**BA 3108- BUSINESS, GOVERNMENT AND SOCIETY**

**Fall, 2019**

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| **Course Meetings** | |
| **Days/Times of Class Meetings: M-W 5:30: 6:45** | **Classroom: BDC 262B** |
| **Instructor Information** | |
| **Name: Dr. Hossein Bidgoli** | **Dept/Dept Office: Mgmt & Mktg Dept, BDC 142A** |
| **Phone Numbers: 654-2331** | **Office Hours: MW 12:45-1PM, 2:15-2:3:00 PM, 5:15-5:30 PM and T: 8:15-11:45 AM, and by appointment** |
| **Email Address: hbidgoli@csub.edu** | **Office Location: BPA 201** |

**BA 3108- BUSINESS, GOVERNMENT AND SOCIETY (3)** This course focuses on the interrelationships between society, business, and government. We will examine situations where the market system fails to solve problems that society deems important. Topics include ecological impact of technology, and the relationship of technology to employment and quality of work life, consumerism, ethics, and corporate social responsibility**.** Special emphasis will be given to sustainability and social responsibility within GE Theme S. Critical thinking and oral communication will be reinforced. We will examine issues using perspectives from social sciences including social psychology/sociology, economics, and political science.

**Text: Caroll and Buchholtz, *Business and Society: Ethics, Sustainability and Stakeholder Management,* 9th Ed., Southwestern, 2015. ISBN 978-1-285-73429-3.**

**GENERAL COURSE LEARNING OUTCOMES (CLOs)**

1. To become a more informed citizen.
2. To be aware of the responsibilities of business to the broader society.
3. To develop an awareness of ethical issues.
4. To adopt a personal philosophy of ethical decision-making.
5. To understand the interplay between business and governmental entities.
6. To gain an increased understanding of environmental issues associated with business, with special focus on sustainability.
7. To view corporations from the stakeholders’ perspectives, including employees, customers, owners, and members of society/communities.
8. To reinforce speaking, critical thinking and logical reasoning skills.
9. To understand how the social sciences can inform the examination of issues involving business, government and society.
10. Demonstrate an understanding of multiple factors that influence sustainability and social responsibility and analyze their connectedness.

**GENERAL EDUCATION LEARNING OBJECTIVES (TSs)**

**Theme S: Sustainability and Social Responsibility**

Outcome TS-1A: Students will demonstrate an understanding of at least two factors that influence sustainability and social responsibility; factors may be economic, social, ethical, cultural, political, and/or scientific, among others.

Outcome TS-1B: Students will analyze the connectedness between at least two factors that influence sustainability and social responsibility.

**Oral Communication Reinforcement**

Outcome OR-1A: Students will create organized oral presentations using appropriate information for the subject and the audience.

Outcome OR-1B: Students will present information in a professional manner using well-developed oral presentation skills.

**Critical Thinking Reinforcement (CTR)**

Outcome CTR-1: Students will demonstrate critical reasoning and problem solving by building on the following skills: argument analysis, argument evaluation, and/or argument construction.

**Area D: Social and Behavioral Sciences (Ds)**

Outcome D-1: Students will define and use basic principles, theories, and concepts in the social and behavioral sciences to predict and explain behavior as it relates to the specific area of study.

Outcome D-2: Students will apply disciplinary knowledge in the specific area of study to the understanding of individuals and groups as it relates to local, and global issues and problems in their contemporary and historic contexts.

Outcome D-3: Students will explain how social and behavioral scientists establish and evaluate theories in the area of study using the scientific method and demonstrate an understanding of the challenges and opportunities in integrating diverse perspectives and achieving epistemological consensus.

**BSBA PROGRAM LEARNING OBJECTIVES (PLOs)**

The course addresses the following PLOs for the BS in Business Administration:

PLO 1: Communication Skills (writing and oral presentation assignments)

PLO 2: Critical Thinking and Quantitative Methods (writing assignments)

PLO 4. Ethical Reasoning (“Personal Ethics” and “Ethics in Practice” assignments)

**CLASS PROCEDURES AND ASSIGNMENTS:**

*<See detailed below.>*

**ASSIGNMENTS AND COURSE GRADING**

*< See detailed below.>*

**ATTENDANCE, EXAM, AND MAKE-UP POLICIES**

*< See detailed below.>*

**RIGHTS AND RESPONSIBIITIES**

Civility, understanding, and mutual respect toward all persons are intrinsic to the existence of a safe and healthy campus. The University prohibits acts or threats of violence, and any person who commits such acts is subject to disciplinary action, and/or civil or criminal prosecution. For further information, word search “Policies on the rights of individuals” in the “Policies and Regulations” section of the online *CSUB Catalog.*

Students are expected to do all work assigned to them without unauthorized assistance and without giving unauthorized assistance. CSUB policy stipulates that I report suspected cheating incidents (along with evidence) to the campus disciplinary officer and impose a grade sanction I consider appropriate. For further information, word search “Academic Integrity” in the “Policies and Regulations” section of the online *CSUB Catalog*.

