

SBU200

Society and Business

Spring 2014 sections 23953 and 23921



"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 G (Global awareness) designation.

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.

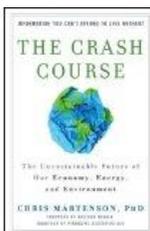
Course Competencies

Students who successfully complete this course should be able to:

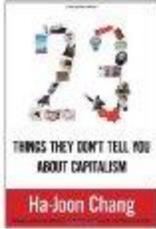
1. Define business and society and their interrelationship.
2. Explain the major social and behavioral criticisms of business and characterize business's general response.
3. Explain how corporate social responsibility encompasses economic, legal, ethical, and voluntary components.

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

An additional text under \$25 may be required during the semester.

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 in 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 when I call for it in class. Most assignments will be uploaded to a web site called 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**. Typically, I require one larger group project that takes several weeks and is worth a large number of points. Project deadlines are usually absolute, because the entire class is depending on the results. Contact me immediately if you believe you will miss a project deadline. 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 May 5th. Final Exam schedule is located here:

<http://www.cgc.maricopa.edu/services/Calendars/Pages/Home.aspx>

Points

I expect to assign points as follows:

Attendance, preparation and participation	100
Assignments and projects	200
Mid-term assessment	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.

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 audible pagers and 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. 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.

Academic integrity

I encourage you to work together and to study together, but your work must be your own. If any form of plagiarism (see Administrative messages, below) does occur, I will take disciplinary action within CGCC policy and guidelines as stated in the student handbook. Typically, a violation of academic integrity results in a grade of Y 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.cgcc.maricopa.edu/Academics/Catalog/Pages/Catalog.aspx> and to follow the policies and procedures of MCCC and CGCC.

Administrative messages

STATEMENT REGARDING OUTCOMES AND ASSESSMENT

The faculty and programs at CGCC are dedicated to effective teaching and successful learning with emphasis in the following areas: communication, critical thinking, literacy, and personal development.

Periodically, students will participate in formal and informal assessment activities that will help faculty improve programs and teaching strategies. These activities are designed to facilitate student growth in whatever combination of the above outcomes applies to a course.

STATEMENT REGARDING STUDENTS WITH DISABILITIES

Students with disabilities are required to register for services in the Disability Resources and Services (DRS) office in the Student Center at the beginning of the semester. Do not wait to visit the DRS office if you want support with any CGCC classes. The DRS office will meet with you to determine accommodations based on appropriate documentation. Therefore, faculty members are not authorized to provide or approve any accommodations for students in this class without

written instructions from the DRS office. This must be on file before any accommodation will be provided. You can contact the DRS office at (480) 857-5188.

INFORMATION ON LEARNING CENTER

The CGCC Learning Center's mission is to support students' academic learning by providing free tutoring and resources to reinforce and supplement classroom instruction and to assist CGCC students to achieve academic success. All Learning Center services are free to students currently enrolled at Chandler-Gilbert Community College. At the Pecos Campus, the Learning Center is located on the second floor of the Library, rooms LIB227, LIB228, LIB229 and LIB237. At the Williams Campus, the Learning Center is located in Bridget Hall, rooms BRID114 and BRID115. The Learning Center also provides instructional support resources in the form of videotapes, software, and print materials. For a schedule of tutoring hours, additional information, or assistance, students should contact the Learning Center at (480) 732-7231, or visit our website at <http://www.cgc.edu/lc>.

STATEMENT CONCERNING PLAGIARISM

Plagiarism is defined as presenting the work of another as one's own. More than four consecutive words from a source other than the writer constitute plagiarism when the source is not clearly identified in appropriate documentation format.

From the *CGCC Student Handbook*:

“Plagiarism includes, but is not limited to, the use of paraphrase or direct quotation, of the published or unpublished work of another person without full and clear acknowledgement. It also includes the unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials.”

ACTIVATE AND ACCESS YOUR MARICOPA STUDENT EMAIL

The Maricopa District provides every student with Google-powered Maricopa Student Email upon enrollment. CGCC uses this official student email to send information concerning class enrollment, financial aid, tuition, and other important student information. Students *must activate* this email account in order to receive these messages. Activate your Maricopa Student Email now at maricopa.edu/google.

CGCC EMERGENCY ALERT

The CGCC Alert system utilizes text messaging and email to notify students of emergency situations on or around campus. Students should update their contact information in the Maricopa Online Student Center at my.maricopa.edu in order to receive a CGCC Alert notification in the event of an emergency.

STUDENT PAY2PRINT

As of June 1, 2010, all CGCC students must pay for printing in the college computer labs and libraries. Registered students will receive their first 50 prints at no charge. Thereafter, black and white print costs

will be 10 cents per print. Pre-paid printing accounts can be set up in the CGCC Cashier's Office. For more information, contact the CGCC Cashier's Office at (480) 732-7312.

Instructor



Dr. Greg Swan, Residential Faculty

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

Office: Pecos campus, EST123
Office Telephone: 480-732-7088

Email: 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/ischedule>

Photograph by Bill
Holmes

