

BA 364Y: International Business and Society

Instructor: Dr. William Kline

Credit Hours: 3

Prerequisites: ENGL 202D and MGMT 301

## Course Description

International Business and Society will focus on business organizations and the socio-cultural environment, current issues, corporate responsibility, and international and multinational business environments. This writing-intensive course will provide an overview of the relationship between business organizations and the socio-cultural environment. Current issues in the media and the scholarly literature will be used to discuss and analyze this relationship. Special attention will be given to the topics of business and government relationships, corporate responsibility, environmental issues, and topics related to international and multinational business environments.

This course will provide an overview of the relationships between business organizations and different stakeholders in society. Topics to be explored include business ethics, corporate social responsibility, business relations with government, consumers, community, employees, environmental and technological issues, and ethical issues in the global business context. Scholarly literature and current issues and events will be used by the class to examine these topics.

## Course Objectives

After completion of this course, students will be able to:

- Understand the relationship between business and society
- Understand the meaning of business ethics and the factors that influence ethical decision making
- Identify major stakeholder groups which interact with business organizations
- Understand major corporate social responsibilities of business: economic, legal, ethical, and philanthropic
- Apply written skills to articulate concepts discussed in the course and apply them to case studies, managerial decision making and professional dilemmas

## Course Materials

Required Textbook

- Carroll, A.B., Brown J. & Buchholtz, A.K. (2018). Business & Society: Ethics, Sustainability, and Stakeholder Management (10th ed.). Mason, OH: South-Western, Cengage Learning

## Additional Resources

- Additional readings, materials, and information for this course will be posted on CANVAS. Please check CANVAS for the most up to date information about the course.

## Grading Policy

Assignment	Points	Final Grade Percentage
Participation in Discussion Forums	200	25%
Current Events Memo	200	25%
Term Paper	400	50%
	<ul style="list-style-type: none"> <li>• Topic Proposal (50 points)</li> <li>• Paper Outline (50 points)</li> <li>• Pre-Final Draft (50 points)</li> <li>• Final Paper (250 points)</li> </ul>	
Total of All Course Activities	800	100%

## Grading Scale

Letter Grade	Points	Percentage
A	760 - 800	93% - 100%
A-	720 - 759.9	90 - 92.9%
B+	696 - 719.9	87% - 89.9%
B	664 - 695.9	83% - 86.9%
B-	640 - 663.9	80% - 82.9%

C+	616 - 639.9	77% - 79.9%
C	560 - 615.9	70% - 76.9%
D	480 - 559.9	60% - 69.9%
F	0 - 479.9	Below 59.9%

## Grading Components

Participation in Discussion Forums (25%)

Current Events Report (25%)

Individual Term Paper (50%)

Late Submissions: Please submit your course discussions and deliverables on time. Late submissions will receive at least one grade deduction.

## Student-Centered Approach

In this course, we will discover and discuss a number of controversial topics. These topics intend to spark discussions and the exchange of ideas and knowledge. Therefore, the course is designed to enhance your understanding of issues related to business and society by giving you an opportunity to share your knowledge and experiences with others. In this learning process, I encourage you to continuously communicate with your classmates. Your active participation in this course is very important. Textbook and readings materials will serve as an important tool for your course preparation. Some suggestions for the course are:

- Be enthusiastic and maintain a positive attitude
- Maintain respect and class decorum during online discussions
- Emphasize quality over quantity of materials you will be presenting
- Be creative, analytical, and innovative in case analyses and other assignments
- Back opinions and coherent arguments
- Utilize the suggested readings

*In accordance with Penn State University requirements and expectations this is a "writing emphasis" class.*

## Academic Integrity

Academic integrity is the pursuit of scholarly activity in an open, honest, and responsible manner. Academic integrity is a basic guiding principle for all academic activity at The Pennsylvania State University, and all members of the University community are expected to act in accordance with this principle.

According to Penn State policy [G-9: Academic Integrity](#),

[Links to an external site.](#)

an academic integrity violation is “an intentional, unintentional, or attempted violation of course or assessment policies to gain an academic advantage or to advantage or disadvantage another student academically.” Unless your instructor tells you otherwise, you must complete all course work entirely on your own, using only sources that have been permitted by your instructor, and you may not assist other students with papers, quizzes, exams, or other assessments. If your instructor allows you to use ideas, images, or word phrases created by another person (e.g., from Course Hero or Chegg) or by generative technology, such as ChatGPT, you must identify their source. You may not submit false or fabricated information, use the same academic work for credit in multiple courses, or share instructional content. Please be aware that [Turnitin](#)

[Links to an external site.](#)

may be utilized as a plagiarism detection tool in this course. Students with questions about academic integrity should ask their instructor **before submitting work**.

**Students facing allegations of academic misconduct may not drop/withdraw from the affected course unless they are cleared of wrongdoing (see [G-9: Academic Integrity](#))**

[Links to an external site.](#)

). Attempted drops will be prevented or reversed, and students will be expected to complete course work and meet course deadlines. Students who are found responsible for academic integrity violations face academic outcomes, which can be severe, and put themselves at jeopardy for other outcomes which may include ineligibility for Dean’s List, pass/fail elections, and grade forgiveness. Students may also face consequences from their home/major program and/or The Schreyer Honors College.

See also the [Penn State academic integrity resources](#)

[Links to an external site.](#)

and the [academic integrity policy of Penn State Harrisburg](#)

[Links to an external site.](#)

## Disability Access

Penn State welcomes students with disabilities into the University's educational programs. Penn State values diversity and inclusion; we are committed to a climate of mutual respect and full participation. Our goal is to create environments that are usable, equitable, inclusive, and welcoming. Every Penn State campus has a Student Disability Resources (SDR) office. SDR at Penn State Harrisburg is located in the Student Enrichment Center (SEC) Suite 205.

