



Lincoln University

BA 331 – Social Environment of Business COURSE SYLLABUS Fall 2024

Instructor: Dr. Abi Oguntuase
Lecture Schedule: Monday, 9:00 AM – 11:45 AM
Credits: 3 units / 45 lecture hours
Level: Mastery 2 (M2)
Office Hours: Monday, 12:00 NOON – 1:30 PM
E-mail: Aoguntuase@lincolnuca.edu.
Textbooks: Anne T. Lawrence & James Weber. *Business & Society*, 13th, ed., McGraw Hill: ISBN: 978-0-07-813715-0
Last Revision: August 4, 2024

CATALOG DESCRIPTION

Students explore relationships between the organization and its environment, including government, labor, public groups, various ideological constellations, the media, academia, and local communities. Ideas are reviewed as to what actions can be taken by corporations and and/or 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

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 1b, ILO 2b, ILO 7b	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 1b, ILO 2b, ILO 4b	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 1b, ILO 2b, ILO 7b	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 1b, ILO 2b, ILO 4b	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.

INSTRUCTIONAL METHODS

Students are expected to read the assigned chapter, articles, and case studies before each class. Case studies and hypothetical problems will comprise a part of each class session.

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

There will be class discussions and presentations by students on the case studies. Every student must participate in an intensive classroom activity. 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).

Final Paper

There will be a final paper on a topic to be decided by the professor. The final paper will be presented to the class on the last day of the course. The paper will be submitted via Canvas. The final paper will comprise **approximately 20 per cent of the final grade and the presentation will be 5 percent.**

Students' work is expected to be original.

COURSE ASSIGNMENTS

There will be one mid-term examination, which will need to be submitted via Canvas. Homework assignments will be provided to students and uploaded onto Canvas after completion. There will be case study presentations. The case study questions will be provided in the class.

GRADING POLICY

Grading will be based on the following criteria:

Mid-term Exam	15 percent
Final Examination	20 percent
Final Paper Presentation	5 percent
Class Attendance	5 percent
Homework	30 percent
Case Study Class Presentations	25 percent
Total	<u>100 percent</u>

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. Cell phone usage during class is prohibited

Important Dates: Classes Begin: Monday August 26

No classes on Monday 9/2/24-Labor Day and

Monday 11/11-Veterans Day

November 26-30 Fall Recess

Final Week Dec 9-14th, 2024.

COURSE CALENDAR AND ASSIGNMENTS

Review course materials need to be reviewed prior to coming to class. Be ready to be engaged, participate and interact in the classroom with your colleagues. Class participation is crucial. Case studies and questions will be discussed in class.

CLASS SCHEDULE

<u>Date</u>	<u>Assignments</u>
August 26th:	Business in Society - Chapter 1: The Corporation and Its Stakeholders
September 2nd:	Labor Day - No classes
September 9th:	Chapter 2: Managing Public Issues and Stakeholder Relationships
September 16th:	Chapter 3: Corporate Social Responsibility
September 23rd:	Chapter 4: Ethics and Ethical Reasoning
September 30th:	Chapter 5: Organizational Ethics
October 7th:	Chapter 6: Challenges of Globalization
October 14th:	Chapter 7: Global Corporate Citizenship
October 21st:	Chapter 8: Business-Government Relations (Midterm)
October 28th:	Chapter 9: Influencing the Political Environment
November 4th:	Chapter 10: Ecology and Sustainable Development in Global Business
November 11th:	Veterans Day - No classes
November 18th:	Chapter 11: Managing Environmental Issues
November 25th:	Chapter 12: Technology, Organizations, and Society
December 2nd:	Chapter 13: Managing Technology and Innovation
December 9th:	Chapter 14: Stockholder Rights and Corporate Governance
December 16th	Finals

FACULTY INFORMATION

Professor Abi Oguntuase has a B.A. in Social Work from the University of Ilorin, Nigeria, a Master's degree from California State University, Hayward, and Doctor of Philosophy Degree in Business from Northcentral University, AZ.

He has been professor at Liberty University since 2019 and has public service experience spanning 25 years. He joined Lincoln University one year ago.

MODIFICATION OF THE SYLLABUS

The instructor reserves the right to modify this syllabus at any time during the semester. Announcements of any changes will be made in the classroom.