

OFFICE HOURS: BY APPOINTMENT ANYTIME

I will be available by phone, e-mail or in my office to offer help on any subject related to the course. As we progress in the course, I may make changes to this syllabus to accommodate any particular subject area. In that sense, this syllabus is a guideline, not a contract.

Required Text:

Business and Society stakeholders, Ethics and Public Policy 15e.

Anne T. Lawrence, James Weber, McGraw-Hill Irwin ISBN 978-1-259-31541-1

1) **Learning Objectives:**

Chapter 1: The Corporation and its Stakeholders

The student will be:

Understanding the relationship between business and society and the ways in which business and society are part of an interactive system. Considering the purpose of the modern corporation. Knowing what a stakeholder is and who a corporation's market and non-market stakeholders are. Conducting a stakeholder analysis and understanding the basis of stakeholder interests and power. Recognizing the diverse ways in which modern corporations organize internally to interact with various stakeholders. Analyzing the forces of change that continually reshape the business and society relationships.

Assessment: Written exam and chapter questions.

Chapter 2: Managing Public Issues and Stakeholders Relationships

The student will be:

Identifying public issues and analyzing gaps between corporate performance and stakeholder expectations. Applying available tools or techniques to scan an organization's multiple environments and assessing stakeholder materiality. Describing the steps in the issue management process and determining how to make the process most effective. Identifying the managerial skills required to respond to emerging issues effectively. Understanding how businesses can effectively engage with their stakeholders, what drives this engagement, and the role social media can play. Recognizing the value of creating stakeholder dialogue and networks.

Assessment: Written exam and chapter questions.

Chapter 3 The Corporation's Social Responsibility

The student will be:

Understanding the role of big business and the responsible use of corporate power in a democratic society. Knowing when the idea of social responsibility originated and investigating how a company's purpose or mission can integrate social objectives with economic and legal objectives. Examining the key arguments for and against corporate social responsibility. Defining global corporate citizenship and recognizing the rapidly evolving management practices to support global citizenship.

Assessment: Written exam and chapter questions.

Chapter 4 Business in a Globalized World

The student will be:

Defining globalization and classifying the major ways in which companies enter the global marketplace. Identifying the international financial and trade institutions that have shaped the globalization process in recent decades. Analyzing the benefits and costs of the globalization of business. Identifying the major types of political and economic systems in which companies operate across the world. Understanding global inequalities of wealth and income and analyzing the special challenges of serving those at the “bottom of the pyramid.”
Assessing how businesses can work collaboratively with governments and the civil sector to address global social issues.

Assessment: Written exam and chapter questions.

Chapter 5 Ethics and Ethical Reasoning

The student will be:

Defining ethics and business ethics. Identifying managerial values as influencing ethical decision-making. Knowing why ethical problems occur in business. Knowing why ethical problems occur in business. Recognizing how people’s spirituality influences their ethical behavior. Understanding stages of moral reasoning.

Assessment: Written exam and chapter questions.

Chapter 6 Organizational Ethics

The student will be:

Classifying an organization’s culture and ethical climate. Recognizing ethics challenges across the multiple functions of business. Creating effective ethics policies, ethics reporting mechanisms, ethics training programs, and similar safeguards. Assessing the strengths and weaknesses of a comprehensive ethics program. Understanding how to conduct business ethically in the global marketplace.

Assessment: Written exam and chapter questions.

Chapter 7 Business-Government Relations

The student will be:

Understanding why sometimes governments and business collaborate and other times work in opposition to each other. Defining public policy and the elements of the public policy process. Explaining the reasons for regulation. Knowing the major types of government regulation of business. Identifying the purpose of antitrust laws and the remedies that may be imposed. Comparing the costs and benefits of regulation for business and society. Examining the conditions that affect the regulation of business in a global context.

Assessment: Written exam and chapter questions.

Chapter 8 Influencing the Political Environment

The student will be:

Understanding the arguments for and against business participation in the political process. Knowing the types of corporate political strategies and the influences on an organization's development of a particular strategy. Assessing the tactics businesses can use to be involved in the political process. Examining the role of the public affairs department and its staff. Recognizing the challenges business faces in managing business-government relations in different countries.

Assessment: Written exam and chapter questions.

