

Saint Leo University
MGT 430
Business, Government, and Society

Course Description:

This course is a study of interrelationships among business, government, and society. The complex, continuously evolving and closely linked business-government-society system will be studied. Academic theory and actual management concerns at the strategic, global, national, regional, and local levels are covered in the course.

Prerequisite: MGT 301

Textbook:

Lawrence, A. T., & Weber, J. (2017). *Business and Society: Stakeholders, Ethics, Public Policy* (15th ed.). New York: McGraw-Hill/Create Custom ISBN# 9781307214185 **eBook:** ISBN# 9781307214215 (optional)

Learning Outcomes:

At the conclusion of this course, students are expected to be able to:

1. Applying the SLU core values of community and respect, describe the business-government-society relationship and how the “open system” stakeholder forces define and act on public issues. Track a social issue from initial awareness through to legal conclusion, identifying where legal outcomes fail to match ethical or majority social values.
2. Describe overall governmental economic and social assistance policy goals, the role of regulation and incentives, and the tragedy of the commons and relates it to the concept of negative externalities created by business.
3. Debate the advantages and disadvantages of the concentration of power in the hands of big corporations, the impact of antitrust laws, and the arguments in favor of and in opposition to businesses being involved in the political process.
4. Describe the major rights of consumers and the associated laws designed to provide the consumer protection. Debate possible areas where consumer protections may be missing, and explain where regulation may have gone too far.
5. Considering the SLU core value of responsible stewardship, describe the major global environmental issues, including threats to the earth’s ecosystem and the effect of growth in population and incomes and the concept of sustainable development. Compare and contrast regulatory and market-based approaches to accomplishing environmental goals and apply the pros and cons to different types of issues (e.g., water pollution, acid rain, global warming).
6. Debate the balance between stockholder rights and community stakeholder rights. Applying the SLU core value of excellence, describe the areas in which corporate contributions are most likely to be a “win-win” – enhancing competitiveness *and* improving the welfare of the community, and which strategies businesses can use to help them get the most benefit from their contributions.
7. Applying the SLU core value of integrity, recognize and explain situations where the power of information media is a public issue, including the internet, persuasive advocacy reporting, and advertising that “creates dissatisfaction” as a mechanism to increase sales, and compare an organization’s legal and ethical/social responsibility to adults and children.
8. Describe how conducting business in a diverse, global environment can create opportunities, as well as pose difficult challenges.

9. Explain technology's impact upon organizations and society and discuss how an organization might manage technology with respect to social questions of privacy, security, ownership, health, and safety.
10. Describe the employee-employer exchange with regard to social, ethical, legal, and public policy issues and, within the context of responsible stewardship and community, discuss ways that an organization can draw upon the skills of increasingly diverse employees.

Core Values:

The SLU core values of responsible stewardship, excellence, and integrity will be emphasized in this course.

Responsible Stewardship: Our Creator blesses us with an abundance of resources. We foster a spirit of service to employ our resources to university and community development. We must be resourceful. We must optimize and apply all of the resources of our community to fulfill Saint Leo University's mission and goals.

Excellence: Saint Leo University is an educational enterprise. All of us, individually and collectively, work hard to ensure that our students develop the character, learn the skills, and assimilate the knowledge essential to become morally responsible leaders. The success of our University depends upon a conscientious commitment to our mission, vision, and goals.

Integrity: The commitment of Saint Leo University to excellence demands that its members live its mission and deliver on its promise. The faculty, staff, and students pledge to be honest, just, and consistent in word and deed.

Evaluation: Grades for this course will be distributed and weighted as follows:

| Assignment | Percentage |
|--------------------------|-------------------|
| Exams (2) | 40% |
| Discussion Questions (8) | 20% |
| Case Studies (8) | 20% |
| Term Paper | 20% |
| Total | 100% |

Grading Scale:

| Grade | Score (%) |
|--------------|------------------|
| A | 94-100 |
| A- | 90-93 |
| B+ | 87-89 |
| B | 84-86 |
| B- | 80-83 |
| C+ | 77-79 |
| C | 74-76 |
| C- | 70-73 |
| D+ | 67-69 |
| D | 60-66 |
| F | 0-59 |

Discussions:

Students are required to participate in class discussions. See the **Discussion Guidelines** document in the Course Home menu for additional requirements.

