Business in Society (GenBus 441)
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Course Description
To expose students to, and help students, learn how to identify and understand the existence of a variety of other interests and values that may be involved in business decision-making situations. This facilitates the recognition of situations that involve ethical dimensions as well as the learning of tools to avoid or resolve those conflicts in ways that recognize socially accepted standards of conduct, whether those standards are ensconced in law or not. Addressing ethical issues is best done in an intentional, specific, and cohesive way.

The secondary purpose of this course is to understand that corporate management, and specifically senior management, must understand and be the drivers behind creating and sustaining an ethical culture in the workplace also in an intentional, specific, and cohesive way if business is to respond adequately to changing expectations in the social environment.

A third purpose of this course is to understand that businesses and industries must be continually aware of changes in the business and social context in which it is expected to establish and preserve its legitimacy and ultimately survival (often referred to as “sustainability”). Businesses must be able to recognize the competitive advantages of taking a multiple stakeholder perspective that addresses social and environmental factors, as well as financial objectives. Business must understand its changing social responsibilities and be in a position to both influence the definition and recognition of those responsibilities, as well as respond to them. Implicit in this is the need to recognize the interests of various internal & external stakeholders and address their legitimate needs & expectations in an ethical fashion. Corporate Social Responsibility (CSR) is about understanding society’s changing expectations and managing their implications for the business environment in order to operate a sustainable enterprise, one which continues to enjoy a competitive advantage in obtaining and retaining the cooperation of its critical stakeholders. In relation to ethical behavior, CSR is about how a firm decides to “do the right thing” by itself, its stakeholders and society when faced with conflicting interests, values and business choices.

Within this context, this course explores the relationships between business, government, and society in domestic and global contexts. Business is the dominant social institution in the U.S. and throughout much of the world. Government regulates business for the general welfare through enforcement of laws, regulation, rules, ordinances, etc. We will examine the limits of the law's ability to regulate a society, as well as the limits of self-regulation and reliance upon expectations of ethical conduct. We will discuss the concepts of business, government, and stakeholders, plus examine how their competing interests create difficult economic, legal, and ethical challenges for managers and policy-makers in a variety of areas. Extensive use will be made of current events and topics.

PREREQ: ENGL 102 and GENBUS 202.
Course Objectives
A. To develop an elementary ability to identify and analyze ethical issues and to solve ethical problems in a business context.
B. To raise awareness of each student’s ethical attitudes and develop communication skills to participate in discussions of ethical issues.
C. To understand the concept of stakeholders and their relationship to business and impact on managerial decision-making.
D. To explore business conduct, social responsibility, the role of government and the interaction of business and society in affecting government action.
E. To examine current issues (domestic and international) in business, government, and society by applying a stakeholder analysis.
F. To apply course content to actual business operations and explore how CSR can be applied in a strategic manner to enhance business opportunities and long term sustainability.

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<tr>
<th>Students in this class will learn or practice the following COBE Core Curriculum concepts, methods, and skills:</th>
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<tbody>
<tr>
<td>1. Understand and apply analytical and disciplinary concepts and methods related to business and economics:</td>
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<td>✔️ 1.2. Business Policy and Strategy</td>
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<td>✔️ 1.7. Legal &amp; International environment of business</td>
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<td>✔️ 1.8. Management</td>
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<td>✔️ 2.1. Communicate effectively: Write messages and documents that are clear, concise, and compelling</td>
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<tr>
<td>✔️ 2.2. Communicate effectively: Give oral presentations that use effective content, organization, and delivery</td>
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<td>✔️ 3. Solve problems, including unstructured problems, related to business and economics</td>
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<td>✔️ 4. Use effective teamwork and collaboration skills</td>
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<td>✔️ 5. Resolve ethical issues related to business and economics</td>
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Textbook
Strategic Corporate Social Responsibility: Stakeholders in a Global Environment, 3rd Ed., Werther & Chandler (Sage 2014)

