

# SBU200

## Society and Business

*Fall 2016 sections 29258, 29211*



"What does it mean to say that "business" has responsibilities? Only people can have responsibilities. ...the one and only social responsibility of business is to increase profits..."

-- Milton Friedman

"The difficulty, in sociology, is to manage to think in a completely astonished and disconcerted way about things you thought you had always understood."

-- Pierre Bourdieu

["Pierre Bourdieu on eBay"](#) - Find Pierre Bourdieu items at low prices. With over 5 million items for sale every day, you'll find all kinds of unique things on eBay - The World's Online Marketplace."

-- Pop-up advertisement

## Purpose of course

The primary purpose of this course is to help you see business and its role in society in different ways. It is my hope that your understanding of business and its place in society will evolve as you are both astonished and disconcerted.

## Methods

It can be difficult to step outside the box and see something with which you are familiar -- such as business -- in a different light. To help, we will employ social science methods. Thus, the course is interdisciplinary in nature. This course will:

- ✦ Ask you to use **participant observation** to help make familiar work settings seem strange,
- ✦ Review a series of writings and videos related to **social theory** that will offer different perspectives on human interaction, and
- ✦ Apply social theory in the context of concrete **case studies** focused on current issues in business and its relationship to society.

## ASU Transfer

For business students following the ABUS transfer program, SBU200 transfers to ASU WP Carey in lieu of a SOC prefix Social and Behavioral Science course. SBU200 also carries the SB and G (Global awareness) designations.

## Course Description

The study and scientific inquiry of issues and demands placed on business enterprise by owners, customers, government, employees and society. Included are social, ethical and public issues and analysis of the social impact of business responses.

Prerequisites: None.

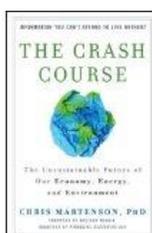
## Course Competencies

Students who successfully complete this course should be able to:

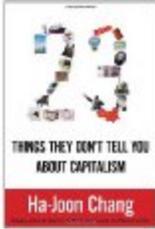
1. Define business and society and their interrelationship.
2. Explain the major social and behavioral criticisms of business and characterize business's general response.

3. Explain how corporate social responsibility encompasses economic, legal, ethical, and voluntary components.
4. Define business ethics and describe the complexities of making ethical judgments.
5. Identify and describe the ethical elements of moral judgment.
6. Describe the major ethical challenges of operating in a multicultural environment.
7. Define government regulation and explain the major reasons for regulation, the types of regulation, and social issues arising out of regulation.
8. Describe major types of regulatory reform and their characteristics.
9. Describe the evolution and current strategic approaches business uses in political participation in local and global venues.
10. List and describe the major controversial advertising abuse issues, and the role of the Federal Trade Commission.
11. Describe product issues related to quality and safety, and role of the Consumer Product Safety Commission and the Food and Drug Administration.
12. Describe causes of environmental problems and their social impact.
13. Describe governmental roles in environmental issue that affect national and international settings.
14. Describe social and economic reasons for community involvement, corporate philanthropy and community employment responsibilities.
15. Explain employee rights movement and underlying principles.
16. Describe the social impact of freedom-of-speech and whistle-blowing issues.
17. Describe concerns surrounding employees' right to privacy.
18. Explain right to safety in the workplace and the role and responsibilities of OSHA.
19. Describe employment issues as they relate to race, color, national origin, sex, age, religion, and physically challenged.
20. Define the social and behavioral postures with respect to affirmative action.
21. Define the concept of corporate public policy and relate it to strategic management.
22. Describe issues relating to corporate ownership, corporate governance, and responsiveness to corporate stakeholders.

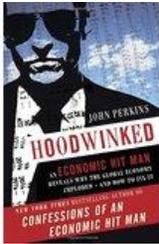
## Texts



Martenson, Chris (2011). *The Crash Course: The Unsustainable Future of Our Economy, Energy and Environment*. Wiley. ISBN: 047092764X.



Chang, Ha-Joon (2012). 23 Things They Don't Tell You About Capitalism. Bloomsbury Press. ISBN: 1608193381



Perkins, John (2011) Hoodwinked: An Economic Hit Man Reveals Why the Global Economy IMPLODED – and How to Fix It. Crown Business. ISBN: 978-0307589941

## Readings and videos

In addition to text material, there will be additional readings and videos

### Missed classes

Significant course material is covered in class and there is no other source for the material, making it a hardship to miss class. I expect you to arrange your schedule so that you attend every class meeting. **Per District policy, I reserve the right to unilaterally withdraw you under these circumstances:**

- If you do not attend the first class meeting, or
- If you miss more than a week's worth of classes.

### Instructional methods

I employ a wide variety of instructional methods, including: cooperative learning, lecture, discussion, role-playing, simulation, hands-on activities and experiential learning. You will be asked to participate in at least one learning event outside of class.

## Assessment

I assess your progress and assign the course grade according to the following guidelines. These guidelines are subject to change. If I must make a change, I'll provide prior notice:

### Attendance, Participation and Preparation

You will be offered a chance to earn points each day for attendance, participation and preparation. The class is highly interactive and employs many group exercises. For this approach to be successful, you must have completed assigned readings prior to class (preparation), show up on time (attendance) and share your thoughts (participation). For attendance purposes, I'll normally take roll and examine your preparation 5 minutes after the scheduled start of class. (I use the first 5 minutes to collect assignments, distribute graded papers and make administrative announcements, such as future assignment due dates.) Those in attendance when I take roll will receive full attendance points. Roll may be taken at the beginning or the end of class. I will then keep track of classroom participation and assign participation points. You will all have multiple opportunities to participate and participation does not always need to be verbal.

