



# Lincoln University

## BA 331 –Social Environment of Business

### COURSE SYLLABUS Spring 2019

**Instructor:** Dr. Tesfaye Ketsela, Ph.D.

**Lecture Schedule:** Wednesday, 3:30 PM – 6:15 PM

**Credits:** 3 units / 45 lecture hours

**Level:** Mastery 2 (M2)

**Office Hours:** Wednesday, 2:00 PM - 3:00 PM by appointment

**e-mail:** [tketsela@lincolonuca.edu](mailto:tketsela@lincolonuca.edu)

[tketsela2@aol.com](mailto:tketsela2@aol.com)

**Phone:** (510) 837- 5078

**Main Textbook:** Lawrence Anne T. and Weber, James. (2017). Business and Society. 15th Edition. New York: McGraw Hill, ISBN: 978-1-259-31541-1

**Additional References:** Werther, William B. and Chandler David. (2006). Strategic Corporate Social Responsibility: Stakeholders in a Global Environment. Thousand Oaks, California: Sage Publications ISBN: 9781412913720 or 9781412913737 (pbk)

**Last Revision:** January 4, 2019

### 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. (3 units)

*Prerequisite: BA 309*

### EDUCATIONAL OBJECTIVES

This course is designed to examine the role of various stake holders and institutions in the economic and social environment they operate in. The importance of Corporate Social Responsibility, consumer rights, diversity issues will be some of the main contents that we will be focusing on.

**COURSE LEARNING OUTCOMES<sup>1</sup>**

	<b>Course LO</b>	<b>Program LO</b>	<b>Institutional LO</b>	<b>Assessment Activities</b>
1	Describe market and non-market stakeholders	PLO 1	ILO 1b, ILO 2b, ILO4b	Case analysis, Written assignments
2	Discuss the Dynamic Environment of Business	PLO 2	ILO 1b, ILO 2b, ILO4b	Class presentations, Case analysis
4.	Explain Corporate Social Responsibility	PLO3	ILO 1b, ILO , ILO7b	Case analysis, Internet assignments,
5	Describe Business and the Natural Environment	PLO4	ILO 1b, ILO 2b, ILO4b	Mid-term exam
6	Evaluate how technological changes are affecting the global business environment	PLO4	ILO 1b, ILO 2b, ILO4b	

**PROCEDURE AND METHODOLOGY**

*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](http://ctl.lincoln.edu) website ([ctl.lincoln.edu](http://ctl.lincoln.edu)).

**Project:**

There will be individual assignment on case analysis and article reviews. There will also be group assignments designed to enable students to work as a team and do presentations to class. These projects will include library research as well as field visits. The submission will be marked and points will be applied to the final grades. (See the percentage breakdown under “Grading”.)

Each group will be composed of members representing different countries, cultures, gender and other criteria so that students will be able to share diverse views based on their background and experience.

---

<sup>1</sup> Detailed description of learning outcomes and information about the assessment procedure are available at the [Center for Teaching and Learning](http://ctl.lincoln.edu) website ([ctl.lincoln.edu](http://ctl.lincoln.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 switch 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 . (Refer to "Schedule of Class Activities" included here on the last page.) The examination will include multiple choice , fill-in-the-blank as well as discussion questions.

**Grading Policy:**

Assessment will be done as follows.

- **Class attendance and participation - 15%.** (A daily record of attendance will be kept including a record of tardiness.) Participation includes, but not limited to:
  - a) coming to class on time, staying in class (required),
  - b) taking lecture notes (required),
  - c) being attentive during lecture hours (expected and encouraged),
  - d) asking and answering questions (encouraged unless directed to an individual)
  - e) class presentations (individual and group - required)
  - f) showing cooperation and taking an active part as team member in group assignments (required).

According to LU policy, students who miss three consecutive classes will be dismissed. Also read the attendance policy in the Student Catalog

- **Individual internet assignment -10 %**
- **Group Assignments and Presentation - 5%**
- **Mid-term examination – 25%**
- **Final Examination - 45%**

The grading system will be according to the Lincoln University policy which is as follows:

Course Points	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.

Students taking 4 units will be given an additional written assignment and will make a presentation on the topic.

**Date of the Last Update:** January 4, 2019

### **Class schedule and activities follow on the next pages**

Please note that the schedule for lectures, examination dates and other activities can be changed, modified or revised if unforeseen circumstances dictate so or the changes could be justified to address the student needs and their best interest. Any change to be made will be communicated to the students in advance.