**Accommodations for Students with Disabilities**

To request academic accommodations due to a disability, contact the Office for Services with Disabilities (SSD) as soon as possible. Present me with an accommodations letter from SSD as soon as possible to receive accommodations. Do a word search for "Services for Students with Disabilities" in the “Student Services” section of the online *CSUB Catalog* for further information.

**IMPORTANT DATES:**

Last day to withdraw (requires a serious and compelling reason): November 08, 2019

Last Day of Classes: December 10, 2019

Last Day to Withdraw from Classes without a "W" being recorded, September 23, 2019

HOLIDAY - Veterans Day Observed - Campus Closed, November 11

HOLIDAY - Thanksgiving - Campus Closed, Nov 28 - 29

**TENTATIVE COURSE SCHEDULE:**

**Week #1 (8, 26)**

**Learning Objectives**

* Characterize business and society and their interrelationships.
* Describe pluralism and identify its attributes, strengths, and weaknesses.
* Clarify how a pluralistic society becomes a special interest society.
* Identify, discuss, and illustrate the factors leading up to business criticism.
* Pinpoint the major criticisms of business and characterize business’s general response.
* Describe the major themes of the book: managerial approach, ethics, sustainability, and stakeholder management.

**Assignment: Read Chapter 1**

**Three Projects will be assigned**

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**Week #2 (9, 2)**

**Learning Objectives**

* Explain how corporate social responsibility (CSR) evolved and encompasses economic, legal, ethical, and philanthropic components.
* Provide business examples of CSR and corporate citizenship.
* Differentiate between and among corporate citizenship, social responsibility, social responsiveness, social performance, and sustainability.
* Elaborate on the concept of corporate social performance (CSP).
* Explain how corporate citizenship develops in stages in companies.
* Describe the triple bottom line and its relevance to sustainability.
* Describe the socially responsible investing movement’s characteristics.

**Assignment: Read Chapter 2**

**Preliminary presentation of the Technology in Action Papers**

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**Week #3 (9, 9)**

**Learning Objectives**

* Define stake and stakeholder and describe the origins of these concepts.
* Differentiate among the production, managerial, and stakeholder views of the firm.
* Differentiate among the three values of the stakeholder model.
* Expound upon the concept of stakeholder management.
* Identify and describe the five major questions that capture the essence of stakeholder management.
* Identify the three levels of stakeholder management capability (SMC).
* Describe the key principles of stakeholder management.

**Assignment: Read Chapter 3**

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**Week #4 (9, 16)**

**Learning Objectives**

* Link the issue of legitimacy to corporate governance.
* Identify the best practices boards of directors can follow.
* Discuss the problems that have led to the recent spate of corporate scandals and the efforts that are currently underway to keep them from happening again.
* Discuss the principle ways in which shareholder activism exerted pressure on corporate management groups to improve governance.
* Discuss the ways in which managers relate to shareholders and the issues arising from that relationship.
* Compare and contrast the shareholder-primacy and director-primacy models of corporate governance. What are their respective strengths and weaknesses? Which do you prefer and why?

**Assignment: Read Chapter 4**

**Test #1 (second session over chapters 1 through 4)**

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**Week #5 (9, 23)**

**Learning Objectives**

* Describe the concept of corporate public policy and relate it to strategic management.
* Articulate the four major strategy levels and explain enterprise-level strategy.
* Explain social entrepreneurship and relate it to the benefit corporation.
* Explain sustainability reports and integrated reporting.
* Link public affairs with the strategic management function.
* Indicate how public affairs may be incorporated into every manager’s job.
* Distinguish between issue management, risk management, and crisis management.
* Identify and briefly explain the stages in the issue management process.
* Describe the major categories of risk and some of the factors that have characterized risk management in actual practice.
* Define a crisis and identify the four crisis stages.
* List and discuss the major stages or steps involved in managing business crises.

**Assignment: Read Chapters 5-6**

**Student Presentations**

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**Week #6 (9, 30)**

**Learning Objectives**

* Describe how the public regards business ethics.
* Define business ethics and appreciate the complexities of making ethical judgments.
* Explain the conventional approach to business ethics. Differentiate it from the principles approach and ethical tests approach.
* Analyze economic, legal, and ethical aspects of a decision by using a Venn Model.
* Identify and explain three models of management ethics. Give examples of each.
* Describe and discuss Kohlberg’s three levels of developing moral judgment.
* Identify and discuss the elements of moral judgment.

