# Lincoln University

# BA 331 – Social Environment of Business

## COURSE SYLLABUS

### 2018

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| **Instructor:** | Prof. Tesfaye Ketsela, PhD |
| **Lecture Schedule:** | Thursday, 9:00 AM – 11:45 AM |
| **Credits:** | 3 units / 45 lecture hours |
| **Level:** | Mastery 2 (M2) |
| **Office Hours:** | Thursdays 12:00 PM - 1:00 PM by arrangement. |
| | **e-mail:** tketsela@lincolonuca.edu |
| | **Phone:** (510) 837-5078 |
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| **Textbooks:** | Lawrence Anne T. and Weber, James. (2017). *Business and Society. 15th Edition.* New York: McGraw Hill ISBN: 978-1-259-31541-1 |
| | 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) |
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| **Last Revision:** | January 3, 2018 |

## 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. (3 units)

## EDUCATIONAL OBJECTIVES

Upon completion of this course students will be able to:

- Describe market and non-market stakeholders
- 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

**COURSE LEARNING OUTCOMES[1]**

| | **Course LO** | **Program LO** | **Institutional LO** | **Assessment Activities** |
|---|---|---|---|---|
| 1 | Analyze an impact of globalization on business and society. | PLO 1 | ILO 1b, ILO 2b | Home assignments, case studies, in-class discussions |
| 3 | Be able to effectively communicate with internal and external stakeholders of the organization in accordance with CSR policies and business strategy. | PLO 3 | ILO 2b, ILO 5b | Course project, case studies |
| 4 | Effectively manage relationship with organization's major stakeholders. | PLO 4 | ILO 4b, ILO 5b, ILO 6b | Case studies, home assignment |
| 5 | Demonstrate understanding of the stakeholder theory of the firm as well as its rights and obligations in relation to various stakeholders | PLO 5 | ILO 4b, ILO 5b | Course project, in-class discussions |
| 6 | Be able to employ major ethical theories when addressing complex business problems. | PLO 6 | ILO 3b | Course project, in-class discussions, case studies. |

**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 website (ctl.lincolnuca.edu).

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[1] Detailed description of learning outcomes and information about the assessment procedure are available at the Center for Teaching and Learning website (ctl.lincolnuca.edu).

**COURSE 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 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.

- *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;
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

**COURSE SCHEDULE**

| Week | Topics to be covered | Reading Assignment | Activities |
|---|---|---|---|
| **First Week Thursday Jan 19** | - Review Course Description<br>- Learning Objectives - Code Conduct - Grading Policy<br>- Watch video on the Corporation | For next class Read Chapter 1-2 | Teaching Assistant will take attendance distribute syllabus and show video |
| **Week 2 Thursday Jan 26** | Chapters 1 and 2<br>• Business in Society<br>• Stakeholder Analysis<br>• The changing nature of the business environment<br>• Stakeholder engagement<br>• Managing Public Issues and Stakeholder Relationships | For next class read Chapters 3 and 4 | Lecture, class discussion, question and answer session |
| **Week 3 Thursday Feb 2** | Chapter 3. Corporate Social Responsibility (CSR) and Citizenship<br>- Arguments for and against CSR<br><br>Chapter 4. Business in a Globalized World Benefits and Costs of Globalization | Read chapters and 5 and 6 in text for next week's session | Lecture, class discussion, question and answer session, Case studies |
| **Week 4 Thursday Feb 9** | Chapter 5 and 6 Business and Ethics Organizational Ethics | Read Chapters 7 and for next class | Lecture, class discussion, question and answer session, Case studies |
| **Week 5 Thursday Feb 16** | Chapter 7 and 8<br>• Business and Public Policy<br>• Influencing the Political Environment | Read Chapters 9 and 10 for next class | Lecture, class discussion, question and answer session, Case studies |
| **Week 6 Thursday Feb 23** | Mid-term Exam - one hour<br><br>Chapter 9 and 10<br>• Sustainable Development and Global Business<br>• Managing for Sustainability | Read Chapter 11 and 12 for next class | Lecture, class discussion, question and answer session, Case studies |

| Week 7 Thursday March 2 | • Role of Technology • Regulating and managing Information Technology | Read Chapter 13 and 14 for next class | Lecture, class discussion, question and answer session, |
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| Week 8 Thursday March 9 | Chapters 13 and 14 Shareholder Rights and Corporate Governance Consumer Protection | Read Chapter 15 and 16 for next class | Lecture, class discussion, question and answer session, Case studies |
| Week 10 Thursday March 23 | Chapter 15 and 16 • Employees and the Corporation • Managing a Diverse Work Force | Read Chapter 13 and 14 for next class | Lecture. class discussion |
| Week 11 Thursday March 30 | Group Presentation | Group Presentation | Read Chapters 17 and 18 for next class |
| Week 12 Thursday April 6 | Chapter 17 and 18 • Business and its suppliers • The Community and the Corporation | Chapter 17 and 18 • Business and its suppliers • The Community and the Corporation | Read Chapter 19 for next class |
| Week 13 Thursday April 13 | Chapter 19 • The public and Corporate Reputation | Chapter 19 • The public and Corporate Reputation | Review cases starting on page 439 |
| Week 14 Thursday April 20 | Discussion on Cases | Discussion on Cases | |
| Week 15 Thursday May 4 | Review of topics covered. Final Exam. | | |