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Lincoln University

BA 431 – Social Environment of Business
Course Syllabus
Spring 2011

Lecture Schedule : 6:30 PM – 9:15 PM, Monday, March 21 – Monday May 9, 2011

Credit Units - 4

Instructor: Tesfaye Ketsela. Ph.D.

Contact Information: tketsela2@aol.com or tketsela@lincolonuca.edu Te. 510 567 8458

Textbook(s):

Main Text Book :

Lawrence Anne T. and Weber, James. (2011). *Business and Society. 13th Edition*. New York: McGraw Hill
ISBN: 9780078137150

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)

Baron, David P. (2010). *Business and its Environment (6th Edition)*. Upper Saddle River, New Jersey: Prentice Hall
ISBN: 139780136083924

Course 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. A one-unit written research project and its oral presentation are required parts of the course

Prerequisite: none

Learning Objectives:

Upon completion of this course students will be able to:

- Describe market and non-market stakeholders



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- 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

Methodology:

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.

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.

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 to the class not to them.

Examination Policy:

There will be short quizzes during the week in order to encourage students to read the assignments in advance. The final examination will be given at the end of the class . (Refer to “Schedule of Class Activities” included here on the last page



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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)
- **Pop-quizzes (5%)** (*short quizzes will be given to students at any time after class starts and the questions will be from the reading assignments given in advance.*)
- **Individual assignment submissions on case analyses – 5%**
- **Individual Assignments and Presentation - 15%**
- **Mid-term examination – 20%**
- **Final Examination - 40%**

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

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

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

Course Schedule and Activities: (see last page)

Instructor Information: After completing his Bachelor’s Degree in Agro-Economics and Business Administration in his country of origin (Ethiopia) Professor Tesfaye Ketsela earned his Master’s and Ph.D. Degrees from the University of Wisconsin, Madison and University of Wales, Great Britain respectively. His major fields of study are Continuing Education (for the Master’s Degree) and Educational Administration (for the Doctoral Degree).

He has served in different capacities including President (current position at Columbia Commonwealth University/Malawi), and Dean of Administration and Management at Columbia Commonwealth University. He has also taught management and administration



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courses at various universities in the USA. He has published various articles and made presentations in the US and overseas on leadership and institutional administration topics. In February of 2009 he was promoted to the rank of Professor based on his contributions in the areas of teaching, developing various policies for institutions of higher learning, thesis and dissertation supervision of graduate and post-graduate students for over 19 years, presentation of papers at international conferences and seminars as well as two decades of service in administering educational programs in the US and abroad.

He has received several awards for his contributions in academic administration and community development programs. Currently he is in the process of writing two books, one on *Leadership Principles and Practices* designed to contribute to the issues and problems surrounding this important area of study and another on *Student Guide for Writing Thesis and Dissertation* based on his experiences of supervising thesis and dissertation work over the past 19 years and focusing on typical problems and challenges students generally face when writing academic papers.

Date of the Last Update: February, 2011

Class schedule and activities follow on the next pages



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Course Schedule and Activities for BA 431: Social Environment of Business Spring Semester/2011 - March 21 to May 9

Ketsela

Week	Topics to be covered	Reading Assignment	Activities	Remarks
First Week Monday And Wed March 21 & 23	<ul style="list-style-type: none"> • Business and Society • Stakeholder Analysis • The changing nature of the business environment • Stakeholder engagement 	Chapters 1 and 2 and 3 in text	Lecture, class discussion, question and answer session	
Week 2 Monday & Wed March 28 and 30	<ul style="list-style-type: none"> • Corporate power and responsibility • Balancing Responsibilities 	Read chapters 4 and 5 and 6 in text for next week's session	Lecture, class discussion, question and answer session, Cases	
Week 3 Monday & Wed April 4 & 6	<ul style="list-style-type: none"> • Ethics and Ethical Reasoning • Organizational Ethics and the Law • Ethics in the Global Economy • Process of Globalization, Benefits and Costs 	Read Chapters 7 and 8 and 9 for next week's sessions	Lecture, class discussion, question and answer session, Cases	Video Presentation on "The Corporation"
Week 4 Monday and Wed April 11 and 13	<ul style="list-style-type: none"> • Global Corporate Citizenship and stages • The Relationship of Government and Business • The Political Environment • Political Involvement, actions and tactics 	Read Chapters 10, 11 and 12 for next class	Lecture, class discussion, question and answer session, Cases	
Week 5	6:30 – 7:30 PM – Mid-term exam			



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Monday and Wed April 18 and 20	<p>on Materials Covered until end of Week 4 7:30 – 9:15</p> <ul style="list-style-type: none"> • Ecological Issues • Global Environmental Issues • Managing Environmental Issue • Technology and global business • 	Read Chapters 13, 14, 15 and 16 for next class	Lecture, class discussion, question and answer session, Cases	
Week 6 Monday and Wed April 25 and 27	<ul style="list-style-type: none"> • Managing Technology and Innovation • Issue and problems on Intellectual Property • Stockholder Rights • Consumer Protection • Employee Rights 	Read Chapter , 17, 18 and 19 for next week's session	Lecture, class discussion, question and answer session, Cases	
Week 7 Monday and Wed May 2 and 4	<p>Monday:</p> <ul style="list-style-type: none"> • Managing a Diverse Work Force • Community Relations • Public Relations <p>Wednesday – Presentation of Group Projects (BA331 students) and Presentation of Individual Projects for BA431 students</p>			
Week 8 Monday and Wed May 9 and May 11	<p>Monday May 9 – Revision</p> <p>Wednesday May 11: 6:30 PM – 8:30 PM</p> <p>Final Examination</p>			

Please note that the above 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 needs or are in the best interest of students. Any change to made will be communicated to the students in advance.