**Assignment: Read Chapter 7**

**Student Presentations**

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**Week #7 (10, 7)**

**Learning Objectives**

* Understand the different levels at which business ethics may be addressed.
* Differentiate between consequence-based and duty-based principles of ethics.
* Enumerate and discuss principles of personal ethical decision making and ethical tests for screening ethical decisions.
* Identify the factors affecting an organization’s ethical culture and provide examples.
* Describe and explain actions, strategies, or “best practices” to improve an organization’s ethical climate.
* Identify and describe concepts from “behavior ethics” that affect ethical decision making and behavior in organizations.

**Assignment: Read Chapter 8**

**Student Presentations**

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**Week #8 (10, 14)**

**Learning Objectives**

* Discuss the role that technology plays in our business lives.
* Gain an understanding of the technological environment and the characteristics of technology that influence business ethics and stakeholders.
* Identify the benefits and side effects of technology in business.
* Gain an appreciation of society’s intoxication with technology and the consequences of this intoxication.
* Learn to differentiate between information technology and biotechnology and their ethical implications for management.
* Identify the ethical issues involved in biotechnology and present arguments on both sides of the issues.

**Assignment: Read Chapter 9**

**Test #2 (second session over chapters 5 through 9)**

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**Week #9 (10, 21)**

**Learning Objectives**

* Differentiate between the concepts of internationalization and globalization of business.
* Explain the ethical challenges of multinational corporations (MNCs) in the global environment.
* Summarize the key implications of the following ethical issues: infant formula controversy, Bhopal tragedy, sweatshops and human rights abuses, and the Alien Tort Claims Act.
* Define corruption, differentiate between bribes and grease payments, and outline the major features of the Foreign Corrupt Practices Act.
* Describe the growing anticorruption movement and the key players in this movement.
* Identify and discuss strategies for improving global ethics.
* Articulate a brief history of government’s role in its relationship with business.
* Appreciate the complex interactions among business, government, and the public.
* Identify and describe government’s nonregulatory influences, especially the concepts of industrial policy and privatization.
* Explain government regulation and identify the major reasons for regulation, the types of regulation, and issues arising out of deregulation.
* Provide a perspective on privatization versus federalization, along with accompanying trends.

**Assignment: Read Chapters 10-11**

**Student Presentations**

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**Week #10 (10, 28)**

**Learning Objectives**

* Articulate a brief history of government’s role in its relationship with business.
* Appreciate the complex interactions among business, government, and the public.
* Identify and describe government’s nonregulatory influences, especially the concepts of industrial policy and privatization.
* Explain government regulation and identify the major reasons for regulation, the types of regulation, and issues arising out of deregulation.
* Provide a perspective on privatization versus federalization, along with accompanying trends.

**Assignment: Read Chapter 12**

**Student Presentations**

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**Week #11 (11, 4)**

**Learning Objectives**

* Recite the consumer’s Magna Carta and explain its meaning.
* Chronicle the evolution of the consumer movement, highlighting Ralph Nader’s role.
* Identify the major abuses of advertising and discuss specific controversial advertising issues.
* Describe the role and functions of the FTC.
* Explain recent consumer-related legislation that has been passed.
* Discuss the strengths and weaknesses of regulation and self-regulation of advertising.

**Assignment: Read Chapter 13**

**Student Presentations**

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**Week #12 (11, 11)**

**Learning Objectives**

* Describe and discuss the two major product issues: quality and safety.
* Explain the role and functions of the Consumer Product Safety Commission and the Food and Drug Administration.
* Enumerate and discuss the reasons for concern about product liability, and differentiate strict liability, absolute liability, and market share liability.
* Outline business’s responses to consumer stakeholders, including customer service, Total Quality Management (TQM programs), and Six Sigma.

**Assignment: Read Chapter 14**

**Test #3 (second session over chapters 10 through 14)**

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**Week #13 (11, 18)**

**Learning Objectives**

* Discuss the concept of sustainability and compare and contrast it with environmentalism.
* Describe ten major natural environment issues.
* Describe the NIMBY and its impact on environmental problems.
* Discuss the roles that business and government play in environmental issues.
* Explain the concept of environmental ethics.
* Identify and discuss two basic ways of business giving.
* Discuss reasons for community involvement, various types of community projects, and management of community stakeholders.
* Explain the pros and cons of corporate philanthropy, provide a brief history of corporate philanthropy, and explain why and to whom companies give.
* Differentiate between strategic philanthropy, cause-related marketing, and cause branding.
* Characterize the nature of offshoring and the movement toward reshoring.
* Address steps that a business or plant might take before a decision to close is made.
* Identify strategies that a business or plant might employ after a decision to close has been made.

**Assignment: Read Chapters 15-16**

**Student Presentations**

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**Week #14 (11, 25)**

**Learning Objectives**

* Identify the major challenges occurring in the workforce today.
* Outline the characteristics of the new social contract between employers and employees.
* Explain the employee rights movement and its underlying principles.
* Describe and discuss the employment-at-will doctrine and its role in the employee rights.
* Discuss the right to due process and fair treatment.
* Describe the actions companies are taking to make the workplace friendlier.
* Elaborate on the freedom-of-speech issue and whistle-blowing.

