

CALIFORNIA POLYTECHNIC STATE UNIVERSITY
SAN LUIS OBISPO
ORFALEA COLLEGE OF BUSINESS

BUS 404
Spring, 2015
Office Hrs: Mondays 1:30-2:30 p.m. and Tuesdays 1-2 p.m.
& by appointment

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COURSE OUTLINE

Catalog Description

BUS 404 - Governmental and Social Influences on Business (4)

An analysis of the business enterprise in a changing legal, social, political, and ethical environment. Topics include public policy analysis, administrative law and regulatory policy, antitrust law, and the interaction of business and government.

Textbooks

Law, Business, & Society, Tony McAdams, 10th Edition (*Note: through the campus bookstore I have special ordered a condensed version of this text containing only the chapters we are covering to save on pricing, you are welcome to purchase the entire text if you'd prefer*)
Please bring your book with you to class as we will discuss cases and problems during class.

* Students should regularly read a national newspaper such as *The New York Times*, *The Wall Street Journal* or *The Washington Post* and other news periodicals such as *Time Magazine* or *Newsweek*.

Course Objectives

This course will utilize both historical and contemporary examples to help students understand:

- How government and society influence today's business climate.
- How business and society influence the way local, state and national governments make and enforce laws.
- How laws and regulations affect the way businesses operate.
- How businesses respond to societal demands and exert influence over the government.
- How ethical theories and views regarding corporate social responsibility affect the way businesses interact with government and society.
- The social responsibilities of business organizations, including dimensions of ethics
- Knowledge and skills in general business fundamentals

Learning Objectives

This Course covers a number of the learning objectives designated by the Orfalea College of Business. In particular, upon completing this course, students will be able to:

Learning Objective 1.1: apply knowledge to identify opportunities and solve business problems.

Learning Objective 2.1: evaluate the social and ethical responsibilities of business organizations.

Learning Objective 4.1: demonstrate effective writing skills.

Learning Objective 4.2: demonstrate effective speaking skills.

Course Overview

Unit I will begin by introducing students to what public policy is and the role businesses play in shaping it with an emphasis on business ethics and corporate social responsibility. Unit II will provide an in-depth look at the role the Courts play in the public policy process by interpreting, enforcing, and overruling laws. A close look at the United States Constitution and how it affects businesses and civil rights will be taken. Unit III will focus on the government agencies and how they affect business and society. Included in this unit will be debates on current public policy issues. Finally, Unit IV will address government regulation of business through its administrative agencies, in implementing and enforcing rules and regulations paying particular attention to securities regulation and anti-trust laws.

Material will be presented through lectures, films, case studies and group presentations with an emphasis on critical thinking and creative analysis.

Grading Policies and Assignments

1) Midterm I 100 points

It will consist of objective and essay questions. Bring a Scantron form and a bluebook to class.

2) Midterm II 50 points

It will consist of objective questions based on the in-class presentations, movie and Chapter 8.

3) Group Project/Public Policy Debates 50 points

Each student is responsible for researching and contributing to a group presentation addressing a controversial public policy issue. Students will be evaluated on the overall group presentation, their personal contributions to that presentation, a peer evaluation, and their suggested questions. (See Grade Rubric for more info)

4) Movie Response Papers 5 points each

Students will write an analysis of the movies watched in class. The movie response is due in class the class meeting immediately after the movie was viewed.

5) Final Examination 100 points

The Final will cover primarily Unit IV. It will be similar in format to Midterm I.

6) Class participation

Class participation is strongly encouraged. I expect everyone to read assignments before class, and to be prepared to answer questions, engage in debates, or participate in other exercises in class. There is no excuse for coming to class without having read the assignments.

7) Grading Scale:

93% and up =	A	73-76% =	C
90-92% =	A-	70-72% =	C-
87-89% =	B+	67-69% =	D+
83-86% =	B	63-66% =	D
80-82% =	B-	59% and below =	F
77-79% =	C+		

8) PolyLearn

I will use PolyLearn for this course so all students should be able to check where their grade stands throughout the quarter. All course assignments, power points and other course materials will also be available here.

*Please note, cheating will not be tolerated in this course. Any individual caught cheating will be dealt with immediately and without mercy.

9) Disability Accommodation

If you have a documented disability and wish to discuss academic accommodations, please contact me as soon as possible.

Course Outline and Reading Assignments

Unit I - Business and Society

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|--------|--|
| (9/22) | 1. Course Introduction |
| (9/24) | 2. Business Ethics
Ch. 2 |
| (9/29) | 3. The Corporation and Public Policy
Ch. 3 |

Unit II – Introduction to Law

- (10/1-10/6) **1. The American Legal System**
Ch. 4
- (10/8-10/13) **2. Constitutional Law and the Bill of Rights**
Ch. 5 & Appendix A
Civil Rights Case Study- In Class Movie
- (10/15) MIDTERM I – bring bluebook, scantron and #2 pencil**

Unit III – Government Agencies

- (10/22-10/27) **1. Introduction to Government Agencies**
Chapter 8 and – In Class Movie: The Triangle Factory Fire
- (10/29-11/10) **2. Public Policy Debates**
- (11/12) MIDTERM II – bring scantron and #2 pencil**

Unit IV- Government Regulation of Business

- (11/17-11/24) **1. Securities Regulation**
Ch. 9 – In Class Movie
- *note that 11/26 is a holiday and class will not meet this day**
- (12/1-12/3) **3. Anti-trust Regulation & Microsoft Case Study**
Chapters 10 and 11

Final Exam:

Tuesday, December 8th, 2015, 4 am -7 p.m.

*** Please note: I reserve the right to change this syllabus to meet the educational needs of the class. Any changes will be announced during class.