To receive consideration for academic accommodations, auxiliary aids, and/or services, please contact SDR. SDR will engage students in an individualized, interactive, and confidential process to review requests on a case-by-case basis. For more information, please visit [the SDR website](#)

[Links to an external site.](#)

([harrisburg.psu.edu/disability-services](http://harrisburg.psu.edu/disability-services)).

Please contact the SDR Office at Penn State Harrisburg if you have any questions or would like to discuss accommodations. You can call 717-948-6025, email [hbgsdr@psu.edu](mailto:hbgsdr@psu.edu), or visit the office Monday to Friday between the hours of 8 a.m. and 5 p.m.

## Counseling and Psychological Services

Success in college depends heavily on your personal health and wellbeing. Please recognize that some stress and anxiety is an expected part of life and the college experience, which can be compounded by unexpected setbacks or life changes outside the classroom. Penn State Harrisburg has a number of support options listed in this syllabus.

If you are experiencing issues that feel unmanageable, you reach the point that you have difficulty concentrating and/or feeling motivated, or experience anxiety or depression that interferes with your ability to take care of yourself or your daily responsibilities, or thoughts of harming yourself or dying, please consider talking with someone in our CAPS (Counseling and Psychological Services) office. CAPS provides a range of services to help you navigate issues that are impacting your ability to be healthy, well, and productive at college.

You can learn more about the confidential mental health services available on campus at CAPS by visiting the [CAPS website](#)

[Links to an external site.](#)

or by calling (717) 948-6025 Monday through Friday 8am to 5pm. CAPS is located on the 2nd floor of the Student Enrichment Center (SEC), in Suite 205.

You can speak to an available counselor 24/7/365 any time by calling 1-877-229-6400 or by texting “LIONS” to 741741. If you or someone you know are struggling with mental health or thoughts of suicide, please reach out, you don’t have to struggle alone. Confidential counseling is available and free for students.

## Penn State Non-Discrimination Statement

The University is committed to equal access to programs, facilities, admission and employment for all persons. It is the policy of the University to maintain an environment free of harassment and free of discrimination against any person because of age, race, color, ancestry, national origin, religion, creed, service in the uniformed services (as defined in state and federal law), veteran status, sex, sexual orientation, marital or family status, pregnancy, pregnancy-related conditions, physical or mental disability, gender, perceived gender, gender identity, genetic information or political ideas. Discriminatory conduct and harassment, as well as sexual misconduct and relationship violence, violates the dignity of individuals, impedes the realization of the University’s educational mission, and will not be tolerated.

Concerns about such conduct that impacts students can be reported through Educational Equity at the Report Bias site: [equity.psu.edu/reportbias](http://equity.psu.edu/reportbias)

[Links to an external site.](#)

. Penn State’s Code of Conduct can be found at the following link:  
[studentaffairs.psu.edu/support-safety-conduct/student-conduct/code-conduct](http://studentaffairs.psu.edu/support-safety-conduct/student-conduct/code-conduct)

[Links to an external site.](#)

. For additional resources and information, please contact the Inclusive Excellence Center at [clj15@psu.edu](mailto:clj15@psu.edu) or (717) 948-6256.

Direct all inquiries regarding Penn State’s nondiscrimination policy to the Office of Equal Opportunity and Access at [oeoa@psu.edu](mailto:oeoa@psu.edu) or (814) 863-0471.

## Mandated Reporting

Penn State is committed to equal access to programs, facilities, admission, and employment for all persons. It is the policy of the University to maintain an environment

free of harassment and free of discrimination against any person because of age, race, color, ancestry, national origin, religion, creed, service in the uniformed services (as defined in state and federal law), veteran status, sex, sexual orientation, marital or family status, pregnancy, pregnancy-related conditions, or physical or mental disability, gender, perceived gender, gender identity, gender expression, genetic information or political ideas. Discriminatory conduct and harassment, as well as sexual misconduct and relationship violence, violates the dignity of individuals, impedes the realization of the University's educational mission, and will not be tolerated. Gender-based and sexual harassment, including sexual violence, are forms of gender discrimination in that they deny or limit an individual's ability to participate in or benefit from University programs or activities. For reporting resources, and support, please visit [Penn State's Title IX website](#)

[Links to an external site.](#)

Penn State strongly encourages all members of the campus community to take appropriate action by providing support and encouraging those impacted by such incidents to submit a report to Student Advocacy, Dr. Kelly Weaber or Aimee Wheeler (information below). You may also submit a report online by using the Incident Report Form found here: [Office of Sexual Misconduct Prevention & Response Incident Report Form](#)

[Links to an external site.](#)

If the University Title IX staff receives information about an incident, they will reach out to offer information about resources, rights, and procedural options available to you.

**At Penn State Harrisburg, your contacts are:**

Dr. Kelly Weaber, Associate Director, Student Advocacy  
Penn State Harrisburg  
212 Student Enrichment Center  
717-948-4396  
[Kw5476@psu.edu](mailto:Kw5476@psu.edu)

Aimee Wheeler, Student Advocacy Specialist  
Penn State Harrisburg  
212 Student Enrichment Center  
717-948-4396  
[Asw5677@psu.edu](mailto:Asw5677@psu.edu)

**Penn State's Title IX Coordinator is:**

Title IX Coordinator

[titleix@psu.edu](mailto:titleix@psu.edu)