**Assignment: Read Chapters 17**

**Student Presentations**

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**Week #15 (12, 2)**

**Learning Objectives**

* Articulate the concerns surrounding the employee’s right to privacy in the workplace.
* Discuss the right to safety and the right to know and summarize the role and responsibilities of OSHA.
* Elaborate on the right to health and safety in the workplace, with particular reference to violence in the workplace, smoke-free workplaces, and family-friendly workplaces.

**Assignment: Read Chapters 18**

**Student Presentations**

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**Week #16 (12, 9)**

**Learning Objectives**

* Chronicle the U.S. civil rights movement and minority progress for the past 50 years.
* Outline the essentials of the federal discrimination laws.
* Define disparate treatment and disparate impact and give examples of how each.
* Elaborate on issues in employment discrimination relating to race, color, national origin, sex, age, religion, sexual orientation, and disability.
* Identify the different types of affirmative action and compare them to each other.

**Assignment: Read Chapters 19**

**Week #17 (12, 16)**

**Catching up!**

**Test #4 (chapters 15 through 19)**

**GRADING POLICIES**

**Total of 705 Points**

**TEST #1 80 points**

**TEST #2 100 points**

**TEST #3 100 points**

**TEST #4 100 points**

**Case Analysis (Due Week 14, Second Session, hard copy) 100 Points**

**Ethics in Practice Case (Due Week 15, Second Session, hard copy) 50 Points**

**Research- Technology in Action Paper (Due Week 16, Second Session,**

**hard copy and also electronic copy sent to me as an attachment in Word) 100 points**

**Oral (Due on a given date assigned in the first week) 60 points**

**Class Presence and Participation 15 points**

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**Important Notes**

Note 1: Overdue assignments are not accepted without the instructor's consent!

Note 2: Try not to miss any class. It will be very difficult to catch up!

Note 3: All projects will be explained by the instructor in class in the first week

Note 4: Each student could collect up to 10 extra points by briefly presenting a current topic that was just published

related to one of the topics discussed in the textbook.

Note 5: Electronic copies must be saved in Word as one file with the following format:

**Your first name-Your last name-Your brief title**

before you send them to my e-mail **hbidgoli@csub.edu**

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**Guidelines for Assignments**

* **On the cover page identify your report as Case Analysis, Ethics in Practice or Technology in Action**
* **Title of the course and section**
* **All papers must be stapled before you turn them in!!!**

**Case Analysis (100 Points)**

1. On the cover page identify your report as Case Analysis
2. Carefully read the case assigned to you.
3. Cover page that includes course title, section number, the title and the page number for the case appeared in the textbook and your name as appears in the class roster and your student ID.
4. Provide a couple of paragraphs as your case summary.
5. Answer “**Questions for Discussion**” at the end of case that has been assigned to you. You should first type the question and then type your answer.
6. Your final submission should be about 6 pages (including the cover page- if it is longer there is no problem), double spaced, with Arial font size 11.
7. Page number bottom center.

**Ethics in Practice Cases (50 Points)**

1. On the cover page identify your report as Ethics in Practice
2. Read the case carefully.
3. Cover page that includes course title, section number, the title and the page number for the case appeared in the textbook and your name as appears in the class roster and your student ID.
4. Provide a couple of paragraphs as your case summary.
5. Answer **Questions** at the end of case that has been assigned to you.
6. Your final submission should be about 3-4 pages (including the cover page), double spaced, with Arial font size 11.
7. Page number bottom center.

**Research-Technology in Action Paper (100 Points)**

1. On the cover page identify your report as Research- Technology in Action
2. These topics are research projects and you have to do independent research in order to complete them. Start with a Google search!
3. Cover page that includes course title, section number, the title of the research topic, your name as appears in the class roster and your student ID.
4. Length (about 10 pages) including everything
5. Point size 11 Arial, double-spaced
6. Five sources or more
7. Table of contents page. The table of contents must include all the headings (subtitles) that are covered in your paper. These subtitles must also appear in the paper itself. Make sure that the subtitles match with what you have in the table of contents.
8. Page number bottom center
9. Bibliography page (at the end of the paper)
10. Date of access for website sources
11. APA format
12. Include at least one case study (a real-life example or application of your research topic) in your paper

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***Have a Pleasant Semester!!!***

**BA 3108--- Dr. Bidgoli**

**=== Please Fill this page out and give it back to me the day that you do your oral===**

Date for your Oral Presentation

Last Name

First Name

Your Sequence #

Student ID

Topic of the Presentation (Case, Ethics, or Technology)

Page, Reference, or Title of the Topic

**BA 3108--- Dr. Bidgoli**

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