

Las Positas College
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Course Outline for BUSN 30
BUSINESS ETHICS AND SOCIETY
Effective: Spring 2018

I. CATALOG DESCRIPTION:

BUSN 30 — BUSINESS ETHICS AND SOCIETY — 3.00 units

A survey of the past and current behavior of business in America society. Examines the ethical, political and social issues confronting organizations and the organizations' responsibilities and obligations in responding to them. Discusses the responsibility of business toward customers, employees, stockholders, competitors, suppliers, government, and the community at large.

3.00 Units Lecture

Strongly Recommended

BUSN 40 - Introduction to Business
with a minimum grade of C

- Eligibility for ENG 1A -

Grading Methods:

Letter Grade

Discipline:

- Business

	MIN
Lecture Hours:	54.00
Total Hours:	54.00

II. NUMBER OF TIMES COURSE MAY BE TAKEN FOR CREDIT: 1

III. PREREQUISITE AND/OR ADVISORY SKILLS:

Before entering this course, it is strongly recommended that the student should be able to:

A. BUSN40

B. -Eligibility for ENG 1A

1. Use strategies to assess a text's difficulty, purpose, and main idea prior to the act of reading
2. Annotate a text during the act of reading
3. Employ strategies that enable a critical evaluation of a text
4. Respond critically to a text through class discussions and writing
5. Use concepts of paragraph and essay structure and development to analyze his/her own and others' essays
6. Write effective summaries of texts that avoid wording and sentence structure of the original
7. Respond to texts drawing on personal experience and other texts
8. Organize coherent essays around a central idea or a position
9. Apply structural elements in writing that are appropriate to the audience and purpose
10. Provide appropriate and accurate evidence to support positions and conclusions
11. Produce written work that reflects academic integrity and responsibility, particularly when integrating the exact language and ideas of an outside text into one's own writing
12. Utilize effective grammar recall to check sentences for correct grammar and mechanics
13. Proofread his/her own and others' prose

IV. MEASURABLE OBJECTIVES:

Upon completion of this course, the student should be able to:

- A. Identify the environments of business and discuss their interrelatedness with global economics;
- B. List stakeholders' concerns and analyze their impact on business decision making;
- C. Discuss the primary areas of social responsibility for corporations;
- D. Give examples of and discuss the primary approaches to moral reasoning in business;
- E. Compare the major criticisms of big business and point out their strengths and weaknesses;
- F. Describe the elements of business profits and give examples of their uses;
- G. Compare the valid and invalid arguments used to defend traditional business philosophy;
- H. Cite examples of exemplary business conduct as well as examples of business abuses;
 - I. Develop and articulate a philosophy concerning the basic obligations of business towards its customers, employees, suppliers, government, stockholders, competitors and the community at large;

- J. Discuss the pros and cons of the major global regulatory environments and their impact on business decision making;
- K. Name the primary consumer protection laws and explain any resulting impact on the environment;
- L. Identify the major issues impacting organizational culture and discuss potential strategies for handling each.

V. CONTENT:

- A. Business Environments in the Global Economic Society
 - 1. Business and its Stakeholders
 - 2. Public Affairs Management
 - 3. Business Power
 - 4. Critics of Business
- B. Nature and Management of Social Responsibility
 - 1. Corporate Citizenship
 - 2. Corporate Social Responsibility
 - 3. Implementing Social Responsibility Programs
- C. Business and the Ethical Environment
 - 1. Ethics in Business Systems
 - 2. Making Ethical Decisions in Business
 - 3. Ethical Reasoning and Corporate Programs
 - 4. Development of Ethical Standards within Professional Groups
- D. Business and Government
 - 1. Regulatory Processes and Their Impact on Decision Making
 - 2. Influencing the Political Environment
 - 3. Antitrust, Mergers, and Competition Policy
- E. Global Management Issues
 - 1. Multinational Corporations and Multi-Government Relationships
 - 2. Regulatory Compliance
 - 3. Competition and Ethics
- F. The Corporation and the Natural Environment
 - 1. Ecology and sustainable development
 - 2. Industrial Pollution and Environmental Policy
 - 3. Managing environmental Quality
 - 4. Managing Environmental Issues
- G. Business and the Consumer
 - 1. Consumer protection
 - 2. Marketing, Advertising and Public Relations Issues
- H. Impact of Technology
 - 1. Technology: A Global Economic-Social Force
 - 2. Managing Technological Challenges
- I. Human Resources
 - 1. The Changing Issues in Organizational Life
 - 2. Conflict between Personal Beliefs and Business Actions
 - 3. Civil Rights at Work
 - 4. International Concerns