**COURSE SCHEDULE**

<b>Week</b>	<b>Topics to be covered</b>	<b>Reading Assignment</b>	<b>Activities</b>	<b>Remarks</b>
Week 1 Wed. Jan 16	<ul style="list-style-type: none"> <li>• Review Course Description           <ul style="list-style-type: none"> <li>◦ Learning Objectives</li> <li>◦ Code of Conduct</li> <li>◦ Grading Policy</li> </ul> </li> <li>• Chapter 1 - Discuss:           <ul style="list-style-type: none"> <li>◦ Business and Society</li> <li>◦ Stakeholder Analysis</li> </ul> </li> </ul>	For next class Read Chapters 1-2		
Week 2 Wed. Jan 23	<ul style="list-style-type: none"> <li>• Continue with Chapters 1 - 2           <ul style="list-style-type: none"> <li>◦ The changing nature of the business environment</li> <li>◦ Stakeholder engagement</li> <li>◦ Managing Public Issues and Stakeholder Relationships</li> </ul> </li> </ul>	For next class Read Chapters 3-4	Lecture, Class discussion, Question and answer session.	
Week 3 Wed. Jan 30	<ul style="list-style-type: none"> <li>• Ch 3 - Corporate Social Responsibility (CSR) and Citizenship           <ul style="list-style-type: none"> <li>◦ Arguments for and against CSR</li> </ul> </li> <li>• Ch 4 - Business in a Globalized World           <ul style="list-style-type: none"> <li>◦ Benefits and Costs of Globalization</li> </ul> </li> </ul>	For next class Read Chapters 5-6	Lecture, Class discussion, Question and answer session.	
Week 4 Wed. Feb 6	<ul style="list-style-type: none"> <li>• Chapter 5 and 6           <ul style="list-style-type: none"> <li>◦ Business and Ethics</li> <li>◦ Organizational Ethics</li> </ul> </li> </ul>	For next class Read Chapters 7-8	Lecture, Class discussion, Question and answer session, Cases.	
Week 5 Wed. Feb 13	<ul style="list-style-type: none"> <li>• Chapter 7 and 8           <ul style="list-style-type: none"> <li>◦ Business and Public Policy</li> <li>◦ Influencing the Political Environment</li> </ul> </li> </ul>	For next class Read Chapters 9-10	Lecture, Class discussion, Question and answer session, Cases.	
Week 6 Wed. Feb 20	<b>Mid-term Exam - one hour</b> <ul style="list-style-type: none"> <li>• Chapters 9 and 10</li> </ul>	For next class Read Chapters 11-12	Lecture, Class discussion,	

	<ul style="list-style-type: none"> <li>◦ Sustainable Development and Global Business</li> <li>◦ Managing for Sustainability</li> </ul>		question and answer session.	
Week 7 Wed. Feb 27	<ul style="list-style-type: none"> <li>• Chapters 11 and 12           <ul style="list-style-type: none"> <li>◦ Role of Technology</li> <li>◦ Regulating and managing Information Technology</li> </ul> </li> </ul>	For next class Read Chapters 13-14	Lecture, class discussion, question and answer session.	
Week 8 Wed. March 6	<ul style="list-style-type: none"> <li>• Chapters 13 and 14           <ul style="list-style-type: none"> <li>◦ Shareholder Rights and Corporate Governance</li> <li>◦ Consumer Protection</li> </ul> </li> </ul>	For next class Read Chapters 15-16	Lecture, class discussion, Question and answer session, Cases	
<b>Week 9 Wed. March 13</b>	<b>Spring Recess - No class</b>			
Week 10 Wed. March 20	<ul style="list-style-type: none"> <li>• Chapters 15 and 16           <ul style="list-style-type: none"> <li>◦ Employees and the Corporation</li> <li>◦ Managing a Diverse Work Force</li> </ul> </li> </ul>	For next class Read Chapters 17-18	Lecture, Class discussion.	
<b>Week 11 Wed. March 27</b>	<b>Group Presentation</b>	Read Chapters 17 and 18 for next class	Lecture, Class discussion.	
Week 12 Wed. April 3	<ul style="list-style-type: none"> <li>• Chapters 17 and 18           <ul style="list-style-type: none"> <li>◦ Business and its suppliers</li> <li>◦ The Community and the Corporation</li> </ul> </li> </ul>	Read Chapter 19 for next class	Lecture. Class discussion.	
Week 13 Wed. April 10	<ul style="list-style-type: none"> <li>• Chapter 19           <ul style="list-style-type: none"> <li>◦ The public and Corporate Reputation</li> </ul> </li> </ul>	Review cases starting on page 439	Lecture, Class discussion.	
Week 14 Wed. April 17	Discussion on Cases		Review all chapters covered	
Week 15 Wed. April 24	Review of Chapters Covered and any remaining business			
<b>Week 15 Wed. May 1</b>	<b>Final Exam</b>			