Assigned Readings & Ethical Cases
Will be posted on Blackboard and/or noted below
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<th>DATES</th>
<th>TOPICS &amp; ASSIGNMENTS</th>
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| January 11<sup>th</sup> | Introduction, Review of the Syllabus and Course  
Video 1: What is a Corporation?  
Class Discussion |
| January 18<sup>th</sup> | **No Class**: University Holiday |
| January 25<sup>th</sup> | Readings: A Liberal Education is Not a Luxury  
Multicultural Critical Theory. At B-School?  
Ethical Case Analysis  
Video 2: The Corporation – Birth  
Video 3: The Corporation – A Legal Person  
Video 4: The Corporation – Externalities  
Class Discussion |
| February 1<sup>st</sup> | Readings: Right and Wrong  
The New Untouchables  
Ethical Case Analysis  
Video 5: The Corporation – Case Histories  
Video 6: The Corporation – The Pathology of Commerce  
Video 7: The Corporation – Monstrous Obligations  
Class Discussion |
| February 8<sup>th</sup> | **No Class**: Research Day, Review, Work on journal analysis & semester project |
| February 15<sup>th</sup> | **No Class**: University Holiday |
| February 22<sup>nd</sup> | Readings: The Point of Studying Ethics  
Basic Ethical Terms and Normative Theories  
Ethical Case Analysis  
Video 8: The Corporation – Mindset  
Video 9: The Corporation – Trading on 9/11  
Video 10: The Corporation – Boundary Issues  
Class Discussion |
| February 29<sup>th</sup> | Readings: The Ethics of Right versus Right  
Bringing Employees on Board with Ethics  
Ethical Case Analysis  
Video 11: The Corporation – Basic Training  
Video 12: The Corporation – Perception Management  
Video 13: The Corporation – Like a Good Neighbor  
Class Discussion |
| March 7<sup>th</sup> | **No Class**: Research Day, Review, Work on journal analysis & semester project |
March 14th
Readings: BSU Code of Conduct (excerpts)
Characteristics of a COBE Student
Ethical Case Analysis
Video 14: The Corporation – A Private Celebration
Video 15: The Corporation – Triumph of the Shill
Video 16: The Corporation – Advancing the Front
Class Discussion

March 21st
No Class: Spring Break

March 28th
Reading: Chapter 1
Ethical Case Analysis
Video 17: The Corporation – Unsettling Accounts
Video 18: The Corporation – Expansion Plan
Video 19: The Corporation – Taking the Right Side
Class Discussion

April 4th
Reading: Chapter 2
Ethical Case Analysis
Video 20: The Corporation – Hostile Takeover
Video 21: The Corporation – Democracy Ltd.
Video 22: The Corporation – Psycho Therapies
Class Discussion

April 11th
Reading: Chapter 3
Ethical Case Analysis
Video 23: The Corporation – Prognosis

Reading: Chapter 4
Ethical Case Analysis
Class Discussion
Due: Corporation Journals (turn in at class)

April 18th
Reading: Chapter 5
Ethical Case Analysis
Class Discussion
Due: 10 Article Project (turn in at class)
Oral Presentations

April 25th
Oral Presentations

May 2nd – 5th
Comprehensive Exam: Chapters 1, 2, 3, 4, 5, Videos, Readings, Ethical cases
Classes shall follow the above order as time allows, but may be altered as the need arises in the judgment of the professor. Changes will be announced in class (if time permits), posted on Blackboard, and e-mailed to your B.S.U. e-mail account. Preparation of the assigned readings and chapters is critical to class discussion. This is NOT a standard lecture class, but is designed to be a discussion-style learning experience.

Grading will consist of 23 journal pages of analysis (one from each of the videos), 1 semester project consisting of 10 ethical articles with analysis, an oral presentation of an ethical case, and 1 comprehensive examination. Each will count for 25% of the overall grade. The examination will consist of “True or False” statements and multiple choice questions. The exam will be taken on Blackboard at your convenience between 6 a.m. on Monday, May 2nd until 9 p.m. on Thursday, May 5th. This is an open materials exam. There is no time limit to complete the exam and you will be able to view all of the exam questions at once. Your exam will be graded by Blackboard. The grading scale will be: A = 90% - 100%; B = 80% - 89%; C = 70% - 79%; D = 60% - 69%; F = 59% and lower. The “plus – minus” system will be used with thresholds set by Blackboard. Should a student be unable to take an exam as scheduled, the student is responsible for contacting me before the exam with their reason, exigent circumstances excepted. Not all reasons justify a make-up and permission will be based on the judgment of the professor in accordance with B.S.U. policy. I will consider classroom preparation, performance, attendance, and improvement in borderline grade cases.

The 10 article project will be application of the course material to 10 current articles or cases with student analysis. The semester project will be graded based on relevancy, thoroughness, creativity, and presentation, all in comparison to what your classmates have submitted. Thus, you are competing against your classmates for your grade on this project.

The corporation journal will be a 1 page (maximum) analysis of each of the videos we will watch and discuss in class. Analysis methodology will be discussed in class.

For those students who wish to perform additional work this semester, please see me and it will be provided to you. This work will not result in additional grades, but may assist some students in learning the material.

Should a student find that they are having difficulty with the course material or have personal issues that may prevent them from keeping up with the class, the student should contact the professor to discuss a possible solution. Requests for accommodation should be requested through the Disability Resource Center. Information on the Disability Resource Center can be found at http://drc.boisestate.edu/.

All students are encouraged to read the Student Handbook, Academic Requirements in the Undergraduate Catalog, and the B.S.U. Spring Schedule 2016 for important information. All students are expected to adhere to the Student Code of Conduct which includes information on academic standards of honesty and integrity. It can be found at http://osrr.boisestate.edu/scp-codeofconduct/. Sanctions for academic dishonesty range from a minimum of no credit given for the assignment and/or a grade of failure in or dismissal from the course, to a maximum of expulsion from the university. All B.S.U. standards, rules, policies, and requirements are hereby incorporated into this syllabus by reference and can be reviewed at https://my.boisestate.edu.