Industrial Growth

- Alexander Gerschenkron, “Economic Backwardness in Historical Perspective” in Mark Granovetter and Richard Swedberg, eds., The Sociology of Economic Life (Boulder: Westview, 1992), pp. 111-130
- Linda Weiss and John M. Hobson, “Strong and Weak States in European Industrialization” in their States and Economic Development: a Comparative Historical Analysis (London: Polity, 1996), pp. 93-129

Week 5 (Sept. 20): International Economic Crises and National Reactions

- Ronald Rogowski, “Why Changing Exposure to Trade Should Affect Political Cleavages” in his Commerce and Coalitions: How Trade Affects Domestic Political Alignments (Princeton: Princeton UP, 1989), pp. 3-20.

Week 6 (Sept. 27): International Politico-Economic Influences on Capital Accumulation and the Psychology of Consumption

- John M. Hobson, The Wealth of States: a Comparative Sociology of International Economic and Political Change (Cambridge: Cambridge UP, 1997), chapter 6.
- Ragnar Nurkse, Problems of Capital Formation in Underdeveloped Countries (Oxford UP, 1970).

Week 7 (Oct. 4): Uneven Development of Capitalism and the Theories and Practice of Imperialism

!!! - Midterm Exam Questions distributed to the students - !!!

- Vladimir Lenin, Imperialism, the Highest Stage of Capitalism, entire, accessible at: <http://www.marxists.org/archive/lenin/works/1916/imp-hsc/>

Week 8 (Oct. 11): International Trade and International Business Between the First and the Second World War (1914-1945)

!!! - Midterm Exams Due in Class - !!!

- Karl Polanyi, The Great Transformation: the Political and Economic Origins of Our Time (Boston: Beacon Press, 2001), chapters 11-18

Week 9 (Oct. 18): America’s Benevolent Hegemony, ‘Organized Capitalism’ and the Political Economy of the Cold War

- John Gerard Ruggie, “International Regimes, Transactions, and Change: Embedded Liberalism in the Postwar Economic Order” in Stephen Krasner, ed., International Regimes (Ithaca: Cornell UP, 1981), pp. 195-232.
- Stephan Haggard, “Explaining Development Strategies” in his Pathways from the Periphery: the Politics of Growth in the Newly Industrializing Countries (Ithaca: Cornell UP, 1990), pp. 23-48.
- Hagen Koo, “The Interplay of State, Social Class, and World System in East Asian Development: the Cases of South Korea and Taiwan” in Frederic C. Deyo, ed., The Political Economy of the New Asian Industrialism (Ithaca: Cornell UP, 1987), pp. 165-181

Week 10 (Oct. 25): The Origins of Neo-Liberal Globalization in the Industrialized and the Developing World

- William K. Carroll and J.P.Sapinski, “Neoliberalism and the Transnational Capitalist Class” in Simon Springer et al., eds., The Handbook of Neoliberalism (Routledge, 2016), pp. 39-49
- Dieter Plehwe, “Neoliberal Hegemony” in Simon Springer et al., eds., The Handbook of Neoliberalism (Routledge, 2016), pp. 61-72
- Kiren Chaudhry, “The Myths of the Market and the Common History of Late Developers” in Naazneen H. Barma and Steven K. Vogel, eds., The Political Economy Reader: Markets as Institutions (London: Routledge, 2008), pp. 447-473

Week 11 (Nov. 1): The Empire of Capital: Transnational Business and Its Legal Regimes

- Ronen Palan. The Offshore World: Sovereign Markets, Virtual Places, and Nomad Millionaires (Ithaca: Cornell UP, 2003), chapters 1-2
- Garry Gereffi, “Global Value Chains in a post-Washington Consensus World,” *Review of International Political Economy*, vol. 21, issue 1, 2014, pp. 9-37

Week 12 (Nov. 8): American Hegemony Challenged and the Rise of Alternative Centers of Capital Accumulation

- Stephen S. Cohen and J. Bradford DeLong. The End of Influence: What Happens when Other Countries Have the Money (Basic Books, 2010), chapters 4 and 5
- Henry Farrell and Abraham L. Newman, “Weaponized Interdependence: How Global Economic Networks Shape State Coercion,” *International Security*, vol. 44, no. 1 (Summer 2019), pp. 42–79

Week 13 (Nov. 15): A New Globalization Project or a New World War?

- Klaus Schwab. Stakeholder Capitalism: a Global Economy that Works for Progress, People and Planet (World Economic Forum, 2021).

Week 14 (Nov. 22): THANKSGIVING: No class!

Week 15 (Nov. 29): Individual Project Presentations

Week 16 (Dec. 6): Final Examination