Eastern Washington University
Syllabus
Business and Society (MGMT423) – Spring 2010

Instructor: Dr. Goitom Tesfom-Tsegay
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Class held: T 5:30 - 9:10pm.
Contact hours: MW 1:00 - 3:30pm, T 2:30-5:00 pm. and by appointment.

A. COURSE MATERIALS:
3. You are expected to read a trade journal or newspaper like Businessweek or The Wall Street Journal to identify business practices consistent with course topics. Additional internet resources for this course are outlined at the end of this syllabus.

B. Course Description
The relationship between business and society in a world economy that is becoming increasingly integrated and interdependent is becoming ever more complex. The corporate scandals of the 2000’s, the globalization of business, the emergence of civil society organizations in many nations, and new domestic and international regulations have significantly altered the nature of decision-making within the firm. Business is facing greater public scrutiny to act in an ethical and socially responsible manner. Hence this course addresses the complex agenda of issues and their impact on business and the society at large.

C. Course objectives
After completing this course you will be able to:
1. Understand the core argument that business and society are part of an interactive system.
2. Explain the doctrine of social responsibility and its historical evolution.
3. Explain why businesses should act ethically and show why sometimes they do not.
4. Elaborate proactive business efforts that are key to promoting an ethical environment in the workplace.
5. Explore the benefits of regulatory oversight in the United States and other nations.
6. Understand the complex relationship between science, technology, business and society.
7. Explore the rights of stockholders, managers, board of directors and other participants in contemporary corporate governance.
D. **Method**

The course format will emphasize on project, video and written case analysis, group and whole class discussion, debates, and oral reports. Thus you are expected to appear in class ready for class discussion. You are required to complete group and individual assignments and read assigned materials prior to class.

E. **Student requirements:** Students are expected to:

1. **Work in Groups.** Two groups (presenting and challenging) will participate in a case analysis assignment. The presenting group will complete a case study in writing. The presenting group is expected to submit a written answer to the questions outlined at the end of each case. The responses are a maximum of 5 pages, single spaced, and should be turned in on blackboard digital drop box 3 hours prior to the start of the class of your assigned day of presentation. The challenging group will read the case thoroughly and prepare questions that need to be asked during the presentation. The challenging group is expected to turn in its questions or ideas for discussion on blackboard 3 hours before the start of the class in the assigned day of presentation. However the challenging group can also add or drop questions based on the information delivered by the presenting group during the presentation. The last 30 minutes of the assigned class will be reserved for group presentation and discussion. The case studies assigned are very recent and groups are expected to stimulate class discussion. On the days that your group is not scheduled to present or lead a discussion, please come prepared and be a good audience for those who are presenting that day. Case assignments, analysis guidelines and presentation schedules are posted on blackboard.

2. **Prepare for debates.** During the first class students will be assigned to 4- or 5-person debate teams. Each team then prepares to defend either a “pro” or “con” view on a two debate topics that are chosen and assigned by the instructor. Teams must develop arguments that support the view they are assigned, whether or not they actually support it. Having an opinion isn't enough to be effective in a debate. You need to be able to put the time into researching your side of the argument and have strong supporting materials for your side of the debate. Each team is required to submit a maximum of two page summary of its supporting arguments. A guideline on how to write the report is posted on blackboard. For every debate to be held on Tuesday, a report is due on Monday prior to 3:00 pm and should be turned in on blackboard. Any reference materials used while preparing must be attached to the back of the report. Debate topics, dates and guidelines are posted on blackboard.

3. **Complete a project.** A group of students are expected to compile a report on company Corporate Social Responsibility (CSR) performance. The report will address the company’s performance on business ethics, clean technology, community development, corporate governance, diversity, employment and appointments, environment, events and entertainment, faire trade, finance, green
building, health and wellness, human rights, natural/organic products, Philanthropy/corporate contributions, renewable/alternative energy, research reports and publications, responsible investing, sustainability, voluntarism and workplace issues. Please choose at least six CSR categories that apply to your specific company. For detailed explanation of those categories please visit http://www.csrwire.com/categories/. In the first week you are expected to choose a company that you want to study. Please choose a company that you can visit easily and collect information about. In the second week of classes, you begin familiarizing yourself with the company. In the third week you submit a preliminary report about the company of your choice. The preliminary project report includes the CSR categories you intend to investigate, the name of the company and a one paragraph description of its activities and why you choose the company for your project. Teams will present their reports in writing and present to the class on the assigned date. The written report can be no more than 7 pages in length, single-spaced 12 point new times roman font, not including bibliography and appendices. All reports must be turned in on Blackboard.

4. Lectures and in-class discussions are designed to expand rather than review text and online material. If you have questions about the assignments or the materials, ask the instructor at least one day prior to any exam, presentation or class session. Students are required to check blackboard for any course related messages and announcements.