Case Studies:

Each case study will include issues/questions to address. The cases are intended for students to take a comprehensive look at the current event topics as related to business and society. Students should explore the issue using the text as well as personal, intellectual, academic references, and/or experiences, thus applying their knowledge to these cases. Where sources are used, proper notation must be included. Responses to **each** assigned question in **all** assigned case studies should be in paragraph form, be double-spaced, and be between 250-300 words in length. Cases must be submitted to the course Assignment box. These Assignment box are linked to Turnitin. Grades will be determined based on the depth and quality of your response.

Practice Quizzes:

Practice quizzes are provided in Modules 2 through 8 to help you prepare for the midterm (Module 4) and final (Module 8) exams.

Exams:

The midterm and final exams consist of multiple-choice and short-essay questions. Students will have three hours to complete each exam.

Term Research Paper:

Grades will be determined based on the depth and quality of your research. An industry should be chosen from the following list (only three students will be approved for each topic):

- Banking
- Chemical
- Hospitality
- Insurance
- Medical
- Petroleum
- Pharmaceutical
- Real Estate
- Retail
- Television Media
- Tobacco

Other topics may be approved by the instructor on a case-by-case basis. The project needs to address the following elements in the order listed:

- History
- Corporate stakeholders and response to their issues
- The role of the industry in its social, economic, and political setting
- Domestic and international ethics
- Ecological and natural resources
- Social issues
- Your rating of the industry's overall social responsiveness and its accomplishments in this area
- Your rating of the industry in relation to the Saint Leo University core values, as well as the changes that should be made to be more in line with the core values

The research paper should be double-spaced and 3000-5000 words in length. It should include a cover page, table of contents (including page numbers to match pages in the body of the report), reference page, and in-text citations. All formatting and references should conform to APA sixth edition standards. Students will submit their papers to the course Assignment box (This Assignment box may be linked to Turnitin) by the conclusion of Module 7. The scoring rubric for this assignment can be found in Doc Sharing.

Course Schedule:

Module 1 Introduction to the Course/Business in Society

Objectives:

After completing this module, the student will be able to:

- Describe the business-government relationship and how the open-system stakeholder forces define and act on public issues.
- Describe what a stakeholder is and, through the process of stakeholder analysis, and discuss various stakeholder interests and power.
- Evaluate public issues, relate their significance to the modern corporation, and describe the steps in the issue management process.
- Explain the basic meaning of corporate social responsibility and how a corporation interacts with various stakeholders as it pursues its economic goals.
- Explain corporate citizenship and how it affects a company's social responsibility and financial interests
- Describe how companies communicate their corporate citizenship practices to the world.

Assignments:

| Items to be Completed: | Due No Later Than: |
|--|---------------------------|
| Post an introduction to the class | Thursday 11:59 PM EST/EDT |
| Read the assigned chapters in the textbook | |
| Post initial response to the discussion question | Thursday 11:59 PM EST/EDT |
| Post responses to at least two classmates | Sunday 11:59 PM EST/EDT |
| Submit Case Study 1 | Sunday 11:59 PM EST/EDT |
| Begin considering Term Paper topic | Module 3 |

Module 2 Business and Ethics

Objectives:

After completing this module, the student will be able to:

- Define business ethics and know why ethical problems occur in business.
- Explain the four methods of ethical reasoning: virtues, utilitarian, rights, and justice.
- Define corporate culture and key components of ethical climates.
- Discuss ethics, the law, and illegal corporate behavior.

Assignments:

| Items to be Completed: | Due No Later Than: |
|--|---------------------------|
| Read the assigned chapters in the textbook | |
| Post initial response to the discussion question | Thursday 11:59 PM EST/EDT |
| Post responses to at least two classmates | Sunday 11:59 PM EST/EDT |
| Complete Practice quiz | |
| Submit Case Study 2 | Sunday 11:59 PM EST/EDT |
| Continue considering term paper topic | Module 3 |

Module 3 Business in a Globalized World

Objectives:

After completing this module, the student will be able to:

- Explain the process of globalization and analyze the costs and benefits to business.
- Compare and contrast various political and economic systems, ranging from free-market to state-controlled.
- Identify the major types of political and economic systems in which companies operate across the world.
- Assess how businesses can work collaboratively with governments and the civil sector to address global social issues.

