Lincoln University

BA 431 – Social Environment of Business

COURSE SYLLABUS

Spring, 2018

Instructor:	Prof. Tesfaye Ketsela, PhD
Lecture Schedule:	Thursdays 9:00 AM – 11:45 AM
Credits:	4 units: 3 units / 45 lecture hours (15 weeks) + 1 unit individual research project
Level:	Mastery 2 / Research (M2R)
Office Hours:	Thursdays 12:00 PM – 1:00 PM by arrangement
	e-mail: tketsela@lincolnuca.edu
	Phone: 510 837-5078
Textbooks:	Lawrence Anne T. and Weber, James. (2017). *Business and Society.* *15th Edition.* New York: McGraw Hill; ISBN: 978-1-259-31541-1.
Last Revision:	January 3, 2018

CATALOG DESCRIPTION

Students 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 are required for the course. (4 units)
Prerequisite: BA 309

EDUCATIONAL OBJECTIVES

Upon completion of this course students will be able to:

- Describe market and non-market stakeholders
- Discuss the Dynamic Environment of Business
- Explain Corporate Social Responsibility
- Discuss the benefits and costs of globalization
- Describe Business and the Natural Environment

- Evaluate how technological changes are affecting the global business environment
- Explain consumer rights and corporate responsibilities to consumers
- Describe the management of diversity in the work place
- Analyze cases relevant to the various topics covered in the course

COURSE LEARNING OUTCOMES[1]

	Course LO	**Program LO**	**Institutional LO**	**Assessment Activities**
1	Be able to understand and implement within the organization the principles of corporate citizenship.	PLO 1	ILO 1c, ILO 3c, ILO 7c	In-class discussion, Presentation
2	Design and conduct research on the topic of corporate social responsibility, technological, social and cultural environment.	PLO 2	ILO 3c, ILO 4c, ILO 6c, ILO 7c	Individual Research Project
4	Be able to identify market and non-market stakeholders and devise a strategy of managing stakeholder relations.	PLO 5	ILO 1c, ILO 2c	In-class discussion, Home assignments, Case studies

INSTRUCTIONAL METHODS
This is a direct classroom instruction course.
Power Point presentations will be used to provide students with the principles and concepts covered in the text as well as in various sources on relevant topics. Students are required to read the chapters assigned in advance of each class lecture. Cases relevant to the topic(s) covered will be given to students so that they analyze them in light of the principles and concepts learned. There will be class discussions and group presentation by students on the case analysis and internet assignments. Students will be expected to have access to computers and printers so that they download journal articles and do internet assignments.

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](#) website (ctl.lincolnuca.edu).

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[1] Detailed description of learning outcomes and information about the assessment procedure are available at the [Center for Teaching and Learning](#) website (ctl.lincolnuca.edu).

CODE OF CONDUCT

Students will be required to attend all classes and come to class on time. They are encouraged to participate in class discussions and show a cooperative attitude and behavior towards their class mates as well as the instructor. Copying the work of other students and presenting as one's own work (plagiarism) will result in the student being dismissed from class.

While in class students must turn off their mobile phones or switched them to "Silent" mode so that there will be no disruption nor destruction from attending class lectures and other activities

EXAMINATION POLICY

There will be Mid-term as well as Final Examination. The final examination will be given at the end of the class. The examination will include multiple choice, fill-in- the-blank as well as discussion questions.

GRADING POLICY

Percentage	Grade
91% and above	A
86-90%	A-
81-85%	B+
76-80%	B
71-75%	B-
66-70%	C+
61-65%	C
56-60%	C-
46-55%	D
below 46%	F

If and when necessary, the grades can be adjusted to reflect a normal distribution curve.

Weights	
Individual Internet Assignment	10%
Group Assignment and Presentation	10%
Class Participation	10%
Midterm Exam	20%
Final Exam	25%
Individual Research Project	25%

INDIVIDUAL RESEARCH PROJECT (1 unit)

Each student registered for a 400-level course must complete a one unit research project in addition to the coursework described in this syllabus. The specific topic will be assigned by the instructor.

The project requires 45 hours of self-study with regular consultations in accordance with the schedule determined by the instructor. The project work results in a written report (not less than 15 pages; APA style) and an oral presentation during the class session.
Evaluation of the student's work will be done using the following rubric:

WRITTEN REPORT				
	Exceeds Standards	*Meets Standards*	*Does Not Meet Standards*	*Not Present*
Research Problem Statement	The statement of a research problem is crystal clear, novel and thought provoking	Clearly and concisely identifies a research problem	The statement of a research problem is incomplete, lacking precision.	The statement of a research problem is absent.
Organization	The report is logically organized; ideas are exceptionally well-developed and support a thoughtful and engaging conclusion.	The development of ideas is present; the conclusion is effective and directly addresses the original thesis.	Organization is confusing, disjointed, and inconsistent; ideas, if present, are not developed; the conclusion is vague and/or does not address the original thesis.	The report lacks organization
Sources and formatting	A variety of high-quality sources is used; all factual claims are supported with citations. The report follows the APA style guidelines.	A few high-quality sources are used; majority of factual claims are supported with citations The report mostly follows the APA style guidelines.	Sources used are of a questionable quality; factual claims are not supported. Use of APA style is inconsistent.	Sources are not identified or of a poor quality; factual claims are unsubstantiated. The report is poorly formatted

PRESENTATION			
	Exceeds Standards	*Meets Standards*	*Does Not Meet Standards*
Style and Organization	Presentation is clear, confident and fully	Presentation is clear; the use of visual aids	Presentation lacks clarity, no attempt is

	engaging; the use of visual aids enhances its effectiveness; the presentation is well-timed and structured.	is not detrimental to audience engagement; all necessary components are given appropriate time.	made to engage the audience; visual aids are haphazard and distracting; lack of structure results in an inefficient use of time.
Questions and Answers	Student demonstrates extensive knowledge of the topic by providing confident, precise and appropriate responses to all audience question.	Student demonstrates knowledge of the topic by responding adequately to questions of the audience.	Student demonstrates lack of knowledge of the topic by responding inaccurately and inappropriately to audience questions.

COURSE SCHEDULE:

Week	Topic
1	Introduction: Business and Society
2	Stakeholder Analysis and Engagement.
3	Corporate Social Responsibility and Citizenship
4	Business Ethics
5	Business and Public Policy. Influencing the Political Environment
6	**Midterm Exam.** Managing for Sustainability
7	Role of Technology
8	Shareholder Rights and Corporate Governance. Consumer Protection
9	Employees and the Corporation
10	Managing Diverse Work Force
11	Group Presentation
12	Business and its Suppliers.
13	The Public and Corporate Reputation
14	Discussion of Cases. Review.
15	**Final Exam**