Course Number and Title: BU540XA, BU540ZA Business and Society

Class Meeting Time: Online Course, using Blackboard

Prerequisites: Junior Standing

Instructor and Contact Information: Kevin B. Johnson, J.D.
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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 the concepts of social responsibility and corporate social performance and provide examples of each.
4. Define a stakeholder and identify the major questions that capture the essence of stakeholder management.
5. Explain the concept of corporate public policy and relate it to strategic management.
6. Distinguish between 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 the factors affecting an organization’s moral climate and provide examples of these factors.
12. Describe and explain the actions management may take to improve an organization’s ethical climate.
13. Identify the benefits and side effects of technology in business.
14. Explain the evolving role of, and problems with, 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.

**HOW TO SEND ASSIGNMENTS TO DR. JOHNSON:**
Send all assignments, as well as anything else (questions, comments, etc.) you may want to send to Dr. Johnson by email. DO NOT ATTACH YOUR WORK TO THE EMAIL. Instead, either write it or paste it into your email message. Do not use the Digital Drop Box or any other tool in Blackboard. Your email message, therefore, will be your assignment or your other message. Also, be sure to write your name in the text of all email from you, in other words, sign your email.

**ACADEMIC DISHONESTY:**
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.

**COURSE EVALUATION PROCESS:**
*Graduate and Undergraduate Students:* There will be 9 assignments, each worth 15 points. This results in a total of 135 points possible through the successful completion of each assignment. There is also 100 points possible for participation in discussion about the topics covered in this course in assignments 2 - 9. Students are to participate in the Discussion Board by posting at least one comment related to each of the eight assignments. This means there must be at least 8 times that each student participates in the Discussion Board (1 per assignment). Participation means making your own statement or making a response to another student’s statement about the assignment (see also the “Discussion Board” paragraph below). By posting only the minimum of one comment per assignment, a student will earn 6 points. In order to earn the full 12.5 points possible for posting comments about each assignment, a student must post 2 or more comments about each assignment. There is a total of 235 points possible in this course for undergraduate students, and the grading scale breaks down as follows: A = 235 - 211; B = 210 - 186; C = 185 - 161; D = 160 - 136; F = 135 - 0.
Graduate Students: In addition to the above assignments, graduate students must also talk to a business or other organization to conduct an interview about an "ethical framework" for decision making. The results of the interview are then to be the basis for a paper. This assignment is worth 50 points. There is a total of 285 points possible in this course for graduate students, and the grading scale breaks down as follows: A = 285 - 256; B = 255 - 226; C = 225 - 196; D = 195 - 166; F = 165 - 0.

HOW TO SUBMIT YOUR ASSIGNMENTS
- Send all assignments, as well as anything else you may want to send to Dr. Johnson (questions, comments, etc.) by email.
- Do not attach your work to the email. Instead, either write it or paste it directly into your email message. Attachments to email will not be accepted nor opened.
- Do not use the Digital Drop Box or any other tool in Blackboard. These will not be checked to see if you submitted anything through Blackboard.
- Sign your name at the end of each email message and assignment you send.
- An assignment is late at 1 minute after the time and date of the deadline. Late assignments will not be accepted for credit. Therefore, do not wait until the last minute to submit your work. Technical problems with email, the Internet, your computer, or with anything else will not be a valid reason for late work. It is your responsibility to do your work on time to submit, to resubmit if necessary, and to make sure your equipment and systems are in operating condition.
- If you have a technical problem that cannot be fixed in time for a deadline, you have two options: (1) Use other equipment or another system; or, (2) Fax your work to Dr. Johnson at 620-341-6345.
- The email address for Dr. Johnson for all purposes is: kjohnson@emporia.edu

DISCUSSION BOARD:
Your contributions to the Discussion Board for each of the 8 assignments are due no later than the due date for each respective assignment. Late contributions, or submissions, to the Discussion Board will not be counted for credit. No exceptions. In addition, a proper submission to the Discussion Board (and the only type that will be counted for credit) contains at least one full sentence that has more substance than “I agree” or that is merely an echo of another student’s submission. If you agree or disagree with another submission you must explain your reason in order to have your submission counted for credit. Some students post more than two contributions to the Discussion Board and that is fine, but there is no additional credit for more than two contributions.