Chapter 13 Shareholder Rights and Corporate Governance

The student will be:

Identifying different kinds of shareholders and understanding their objectives and legal rights. Knowing how corporations are governed and explaining the role of the board of directors in protecting the interests of investors and other stakeholders. Analyzing the function of executive compensation and debating if top managers are paid too much. Evaluating various ways shareholders can promote their economic and social objectives. Understanding how the government protects against stock market abuses, such as fraudulent accounting and insider trading.

Assessment: Written exam and chapter questions.

The Marketable Skills for the BBA are 4:

1. Students will have the ability to apply the principles of business they learn in the BBA to the management of existing businesses or the creation of new businesses
2. Students will have the ability to use research and analysis to make informed decisions
3. Students will have the ability to write business letters, emails, resumes and reports

Students will have the ability to make effective oral presentations to both professional and general audiences

2. Assessments:

- a. Module assessments are due on the date in the syllabus course schedule. Exams are not cumulative (except to the extent that one part builds upon another). Pay attention to the exam instructions for content. **Exams are time limited, you can stop and resume but the clock keeps running.**
- b. **It is a policy for this course that after the due date there will be no make-up or reposition for the work required; this policy includes all assessments, meaning; homework, exercises, assignments, and exams. Late or partially completed work is not accepted for grading purposes.**

3. Attendance:

Participation in the course is mandatory. Submissions are the equivalent to attending a lecture under the face-to-face mode. After missing four (4) submissions, students will fail the course.

4. **Course Grading:**

The Blackboard does not take into consideration-missing grades (when the student does not take an assessment) when calculating the course grade. The student needs to be aware and manually calculate the grade if this is the case. Also, for attendance purposes.

The projected cutoff point for As, Bs, Cs, and Ds are based on a 90%, 80%, 70%, and 60%, respectively.

Distance Education Statement: Students enrolled in distance education courses have equal access to the university's academic support services, library resources, and instructional technology support. For more information about accessing these resources, visit the SRSU website. Students should submit online assignments through Blackboard or SRSU email, which require secure login information to verify students' identities and to protect students' information. The procedures for filing a student complaint are included in the student handbook. Students enrolled in distance education courses at Sul Ross are expected to adhere to all policies pertaining to academic honesty and appropriate student conduct, as described in the student handbook. Students in web-based courses must maintain appropriate equipment and software, according to the needs and requirements of the course, as outlined on the SRSU website.

Americans with Disabilities Act: Sul Ross State University 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 Kathy Biddick in Student Services, Room C-102 Uvalde campus. The mailing address is 2623 Garner Field Road, Rio Grande College-Sul Ross State University, Uvalde, Texas 78801. Telephone: 830-279-3003. Email: kbiddick@sulross.edu .

CLASS SCHEDULE FOR GBUS 4005 BUSINESS AND SOCIETY

<u>Date/ Module</u>	<u>Chapter</u>	<u>Chapter</u>	<u>Description</u>
Mod 1 Jul 14	The Corporation and its Stakeholders	1	Explain the relationship between the corporation and its stakeholders Assessment available on Jul 10/2023
Mod 2 Jul 18	Managing Public Issues and Stakeholders Relationships	2	Management must anticipate emerging public issues and positively engage stakeholders Assessment available on Jul 14/2023
Mod 3 Jul 21	The Corporation's Social Responsibility	3	Businesses bear broad responsibilities to society as they pursue economic goals Assessment available on Jul 18/2023
Mod 4 Jul 25	Business in a Globalized World	4	Doing business in diverse political and economic systems and in societies with stark differences in wealth and income poses difficult challenges. Assessment available on Jul 21/2023
Mod 5 Jul 28	Ethics and Ethical Reasoning	5	Being ethical is important to the individual, the organization and the global marketplace in today's business climate. Assessment available on Jul 25/2023
Mod 6 Aug 1	Organizational Ethics	6	The organization's culture and ethical work climate play a central role in promoting ethics at work. Assessment available on Jul 28/2023
Mod 7 Aug 4	Business-Government Relations	7	Governments seek to protect and promote the public good and in these roles establish rules under which business operates in society. Assessment available on Aug 1/2023
Mod 8 Aug 8	Influencing the Political Environment	8	Managers must understand the political environment and be active and effective participants in the public policy process. Assessment available on Aug 4/2023
Mod 9 Aug 14	Shareholder Rights and Corporate Governance	13	Shareholders occupy a position of central importance in the corporation because they own shares of the company's stock Assessment available on Aug 4/2023