COURSE NUMBER AND TITLE: BU540PA BUSINESS AND SOCIETY

CLASS MEETING TIME AND LOCATION:
12:00 – 12:50, Monday, Wednesday, Friday. Classroom CH515

PREREQUISITES: Junior Standing

INSTRUCTOR AND CONTACT INFORMATION:
Kevin B. Johnson, J.D.
Office: 620-341-5667 Fax: 620-341-6345 e-mail: kjohnson@emporia.edu

OFFICE HOURS: Monday 10:00-11:50; 1:00-3:00; Wednesday 10:00-11:50; 1:00-3:00; Friday: 10:00-11:50; 1:00-3:00; or, by Appointment

REQUIRED TEXT:

COURSE DESCRIPTION:
This course is a study of the history and philosophy of the social responsibility of business. It includes the relationship between business and a dynamic social, political and economic environment. The course considers the major issues involved in the business – governmental – individual interaction.

COURSE OBJECTIVES:
Upon completion of this course, students will be able to:
1. Describe pluralism and identify its strengths and weaknesses.
2. Identify the major criticisms of business and characterize business’s general response.
3. Explain concepts of social responsibility and corporate social performance and give examples.
4. Define a stakeholder and identify the major issues in stakeholder management.
5. Explain the concept of corporate public policy and relate it to strategic management.
6. Distinguish the conventional and strategic management approaches to issues management.
7. Identify the stages in the issues management process.
8. Identify the stages in a crisis and the stages in crisis management.
9. Define business ethics and identify the models of management ethics.
10. Understand the different levels at which business ethics may be addressed.
11. Identify factors affecting an organization’s moral climate and give examples of the factors.
12. Describe and explain actions management may take to improve a firm’s ethical climate.
13. Identify the benefits and side effects of technology in business.
14. Explain the evolving role of multinational corporations in the global environment.
15. Recognize the major ethical challenges of operating in the multinational environment.
16. Discuss the strategies for improving global ethics.
17. Articulate a brief history of government’s role in its relationship with business.
18. Describe the evolution of corporate political participation.
19. Chronicle the evolution of the consumer movement.
20. Enumerate and discuss the reasons for the growing concern about product liability and
differentiate strict liability, absolute liability and market share liability.
21. Describe the characteristics of the new social contract between employers and employees.
22. Describe the employment-at-will doctrine.
23. Describe the freedom-of-speech issue and whistle-blowing.

COURSE EVALUATION PROCESS:
There will be 8 assignments, each worth 50 points. This results in a total of 400 points possible
through the successful completion of each assignment. There will also be a final exam worth 100
points. Students are also to participate in class discussions. The grading scale breaks down as
follows: A = 500 - 450; B = 449 - 400; C = 399 - 350; D = 349 - 300; F = 299 - 0.

ASSIGNMENTS:
Assignments will be handed out during class and students will have one week to complete and
hand in each assignment. Each assignment will contain a description of its requirements and
grading criteria. No assignment will be accepted for credit after its
deadline.

STUDENT GROUPS:
Students will form groups of 3-4 people each. Each group will give the instructor the names and
email addresses of the member of their group, as well as their group’s name. The purpose of each
group is to be the means by which students will participate during in-class discussions. The
semester is organized into 8 reading and writing assignments. Each group must participate on at
least two separate days in the discussion of the topics in each of the 8 sets of assignments. Each
group is required to keep track of their own participation and to turn in your record at the end of
the semester. A failure to participate as required will cost each group member 10 points for each
assignment (which could be a maximum of 80 points lost).

FINAL EXAM:
The final exam will consist of questions created by the Student Groups. Each group must submit
at least 5 questions with answers to the instructor by the last day of class (May 4). The final
exam will be put together using these questions (although there is no guarantee that all questions
submitted will be used). Any group that fails to submit at least 5 questions will be penalized 10
points off the score of each group member. The final exam is worth 100 points.

ATTENDANCE POLICY:
Students who do not attend this course regularly tend to do poorly. If it is necessary to be absent
from class, it is the sole responsibility of the student to remain current on the material covered in
class and on any course requirements.
MEETING WITH INSTRUCTOR:
Students are encouraged to come to CH311 during office hours or to call the instructor whenever help is needed with any part of this course. If your schedule conflicts with instructor office hours, an appointment can be set at your convenience. The instructor will always find time for any student who has questions or who needs help.

