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**Course Outline for BUSN 30
BUSINESS ETHICS AND SOCIETY**

Effective: Fall 2007

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

Grading Methods:

Discipline:

	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:

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. Efforts which allow for differences in learning styles, for example, collaboration, oral and written tasks, problem solving tasks and repetition.
- B. Tasks that enable students to develop a variety of learning strategies: repetition, categorization, restatement, comparison and contrast, memorization, identification of repetition, critical thinking and collaboration.
- C. Critical thinking exercises to integrate students' overall ability to understand the material;
- D. Problem solving tasks and activities in which students are expected to use theory and generally accepted standards to make decisions and report their conclusions;
- E. Informal lectures and classroom discussion based on student questions related to the material.
- F. Guest speakers as appropriate.
- G. Audio-visual materials including but not limited to video tapes and Internet web casts with handouts for note taking, and small group discussion
- H. In class current topic discussions and assignments handled individually, with class partners, in teams and/or as the whole class.
- I. Readings in text and handouts or study guide applications.
- J. Written exercises and case studies to evaluate concepts and facts.
- K. Small group and individual problem solving tasks and activities where students are expected to reach consensus or make decisions and report their findings.
- L. Lecture utilizing Power Point, overhead transparencies, computer media, handouts, whiteboard and/or blackboard.

VII. TYPICAL ASSIGNMENTS:

- A. Review current events in business publications (i.e., Wall Street Journal, Fortune, USA Today, San Francisco Chronicle/New York Times business sections); 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. Individual project to analyze in-depth information on selected topic, approved by instructor, and apply theory discussed in class.

VIII. EVALUATION:

A. **Methods**

1. Exams/Tests
2. Quizzes
3. Research Projects
4. Papers
5. Class Participation
6. Other:
 - a. Potential Methods:
 1. Discussions of current events
 2. Written assignments of 2-5 pages on selected topics or cases
 3. Chapter and/or topic testing, mid-term examinations, plus final examination
 4. Class participation/discussion on topics such as industrial pollution and environmental policy.
 5. Chapter Assignments
 - a. Vocabulary and definition matching
 - b. Brief case analysis of situation related to chapter content
 6. Research paper
 - a. Use literature, periodicals, interviews, and Internet resources.
 - b. Prepare a paper of at least a 15-pages

B. **Frequency**

1. Frequency:
 - a. Instructors will determine the specific frequency, schedule and method to evaluate students using a variety of methods including, but not limited to, written assignments, quizzes and tests.
 - b. Students usually require frequent and diverse feedback to insure the foundation concepts and developing and to identify if there needs to be a change in study techniques.
2. Sample examination questions:
 - a. Multiple-choice questions:
 - b. Following an ethics-based approach to decision making will normally lead to higher
 1. Profits
 2. Trust and cooperation
 3. Prices
 4. Employee turnover
 - c. Short Answer
 1. Explain the difference between a compliance-based ethics code and an integrity-based ethics code.

IX. TYPICAL TEXTS:

1. Weiss, Joseph W *Business Ethics: A Stakeholder and Issues Management Approach*. 4th ed., McGraw-Hill Irwin, 2006.
2. Lawrence, Anne T., James Weber, James Post *Business and Society: Stakeholders, Ethics, Public Policy*. 11th ed., McGraw-Hill Irwin, 2005.

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