ASSIGNMENTS:
The instructions for each assignment are included with that assignment and are posted on Blackboard under “Assignments.” The types of things that can result in points being lost from your grade on an assignment include (but are not necessarily limited to): (a) not addressing the questions posed in the assignment; (b) not following the instructions in the assignment; (c) an assignment that may “technically” address the questions, but that demonstrates little real effort in composing your thoughts or in writing something meaningful; and, (d) poor writing skills. A score of 15 means your assignment is exceptional. A score of 13-14 means it is very good.
EXTRA ASSIGNMENT FOR GRADUATE STUDENTS:
Graduate students must talk to a business or other organization to conduct an interview about an "ethical framework" for decision making. The results of the interview are then to be the basis for a paper. This assignment is worth 50 points. To complete this assignment, talk to an individual who is a member of the business or organization you have selected. Ask this person if their organization has a formal code of ethics and/or if the profession or industry of the person also has a formal code of ethics. Then, how is decision-making handled within the framework of the relevant code of ethics. If there is not a formal code of ethics that applies, how does this person handle ethical issues that may confront the organization. The point of this assignment is to find out how ethics and ethical issues are incorporated into the decision making process for this person and their organization.

GRADES:
Assignments will be graded as soon as possible after each deadline. Your grade will be posted in the Blackboard Gradebook as soon as grading is complete. If you should have questions about any grade or assignment, please contact Dr. Johnson.

HOW DR. JOHNSON CONTACTS YOU AND OTHERS IN THIS CLASS
Each student has an email address listed in the Blackboard Address Book. This is probably your emporia.edu account. Whatever email address it is, though, this is what will be used for any and all email messages sent to students.

NOTHING IS FOOL-PROOF
Sometimes something will come up that seems to defy all efforts to get things done well and on time. Ordinarily, this does not happen often and truly is an unusual, emergency situation. Here are things you can do to help guard against problems:

- Keep copies of every assignment you send and of all messages you send to or receive from Dr. Johnson until after your final course grade is posted and any questions you have about this course have been fully answered.
- Communicate with Dr. Johnson as soon as possible when you discover an emergency that is not going to be easily dealt with and that will result in your inability to comply with a requirement of this course.
- If there is a reasonable way to deal with a real emergency, that way will be considered.
- In all things, be patient, but also be persistent. No one is responsible for your success (or lack thereof), but you.

DEADLINES FOR ASSIGNMENTS AND DISCUSSION BOARD COMMENTS
Assignment 1: August 24 at 5:00 p.m.
(No Discussion Board for Assignment 1)
Assignment 2: September 7 at 5:00 p.m.
Discussion Board 2: September 7 at 5:00 p.m.
Assignment 3:  September 21 at 5:00 p.m.
Discussion Board 3:  September 21 at 5:00 p.m.

Assignment 4:  October 5 at 5:00 p.m.
Discussion Board 4:  October 5 at 5:00 p.m.

Assignment 5:  October 19 at 5:00 p.m.
Discussion Board 5:  October 19 at 5:00 p.m.

Assignment 6:  November 2 at 5:00 p.m.
Discussion Board 6:  November 2 at 5:00 p.m.

Assignment 7:  November 16 at 5:00 p.m.
Discussion Board 7:  November 16 at 5:00 p.m.

Assignment 8:  November 30 at 5:00 p.m.
Discussion Board 8:  November 30 at 5:00 p.m.

Assignment 9:  December 7 at 5:00 p.m.
Discussion Board 9:  December 7 at 5:00 p.m.
Graduate Assignment:  December 7 at 5:00 p.m.