Assignments:

| Items to be Completed: | Due No Later Than: |
|--|---------------------------|
| Read the assigned chapters in the textbook | |
| Post initial response to the discussion question | Thursday 11:59 PM EST/EDT |
| Post responses to at least two classmates | Sunday 11:59 PM EST/EDT |
| Complete Practice Quiz | |
| Submit Case Study 3 | Sunday 11:59 PM EST/EDT |
| Post term paper topic | Sunday 11:59 PM EST/EDT |

Module 4 Business and Public Policy

Objectives:

After completing this module, the student will be able to:

- Identify the types and reasons for government regulations.
- Explain the purpose of antitrust laws and the remedies that may be imposed for violation of these laws.
- Compare the arguments for and against business participation in the political process.
- Describe and provide examples of the corporate political strategies of information, financial, and constituency building.

Assignments:

| Items to be Completed: | Due No Later Than: |
|--|---------------------------|
| Read the assigned chapters in the textbook | |
| Post initial response to the discussion question | Thursday 11:59 PM EST/EDT |
| Post responses to at least two classmates | Sunday 11:59 PM EST/EDT |
| Complete Practice Quiz | |
| Complete Midterm Exam | Sunday 11:59 PM EST/EDT |
| Submit Case Study 4 | Sunday 11:59 PM EST/EDT |

Module 5 Business and the Natural Environment

Outcomes:

After completing this module, the student will be able to:

- Define sustainable development.
- Explain the major threats to the Earth’s ecosystem with regard to land, air, and water.
- Evaluate the steps that the world business community has taken to reduce ecological damages and promote sustainable development.
- Identify the advantages and disadvantages to various “save the environment” approaches, comparing and contrasting regulatory and market-based methods.

Assignments:

| Items to be Completed: | Due No Later Than: |
|--|---------------------------|
| Read the assigned chapters in the textbook | |
| Post initial response to the discussion question | Thursday 11:59 PM EST/EDT |
| Post responses to at least two classmates | Sunday 11:59 PM EST/EDT |
| Complete Practice Quiz | |
| Submit Case Study 5 | Sunday 11:59 PM EST/EDT |

Module 6 Business and Technology

Outcomes:

After completing this module, the student will be able to:

- Define technology and its characteristics along with recognize the evolving phases of technology throughout history.
- Define how e-commerce has changed the way businesses operate and how they interact with their stakeholders with regard to various components of social networking.
- Evaluate potential breaches of privacy and initiatives taken by business to manage stakeholders’ privacy.
- Examine how business and government attempt to prevent violations of intellectual property.

Assignments:

| Items to be Completed: | Due No Later Than: |
|--|---------------------------|
| Read the assigned chapters in the textbook | |
| Post initial response to the discussion question | Thursday 11:59 PM EST/EDT |
| Post responses to at least two classmates | Sunday 11:59 PM EST/EDT |
| Complete Practice Quiz | |
| Submit Case Study 6 | Sunday 11:59 PM EST/EDT |

Module 7 Business and Stakeholders

Outcomes:

After completing this module, the student will be able to:

- Identify different kinds of stakeholders and evaluate various ways they can promote their economic and social agendas.
- Explain the major rights of consumers and examine how the courts protect consumers.
- Compare the rights of the corporation to the rights of workers.
- Identify the role government plays and its strategy for promoting equal opportunity.
- Describe who the employees in the United States are today, in what ways they are diverse, and how diversity can affect the competitive advantage.

Assignments:

| Items to be Completed: | Due No Later Than: |
|--|---------------------------|
| Read the assigned chapters in the textbook | |
| Post initial response to the discussion question | Thursday 11:59 PM EST/EDT |
| Post responses to at least two classmates | Sunday 11:59 PM EST/EDT |
| Complete Practice Quiz | |
| Complete online course evaluation | Sunday 11:59 PM EST/EDT |
| Submit Case Study 7 | Sunday 11:59 PM EST/EDT |
| Submit Term Paper | Sunday 11:59 PM EST/EDT |

Module 8 Business and Stakeholders (Continued)

Outcomes:

After completing this module, the student will be able to:

- Identify the interdependencies between companies and communities in which they operate, as well as analyze why it is in the interest of business to respond to community problems and needs.
- Explain how different forms of corporate giving can contribute to strong relationships between business and communities.
- Evaluate strategies used by business organization to influence public opinion.
- Evaluate techniques available for employers to capably manage the organization's media image.

Assignments:

| Items to be Completed: | Due No Later Than: |
|--|---------------------------|
| Read the assigned chapters in the textbook | |
| Post initial response to the discussion question | Thursday 11:59 PM EST/EDT |
| Post responses to at least two classmates | Sunday 11:59 PM EST/EDT |
| Complete Practice Quiz | |
| Complete Final Exam | Sunday 11:59 PM EST/EDT |
| Submit Case Study 8 | Sunday 11:59 PM EST/EDT |