

# BUS 472 Business and Society

## North Carolina Wesleyan College

### Syllabus and Schedule

<b>Professor</b>	
<b>Phone/Zoom</b>	
<b>email</b>	
<b>Office</b>	
<b>Class meets Day/Time</b>	
<b>Class Meets Room</b>	

**Catalog Description** Examines the dynamic nature of business-society conflicts. Analyze the concept of stakeholders and stakeholder management. Case discussion within an analytical framework to address issues in a broader societal context. 3 semester hours

**Prerequisites** BUS 307, 308

**Attendance** is required for this class. The ASPIRE attendance policy applies and can be found in the College catalog.

**Required** Ferrell, Thorne, & Ferrell (2021). *Business and society: A strategic approach to social responsibility & Ethics (7ed.)* Chicago: Chicago Business Press.

**Mission of Division of Business** In addition to preparing students for today's occupations, the major prepares graduates for a society that requires life-long learning. The Bachelor of Science in business administration develops competency in discipline-specific subject matter as well as critical thinking, analytical reasoning,

effective communication, ethical decision-making, computing skills and information literacy

**Disability Support Services:** Students with disabilities who believe that they may need accommodations in this class are encouraged to speak privately with the Instructor and contact Counseling and Disability Service at 252-985-5369 or 252-985-5131 as soon as possible to coordinate and implement accommodations in a timely fashion. Counseling and Disability Services is located in the Student Success Center, Pearsall Classroom Building 192.

<b><u>REQUIREMENT</u></b>	<b><u>POINTS</u></b>
Exam 1	10
Exam 2	10
Final Exam	25
Forum Participation	20
Case Analysis	10
Experiential Exercises	25
<b>Total</b>	<b>100</b>

<b><u>L</u></b>	<b><u>Range</u></b>
A	93-100
A-	90-92
B+	87-89
B	83-86
B-	80-82
C+	77-80
C	73-77
C-	70-72
D+	67-69
D	60-66
F	59

Grades will be posted on <https://my.ncwc.edu> page

**Course Learning Outcomes.** Each student will:

- 1) Identify stakeholders and discuss strategic management of relationships
- 2) Summarize corporate governance and legal, regulatory, and political issues.
- 3) Explain employee and consumer relations
- 4) Explain technology and sustainability issues.
- 5) Discuss social responsibility in a global environment.

**Means of Assessment.** The final exam will be used as the assessment for this course.

**Experiential Exercise.** *One Experiential Exercise* project (located at the end of each chapter of the text for each week's studies) will be assigned weekly and students shall write a 600-750 word report (in MS Word) in response to the issues presented in the exercise.

**Case Analysis.** One case is assigned in week 7 that requires extensive study of the case and familiarity with the contents of the text. Students are to review the case and respond to the "Questions for Discussion" found at the end of the case. Students will prepare a thorough detailed discussion that shall be between 400-500 words. APA formatting, style, and font shall be used in this and all writings for this course.

**Forums.** The Discussion Forums are not informal chat rooms. They are used to further the sharing of knowledge. Students must follow these guidelines below when participating in the forums:

**Week 1 Attendance Forum:** ALL students are required to post in the Week 1 Attendance Forum by Tuesday evening of the first week. If you fail to do so, you will be automatically withdrawn from the course.

**Forum Topics.** "What Would You Do" case studies are found at the end of each chapter. Your professor has chosen one chapter from the chapters studied during each week that will be discussed in the forum. Students must read the chapters and analyze the cases prior to participating in these forums to contribute value added discussions to the forums. Student evaluations for these forums will be based on the accuracy and depth of the discussions

**Initial Posts.** Your initial posts and subsequent replies should be thoughtful, considerate, and use college-level language and grammar. Be thorough; your initial posts should be a minimum of 250 words. Remember, you are being graded for your posts just as if they were a test or paper; therefore, you should thoroughly discuss the issues presented in the forum.

**Replying to the Postings of Your Classmates.** In addition to writing your own initial response to the forum, each week you will compose a response to at least one post made by other students. You should include the following issues in your replies to other students as appropriate:

- 1) Expand on or clarify points made in the initial post.
- 2) Offer an additional argument, either for or against the position taken in an answer.
- 3) Suggest ways in which an idea could be more clearly expressed.
- 4) Identify passages where you think the writer misunderstood a concept or applied it incorrectly.
- 5) Disagree with a point or position made in an answer.

If you are disagreeing with the views of another student, please be constructive and respectful. You may criticize a position but not the author. Just writing "Your position on outsourcing stinks" will not do! State precisely the point you disagree with. (Make sure you have not misinterpreted the writer's position.) Offer reasons why you think their view is incorrect and support your position by citing the text or other sources.

**Initial posts must be completed by Thursday at 11:55 p.m. and replies to other student posts must be completed by Sunday at 11:55 p.m.**

**Late Work:** will not be accepted unless extenuating circumstances exist. If possible, students must notify the professor prior to the absence. If not, they shall notify the professor as soon as reasonable. The professor reserves the right to decide whether or not an excused absence will be granted.

**Academic Integrity Policy:** North Carolina Wesleyan College's administration, faculty, and students are dedicated to upholding the integrity of the academic process and working together to prevent the occurrence of all forms of academic dishonesty, including plagiarism and cheating. The policies set out in the College Catalog concerning academic integrity will be followed at all times. Students are responsible for reviewing, understanding, and following these policies during this course. If you have any questions, you can contact your professor for clarification.

#### References

Ferrell, Thorne, & Ferrell (2016). *Business and society: A strategic approach to social responsibility & Ethics*. Chicago: Chicago Business Press.

## Course Schedule

Session / Calendar Date	Chapter Title	Assignments
1	CHAPTER 1—Social Responsibility Framework	Experiential Exercise: Chapter 1  Forum 1  Week 1 Attendance Forum by Tuesday
2	CHAPTER 2—Strategic Management of Stakeholder Relationships  CHAPTER 3—Corporate Governance	Experiential Exercise: Chapter 3  Forum 2
3	CHAPTER 4—Business, Government, and Regulation CHAPTER 5—The Impact of Business on Government and the Political Environment	Exam 1 (Chapters 1-5)  Experiential Exercise: Chapter 5  Forum 3
4	CHAPTER 6—Business Ethics and Ethical Decision Making  CHAPTER 7—Strategic Approaches to Improving Ethical Behavior	Experiential Exercise: Chapter 7  Forum 4
5	CHAPTER 8—Employee Relations  CHAPTER 9—Consumer Relations	Exam 2 (Chapters 6-9)  Experiential Exercise: Chapter 9  Forum 5

6	CHAPTER 10—Community Relations and Strategic Philanthropy	Experiential Exercise: Chapter 11
	CHAPTER 11—Technology Issues	Forum 6
7	CHAPTER 12—Sustainability Issues	Experiential Exercise: Chapter 12
		Case Analysis: Apple Bites into Ethics (p. 486)
		Forum 7
8	CHAPTER 13 – Social Responsibility in a Global Environment	Final Exam (Chapters 1-13)
		Experiential Exercise: Chapter 13
		Forum 8