



Lincoln University

BA 171- Business & Society

Fall Semester 2025

August 25- December 13, 2025

Mondays, 9:00AM- 11:45AM

Instructor: Professor James Stryker

Office Hours: Weekly by appointment

Credits: 3 units / 45 lecture hours

Level: Developed (D)

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Text: Business & Society: Ethics, Sustainability & Stakeholder Management
Archie B. Carroll, Jill Brown
11th Edition, 2023
ISBN 978-0-357-71862-9

Prerequisite: BA 10

Course Description

Students will explore the relationships between business organizations and the 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 to improve relationships between business and the environment.

Course Learning Outcomes ¹

1. Demonstrate an understanding of the differences between the stakeholder theory of the firm and the shareholder theory of the firm
2. Demonstrate an understanding of the relationship between corporate social responsibility and corporate citizenship
3. Demonstrate an understanding of corporate governance and it's relationship to business and society issues
4. Demonstrate an understanding of personal and organizational ethical principles and perspectives
5. Evaluate the benefits and costs of globalization and it's impact on businesses and the environment.
6. Demonstrate skills in making oral and written presentations

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

Instructional Methods

Assignments and projects require students to actively use the 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](#) website (lincolnuca.libguides.com).

Course Requirements

This course is comprised of three learning components that are weighted in your final grade as follows:

1. 30%- In-class Work:
 - 15%- Class attendance
 - 15% Quizzes (ONLINE in CANVAS)
2. 50%- Exams- ONLINE format in CANVAS indicating mastery of the content of the textbook and lectures assessed using two multiple choice exams (25% of final grade each exam)
3. 20% - Company PPT presentation.

1. 30%- In-Class Work:

a) Class Participation: 15% of total grade.

Please remember, this is not a lecture course. Therefore, please come to each class **on time** having read the assignment ahead of time and be ready to discuss the topic in detail. Be prepared to share your insights with the class. Your participation grade is based on your **attendance**, preparation, offering of unique insights, and participation in the ongoing class discussions for each session.

b) Quizzes: 15% of total grade.

Approximately 10 quizzes, multiple choice covering the chapter assignments for the day. **Quizzes are all in ONLINE in CANVAS and due at the start of class.**

2. 50%- Exams

- a. Midterm Exam (25%)
- b. Final Exam (25%)

Exams are all in ONLINE format in CANVAS.

3. 20%- Company PPT Analysis

A significant part of the learning experience in this course is the **Company Analysis**. By Week 3 you will select a **publicly traded company** for a detailed analysis. Your mission is to perform a thorough analysis of the company and then to present your findings to the class. Details for the Company Analysis will be presented at week 3 of the course.

Company Presentation Deliverables

Company PPT Slide Presentation- 10 Slide Power Point Presentation (20%) due Monday, 11/17.

You may select any publicly traded company of your choice.

Grading

A	94-100
A-	90-93.9
B+	87-89.9
B	83-86.9
B-	80-82.9
C+	77-79.9
C	73-76.9
C-	70-72.9
D+	67-69.9
D	60-66.9
F	0-59.9

Academic Honesty Policy

The University considers honesty vital to its academic life. Therefore, it requires that students learn and abide by the standards of honesty expected in an academic community.

In general, academic honesty requires that students: (1) submit work that is clearly and unmistakably their own; (2) properly represent information and give adequate acknowledgement to all sources that were used in the preparation of an assignment; (3) neither seek, accept, nor provide any assistance on tests, quizzes, and/or assignments unless explicitly permitted to do so by the instructor.

Quizzes must be submitted by the start of class on the day they are due.

EXAMS are to be taken on the day scheduled.

Class attendance is required.

Administrative Policies on class absences:

- a) A student receives a warning notice after missing 20% of class meetings.**
- b) A student is placed on probation after missing 30% of class meetings.**
- c) A student may be dismissed after missing 40% of class meetings**

1. Students are required to **arrive at class on time**. Showing up late disturbs the

natural flow of the lecture and affects everyone's experience.

2. All quizzes, exams, assignments and projects must be completed and handed in on time. **Late submissions will result in lower grade** (each day of delay could cost up to 4% points).
3. All course materials will be available to students on Canvas LMS. To access, go to lincolnuca.instructure.com and log in using your Lincoln email credentials.
4. Detected cheating/plagiarism will result in "F" for the assignment.
5. **General Safety on campus: The capacity of the elevator is three people. Please practice common sense and do not board the elevator if you are the fourth person.**

Punctuality and full class attendance

All students should be seated and ready to begin class on time. Students should remain for the full class period unless they let me know that there is a serious reason for leaving prior to class.

Class Etiquette

Please be respectful and courteous to your classmates and your instructor.

Electronic Equipment

All cell phones should be turned off during class time and kept in your backpack, purse, etc.

SCHEDULE OF READINGS AND ASSIGNMENTS
Fall Semester 2025
BA 171

Week	Date	Content		Comments - Quizzes
1	M 8/25	Ch 1- The Business & Society Relationship		
2	M 9/1	NO CLASS- Labor Day		
3	M 9/8	Ch 2- Corporate Social Responsibility		
4	M 9/15	Ch 3- The Stakeholder Approach Ch 4- Sustainability & the Natural Environment		
5	M 9/22	Ch 5- Business Ethics Essentials		
6	M 9/29	Ch 6- Managerial & Ethics Essentials		
7	M 10/6	Midterm Exam 1		
8	M 10/13	Ch 7- Ethical Issues in the Global Arena Ch 8- Business Ethics and Technology		
9	M 10/20	Ch 9- Corporate Governance Ch 10- Strategy, Risk, Crisis Management		
10	M 10/27	Ch 11- Employee Stakeholders- Work Place Issues Ch 12- Employee Stakeholders- Privacy, Health, Wellness		
11	M 11/3	Ch 13- Employment Discrimination/Diversity/Inclusion		
12	M 11/10	Ch 14- Consumer Stakeholders		
13	M 11/17	Company PPT Presentations		
14	11/24-11/29	Fall Recess		
15	M 12/1	Company PPT Presentations		
	M 12/8	Final Exam		