



# Lincoln University

## BA 171 – Business and Society

### COURSE SYLLABUS

2018

- Instructor:** Prof. Alex Anokhin, PhD  
**Lecture Schedule:** Monday 3:30 PM – 6:15 PM  
**Credits:** 3 units / 45 lecture hours  
**Level:** Developed (D)  
**Office Hours:** Monday 11:00 AM to 12:00 PM  
**e-mail:** aanokhin@lincolnuca.edu  
**Textbooks:** Lawrence, A.; Weber, J. (2014). *Business and Society: Stakeholders, Ethics, Public Policy*. New York: McGraw-Hill/Irwin. 14th edition. ISBN-10 0078029473, ISBN-13 9780078029479

**Last Revision:** January 10, 2018

### CATALOG DESCRIPTION

The firm will be viewed as a component of a pluralistic society and the various relationships explored. Emphasis is on the role of business, relationship to different value systems, historical development of American business enterprise, social responsibility in various areas, and future forces, which may shape the growth and development of business. (3 units)

*Prerequisite: BA 10*

### EDUCATIONAL OBJECTIVES

Companies do not exist in vacuum: they are parts of elaborate global networks that tie together various stakeholders, political institutions, civil society organizations, influenced by numerous factors related to natural environment and technological progress. This course is designed to equip students with skills and knowledge needed to navigate these complex networks, making sense of the issues of the modern business world.

We will examine a number of urgent questions raised by globalization, and environmental challenges. We will investigate the role of political system in the life of the company and analyze various ethical theories, philosophies and systems of values. Students are expected to develop a broad understanding of a business as a social institution, as well as acquire strategic vision and practical skills needed to manage the company in the modern world.

Upon the completion of the course students will be able to:

- Provide coherent reasoning using major ethical theories
- Understand the stakeholder theory of the firm as well as its rights and obligations in relation to various stakeholders;
- Assess the impact of political institutions in business world;

- Analyze an impact of globalization on business and society;
- Understand challenges to business posed by changes in the natural environment.

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

	<b>Course LO</b>	<b>Program LO</b>	<b>Institutional LO</b>	<b>Assessment Activities</b>
1	Analyze rights and responsibilities of actors in business environment from the perspective of the stakeholder theory of the firm.	PLO 1	ILO 1a, ILO 2a, ILO 3a	In-class discussion, Presentation
2	Demonstrate an ability to be an effective spokesperson of a company.	PLO 3	ILO 2a, ILO 7a	In-class discussion, Home assignments, Case studies
3	Analyze the impact cause by globalization in context of major ethical theories.	PLO 5	ILO 3a, ILO 4a	In-class discussion, Home assignments, Case studies

### **PROCEDURES AND METHODOLOGY**

Core concepts identified from the textbook will be augmented through supplementary sources (made available to students on the class website) and applied to the real life situations through case studies, essays, and other assignments.

The coursework will include required reading followed by various assignments. The course consists of 3 modules. At the end of each module students have to submit all assignments for a given module as well as pass a written examination. At the end of the course students must submit a group research project.

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.lincolnuca.edu) website (ctl.lincolnuca.edu).

All communication between students and instructor (including assignments submissions) has to be conducted through the course website.

### **CLASS RULES**

This list of rules is the product of experience and is designed to keep the course effective and convenient for everyone. Therefore the rules that are outlined here will be followed with no exceptions (in order to preserve fairness all exceptions would have to be offered to everyone, and this is neither feasible nor possible).

- Class attendance is required. Attendance will be taken each class at a time chosen by the instructor.
- Students are required to arrive to class on time. Showing up late disturbs the natural flow of the lecture and affects everyone’s experience. Usually, up to 10 minutes of “grace period” is

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<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.lincolnuca.edu) website (ctl.lincolnuca.edu).

allowed. However, if students choose to show up 10 minutes into class on a regular basis, this rule will be reviewed and no one will be allowed in after the start of the class.

- Once you receive an invitation to the course website (or obtain the registration code), make sure to set up your profile in such a way that it would be possible for the instructor to identify you - use your name (as it is in the Lincoln University records) as your primary ID and your Lincoln University email as you secondary ID as well as a profile photo.
- Submissions of home assignments will be conducted via the course website only (Canvas Instructure). Absolutely no hard copy or email submissions will be accepted! The acceptable format for assignment submission is .txt, .doc, .docx, and .pdf.
- 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 costs 2% points). This rule will be strictly enforced. Since all assignments are available on the website, the fact that you have not been in class when the assignment was given cannot be used as an excuse to submit it later.  
\*For those joining the class later: all assignments have to be submitted within the first week of registering for the class. After that, not submitted assignments will result in F.
- Midterm exams and in-class assignments cannot be made up.
- No cheating and no plagiarism, please! Detected cheating/plagiarism will result in “F” for the assignment. (This rule is very strictly enforced, no exceptions!).
- All grades will be made available to students through the course website.

## **EXAMS**

The exams will consist of questions based on assigned chapters and supplementary reading.

## **COURSE PROJECT**

Every student must complete a research paper for graded submission at the end of the course. In this research paper students are expected to conduct a case study of a real-world company, analyzing its relationships with all major stakeholders. More detailed outline will be presented in class. The work is done in groups.

Research paper must be formatted according to APA style guidelines. Research projects must comply with the Lincoln University requirements.

## **ASSESSMENT CRITERIA**

All assignments, projects and exams are evaluated using the indicated system:

94-100	A	73-76	C
90-93	A-	70-72	C-
87-89	B+	67-69	D+
83-86	B	60-66	D
80-82	B-	0-59	F
77-79	C+		

## TENTATIVE WEIGHTS

Attendance	5%
Group Project	20%
Assignments	20%
Midterm exams	30% (15% each)
Final exam	25%

## COURSE SCHEDULE

### *Module 1*

1. Introduction. The Corporation.  
Stakeholder theory of the firm
2. Business ethics: Normative ethical theories
3. Business ethics: Descriptive ethical theories

### **Midterm Exam I**

### *Module 2*

4. Business in a globalized world
5. Business and the natural environment
6. Business and technology
7. Business and public policy
8. Influence of business on political environment

### **Midterm Exam II**

### *Module 3*

9. Stockholder rights and corporate governance
10. Consumer rights and the corporation
11. Employees and the corporation
12. Business and civil society
13. Managing public relations
14. Project Presentations
15. **Final Exam**