CLASSROOM COURTESY
When class begins each student is expected to stop talking and pay attention. All cell phones, pagers, games, and any other electronic or other type of device will be turned off and kept off during class. There will be no eating of anything during class and keep your gum quiet.

ACADEMIC DISHONESTY:
At Emporia State University, academic dishonesty includes, but is not limited to, activities such as cheating and plagiarism (presenting the intellectual or creative work or accomplishments of another as your own, as well as failing to properly credit all sources used or referred to in your work). Consistent with University policy, the professor reserves the option of failing any student who commits an act of academic dishonesty on an exam, paper, or otherwise. The matter may also be referred to other academic personnel for further action. Emporia State University may impose penalties for academic dishonesty up to and including expulsion from the University.

PERSONS WITH DISABILITIES:
Emporia State University will make reasonable accommodations for persons with documented disabilities. Students need to contact the Director of disability Services and the professor as early in the semester as possible to ensure that classroom and academic accommodations are implemented in a timely fashion. All communication between students, the Office of Disability Services, and the professor will be strictly confidential.

EMERGENCY PREPAREDNESS:
In the event of a tornado evacuation from the classroom, use the stairwell in the middle of the building and go to the first floor hallway. If anyone needs special assistance to get down the stairs, please let me know the first day of class so that we can arrange for class members to help.

BUSINESS CORE POLICY
Effective Fall 2006 and thereafter, students admitted to the School of Business must have a cumulative GPA of 2.0 for the 39-hour business Core. Further, no more than 2 “D” grades can be used in computing the 2.0 GPA of the Business Core. This policy applies to students who are taking their first upper-level (300-level) business course in the Fall 2006 semester or thereafter.

MAJOR FIELD TEST IN BUSINESS
All students pursuing a Bachelor of Science in Business are required to earn a minimum score of 135 of a possible 200 on the Major Field Test in Business (MFT). The MFT is administered to students enrolled in MG473 – Business Policy. More information about the MFT is available at <www.ets.org/mft> . You are encouraged to learn the material covered on the MFT as it is taught in various courses required for graduation with a B.S. in Business. You are also encouraged to keep your course materials and notes to have available for review prior to taking the MFT. Your course instructors can tell you what material from their course will be included in the MFT.
SEMMESTER SCHEDULE

January 11: Introduction to Class
January 13: No Class
January 16: Holiday, No Class
January 18-20: Lecture: course objectives
January 23-27: Chapter 1: The Business and Society Relationship
Jan 30 – Feb 3: Chapter 2: Corporate Citizenship; Social Responsibility, Responsiveness, & Performance

First Assignment handed out February 3 and due: February 10

February 6-8: Chapter 3: Stakeholder Approach to Business, Society & Ethics
February 10-13: Chapter 16: Business and Community Stakeholders

Second Assignment handed out February 13 and due: February 20

February 15: No Class
February 17: Holiday, No Class

February 20-24: Chapter 7: Business Ethics Fundamentals
February 27-29: Chapter 10: Ethical Issues in the Global Arena

Third Assignment handed out February 29 and due: March 7

March 2-5: Chapter 17: Employee Stakeholders and Workplace Issues
March 7-9: Chapter 18: Employee Stakeholders: Privacy, Safety, and Health
March 12-16: Chapter 19: Employment Discrimination and Affirmative Action
(No Class on March 14)

Fourth Assignment handed out March 16 and due: March 28

March 19-23: Spring Break

March 26-30: Chapter 9: Business Ethics and Technology

Fifth Assignment handed out March 30 and due: April 6

April 2-6: Chapter 11: Business, Government, and Regulation
April 6-11: Chapter 12: Business Influence on Government and Public Policy

Sixth Assignment handed out April 11 and due: April 20

April 13-20: Chapter 15: The Natural Environment as Stakeholder (No Class on April 18)

Seventh Assignment handed out April 20 and due: April 27

April 30-May 2: Chapter 8: Personal and Organizational Ethics

Eighth Assignment handed out May 2 and due: May 7 (final exam)

May 4: Last Day of Classes

Scheduled Time for Final Exam: Monday, May 7 at 8:00 – 9:50 a.m