### Homework

Homework assignments will usually be small and worth a small number of points. Homework must be turned in on or before the day it is due. Due dates will be listed in our learning management system, Canvas. Most quizzes and assignments will be submitted via Canvas. For those few assignments which are turned in on paper, you may still receive credit for your homework assignments, even though you are unable to attend the class if you place them in the mailbox outside my office door **PRIOR TO THE START OF THE CLASS YOU WILL MISS**. You may make up for missed homework points by taking advantage of an extra credit opportunity.

### Mid-Term and Final Assessments

Assessments may include multiple choice, short answer and essay questions/problems. All or a portion of an exam may be take-home. Some portion of the assessment may require group participation. Our last assessment of the semester will be scheduled during final exam week. Days and times are already set and in most circumstances can't be changed. Final

exam week is Dec 14<sup>th</sup>. Final Exam schedule is located here:

<http://www.cgc.maricopa.edu/services/Calendars/Documents/Fall%2016%20Final%20Exam%20Sched.pdf> It shows the 11:30am class final is Tuesday, Dec 13 from 11:00am-12:50 and the 1:00pm class final is Tuesday Dec 13 from 1:00pm-2:50

## Points

I expect to assign points as follows:

Attendance, preparation and participation	100
Quizzes, assignments and projects	200
In-Class Writings	100
Final assessment	100

## Grades

I'll assign letter grades as a percentage of earned points relative to available points, according to the guidelines, below. I reserve the right to raise a grade, if I believe the circumstances merit it.

### Letter Grade Percentage

A	90-100
B	80-89
C	70-79
D	60-69
F	below 60

I don't offer extra credit to individual students, but extra credit opportunities may periodically be offered to all students in the class.

## Schedule

The course schedule can be found under Modules in Canvas. All readings, links to notes, links to quizzes and links to assignments may be found there.

## Classroom expectations

I like a relaxed, fun class that stays focused on learning. You can help me keep that focus by preparing for class, showing up on time, staying for the entire class, turning off cell phones and refraining from aggressive or disruptive behavior, including yelling, assault or battery. Taping/recording lectures or class activities requires my prior approval and -- unless otherwise arranged -- recordings may be used for study purposes only by the student making the recordings and may not be posted publicly. Cell phones are allowed IF they are used to support what we are doing in the classroom. Food and drink are allowed in the classroom. If you do not meet classroom expectations, I will discuss the issue with you and may choose to remove you from the classroom.

Our college district has created this general Code of Conduct:

<https://chancellor.maricopa.edu/public-stewardship/governance/administrative-regulations/2-students/2.5-student-rights-and-responsibilities/2.5.2-student-conduct-code>

## Academic integrity

I encourage you to work together and to study together, but your work on quizzes, exams and other assignments must be your own. We can only continue to offer courses if students do their own work and don't let others do their work for them or use email, cell phones or bulletin boards, etc. to share course assessment information. If a violation of academic integrity does occur, the penalty is usually assignment of a grade of Y (withdrawal failing) for the course.

## Student responsibility

You are responsible for the information in this syllabus. I also expect you to review the student handbook

<http://www.cgc.maricopa.edu/Academics/Catalog/Pages/Catalog.aspx> and to follow the policies and procedures of MCCC and CGCC.

# Student Resources

## Information on Learning Center

The Learning Center provides free tutoring, workshops, and other resources for many CGCC courses at both Pecos (Library 2nd floor) and Williams (Bridget Hall). For more information, please visit [www.cgcc.edu/lc](http://www.cgcc.edu/lc) or call 480-732-7231. The Learning Center provides students enrolled in CGCC online and/or hybrid courses 24/7 access to live online tutoring in writing, math and some other subjects. Tutoring is via Smarthinking; see <http://www.cgcc.edu/lc/onlinetutoring>.

## Information Regarding Disability Services and Counseling Services

It is the student's responsibility to contact the Office of Disability Resources and Services directly at 480-857-5188, or, <http://www.cgcc.maricopa.edu/Students/DisabilityServices/Pages/Home.aspx>, or the office at Pecos Campus in BRD101, if there are any concerns or assistance that will be required. Documentation and advance notification are required for most accommodations to be made.

## Counseling Services

Counseling Services at CGC offers free, confidential individual counseling for academic, career, and personal goals. Connections with community resources and referrals are also available. Please see <http://www.cgcc.edu/counselingservices>.

## Technical Support

### Maricopa Mail and Canvas problems

[Chat-based Help](#)

 Phone

1-888-994-4433  
24 hours

Instructor



Photograph by Bill  
Holmes

Dr. Greg Swan, Residential Faculty

Chandler/Gilbert Community College  
2626 E. Pecos Rd.  
Chandler, AZ 85225

Best way to reach me is with a message sent via the Canvas messaging Inbox.

Office: Pecos campus, EST123

Office Telephone: 480-732-7088

Email: [greg.swan@cgc.edu](mailto:greg.swan@cgc.edu)

Home page: <http://pweb.cgc.maricopa.edu/grejd13331/>

Cell phone number: Given out in class.

Academic support hours: <http://pweb.cgc.maricopa.edu/grejd13331/ischedu>

Course web site on Canvas: <http://learn.mc.maricopa.edu>

