

Fall 2015 SESSION ONLINE COURSE
GBUS 4305 BUSINESS AND SOCIETY
Randal Stitts, CPA, PH.D
e-mail: rhstitts@sulross.edu

AVAILABILITY HOURS:

VIA CHAT OR EMAIL—MONDAYS 10AM-6PM
UVALDE Office number # A 113, BY APPOINTMENT

GRADING: Grades will be determined as follows:

Exam I	100 pts
Exam II	100 pts
Other assignments	50 pts

In addition to the text readings, we will read a few articles and perhaps view a few videos dealing with current controversies and big business. Oil spills, health care costs, exploiting workers including undocumented workers, dumping and overfishing the oceans are all some of the current issues we may examine.

Some of the big questions:

- Should we as a society leave big business alone because ultimately their actions have resulted in what is best for our society as a whole?
- Is being socially responsible incompatible with maximizing profit for the company and its stockholders?
- Do we need more regulation of big business or less?

1. ONLINE COURSE PROCEDURES: **It will be your responsibility to check the Blackboard website frequently.** You are also required to check your Sul Ross email account since all individual communication will be sent to that address.

YOU ARE REQUIRED TO DOWNLOAD AND USE THE MOZILLA INTERNET BROWSER from Firefox OR Chrome by Google. The Microsoft Internet Explorer in the later versions has recently caused a variety of problems when taking these online exams. Mozilla is available as a free download. Click on the Help and Resources tab when you first log onto the course and then click on Downloads, Utilities, etc. If you need help with this download, contact our OIT department immediately.

Each week, you should read the assigned chapters and check for any new material, new assignments or any chapter quizzes.

2. REQUIRED TEXT: Business and Society, by Post, Lawrence and Weber, (12th Edition, McGraw-Hill Irwin). Isbn# 978-0-07-353017-8

3. **OFFICIAL COMMUNICATION:** All official communication by the University or me will be sent to your Sul Ross email account. As a result, you are required to activate your email account and check it from time to time for personal communication. I encourage you to email me if you have questions or comments, **BUT PLEASE** include your full name and the course for which you have questions. Even if you submit your email through the Blackboard site, I cannot tell which course you are in nor what your real name is (i.e., egar123) unless you put it in the body of your email.

4. TECHNOLOGY HELP: Obtain your RGC email account name and password directly from the **Central Help Desk at 1-888-837-2882**. For most technology problems, first go to the Lobo Technology Assistance Center (LTAC). The quicklink to this site is available from our home page under the “My SRSU” tab. For specific help with any aspect of Blackboard, including problems with online exams, contact our Blackboard administrators in Alpine.

BLACKBOARD HELP: 432-837-8489

In addition you may visit with one of our on-campus technology resource personnel as follows:

Uvalde: Mr. George Hernandez phone: 830-279-3045
Email: ghernandez@sulross.edu

Del Rio: Mr. Francisco Rodriquez
Email: frodriquez2@sulross.edu

Eagle Pass: Mr. Juan Garza phone: 830-758-5010
Email: jgarza8@sulross.edu

I encourage you to email me if you have questions about any aspect of the course. Good luck and I look forward to “hearing” from you. SEE MY SEPARATE SPREADSHEET FOR TEXT READINGS AND CHAPTER ASSIGNMENTS.

Sul Ross State University Rio Grande College is committed to equal access in compliance with the Americans With Disabilities Act of 1973. It is the student’s responsibility to initiate a request for accessibility services. Students seeking accessibility services must contact the Student Support Specialist on their campus.

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COURSE OBJECTIVES:

1. Understand why business, government and society are interactive systems.

Assessment: Written exams and class discussion.

2. Understand the concept of primary and secondary stakeholders in public corporations.

Assessment: Written exams and class discussion.

3. Understand the critical arguments for and against corporate social responsibility.

Assessment: Written exams and class discussion.

4. Understand the basic concepts of moral and ethical behavior and their applicability in the business environment.

Assessment: Written exams and class discussion.

5. Understand the interaction of government and public policy regulation of business and the concept of managing government relations.

Assessment: Written exams and class discussion.