VI. METHODS OF INSTRUCTION:

- A. **Student Presentations** - Students present research papers and projects that connect the course concepts to world events.
- B. **Classroom Activity** - Small group and individual problem solving tasks and activities where students are expected to reach consensus or make decisions and report their findings.
- C. **Guest Lecturers** - as appropriate
- D. **Written exercises and case studies** - Critical thinking exercises to integrate students' overall ability to understand the material. Students are expected to use theory and accepted standards to make decisions and report their conclusions.
- E. Efforts which allow for differences in learning styles, for example, collaboration, oral and written tasks, problem solving tasks and repetition.
- F. Readings in text and handouts or study guide applications.
- G. **Discussion** - Informal lectures and classroom discussion based on student questions, on current topics, and assignments either individually, with class partners, in teams and/or as the whole class.
- H. **Lecture** - Power Point, overhead transparencies, computer media, handouts, whiteboard and/or blackboard.

VII. TYPICAL ASSIGNMENTS:

- A. Identify current events in business publications (i.e., Wall Street Journal, Fortune, USA Today, San Francisco Chronicle/New York Times business sections) and web sites (i.e. ethics.org, socialresponsibility.org, motherjones.com, heritage.com); discuss in class.
- B. Read chapter on "Corporate Social Responsibility" or other selected topic and write three-page informational piece or analysis of a specific topic.
- C. Select a company and determine their strategy for insuring ethical behavior; compare and contrast the posted strategy and the company's actions.
- D. Individual project to analyze a selected topic, i.e. deceptive advertising. Research pros and cons, applicable ethical theories, identify relevant legislation, and propose potential resolutions.

VIII. EVALUATION:

A. **Methods**

- 1. Exams/Tests
- 2. Quizzes
- 3. Research Projects
- 4. Papers
- 5. Oral Presentation
- 6. Group Projects
- 7. Class Participation
- 8. Class Work
- 9. Home Work

B. **Frequency**

Instructors will determine the specific combination, frequency, schedule and method to evaluate students using a variety of methods including, but not limited to, written assignments, presentations, quizzes, and tests, such as listed below:

- 1. Discussions of current events - most class meetings
- 2. Written assignments of 2-5 pages on selected topics or cases - one to two papers
- 3. Periodic quizzes, and two to three tests and examinations.

4. Chapter Assignments - one to two times a week
5. Group research and class presentations or debates on approved topics - one to two times a semester.
6. Research paper: Use literature, periodicals, interviews, and Internet resources - one time a semester

IX. TYPICAL TEXTS:

1. Ghillyer, A.W. (2014). *Business Ethics Now* (4 ed.). New York, New York: Mc Graw-Hill.
2. Hartman, L.P., DesJardines, J.R., & MacDonald, C. (2014). *Business Ethics: Decision Making for Personal Integrity & Social Responsibility* (3rd ed.). New York, New York: McGraw-Hill.
3. Carroll, A.B., & Bucholtz, A.K. (2017). *Business and Society: Ethics, Sustainability, and Stakeholder Management* (10th ed.). Stamford, Connecticut: Cengage.
4. Brooks, L.J., & Dunn, P. (2014). *Business and Professional Ethics* (7th ed.). Stamford, Connecticut: Cengage.
5. Ferrell, O.C., Fraedrich, J., & Ferrell, L. (2017). *Business Ethics: Ethical Decision Making and Cases* (11th ed.). Boston, Mass: Cengage.

X. OTHER MATERIALS REQUIRED OF STUDENTS:

- A. Computer and Internet access
- B. Access to business publications, such as the Wall Street Journal, Fortune
- C. Access to trade publications for the students' interest areas