5. Attend all classes. Class attendance means early arrival and staying for the entire class. Do not leave during the class. It hurts the class. Do not talk or sleep in the class. Be courteous to your classmates by not disturbing the class. Any behavior that hurts the class will be seriously taken and will be reflected on the class participation. Students who disrupt the class will be asked to leave.

6. Complete all course requirements. Students who do not complete all requirements will not receive a grade until all work is satisfactorily completed. All assignments must be completed and submitted on time to be considered.

7. Contribute regularly to class discussion. Be prepared to discuss the course material and homework assignments. Students are encouraged to provide comments on the subject matter, which are substantive and show depth of thought.

F. Quizzes and final exam consist of multiple choices; true false, essay and/or case study questions. These questions will cover material from class discussion, lectures, presentations and the textbook. Therefore, in order to pass the quizzes and exam you have to read the book and attend classes. Exam dates are not flexible. Make-ups will not be given for reasons other than illness (confirmed in writing by a physician) or family tragedy.
G. Student suggestions aiming at improving the teaching and learning process are accepted with great appreciation. You are always welcome to see me before or after class, or during office hours in person with suggestions. You can also e-mail me at any time.

H. Course outline and Assignments

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<th>Date</th>
<th>Topic</th>
<th>Reading Assignment</th>
<th>Activity</th>
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| 4/06/10    | The Corporation and its Stakeholders          | Chapter 1          | -Form teams.  
- Explain assignments |
| 4/13/10    | Managing Public issues and Stakeholder        | Chapter 2          | Case presentation group 2  
Debate (round 1, group 1&6) |
|            | Relationships                                  |                    |                                               |
| 4/20/10    | Corporate Social Responsibility                | Chapter 3          | **Project preliminary report is due at 5:30 pm.**  
Debate (round 1, group 2&5) |
| 4/27/10    | Ethics and Ethical Reasoning                   | Chapter 4          | Case presentation Group 1  
Debate (round 1, group 3&4) |
| 5/04/10    | Test 1 Organization Ethics and Law            | Chapter 5          | Evaluation of debate round                    |
| 5/11/10    | Managing Technology and Innovation             | Chapter 13         | Case presentation group 3  
Debate (round 2, group 1&6) |
| 5/18/10    | Consumer protection                            | Chapter 15         | Case presentation group 4  
Debate (round 2, group 2&5) |
| 5/25/10    | Managing Diverse Work Force                    | Chapter 17         | Case presentation Group 5                   |
| 6/01/10    | The Community and The Corporation              | Chapter 18         | Case presentation group 6  
Debate (round 2, group 3&4)  
**Project report due 5:30 pm.** |
| 6/08/10    | Project presentation                           |                     | **Project report due 5:30 pm.** |
| 6/15/10    | Final                                          |                     | Final exam will have 20 minutes for presentation  
and 10 minutes for discussion.                      |

I. Course Grading:
The final grade in this course will be based on the following requirements and weights:

- Class attendance and participation: 50 points
- Case study presenting group: 75 points
- Case study challenging group: 25 points
- CSR project: 200 points
- Debate (2*100 points): 200 points
- **Tests** (1 *200): 200 points
- Final Exam: 250 points
- Total: 1000 Points
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<td>A-</td>
<td>3.70</td>
<td>900</td>
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<tr>
<td>B+</td>
<td>3.30</td>
<td>860</td>
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<tr>
<td>B</td>
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And so on

J. Plagiarism and cheating will result in failing this course.

**Syllabus Changes**

The instructor retains the right to make changes to this syllabus that is deemed necessary.

**INTERNET RESOURCES**

**Corporate Social Responsibility**
- www.csracademy.org.uk [CSR Academy]
- www.csr-monitor.com [CSR Monitor]
- www.csrwire.com [The Newswire of Corporate Social Responsibility]

**Global Citizenship**
- www.accountability.org.uk [Accountability: Institute for Social and Ethical Accountability]
- www.bsr.org [Businesses for Social Responsibility]
- www.globalreporting.org [Global Reporting Initiative]
- www.iso.ch/iso/en/ISOOnline.frontpage [International Organization for Standardization]
- www.sa-intl.org [Social Accountability International]

**Ethics and Ethical Reasoning**
- www.ibe.org.uk [Institute for Business Ethics]
- www.sarbanes-oxley.com [Sarbanes-Oxley Act]
- www.uscc.gov [United States Sentencing Commission]
- www.charactercounts.org [Josephson Institute, Character Counts]
- www.workplacespirituality.info [Workplace Spirituality]

**Business and Government Relations**
- www.federalreserve.gov [Board of Governors of the Federal Reserve System]
- www.cato.org [Cato Institute]
- www.ncpa.org [National Center for Policy Analysis]
- www.mercatus.org/regradar [RegRadar.org, Mercatus Center, George Mason University]
- www.regulations.gov [Regulations.gov]

**Antitrust, Mergers, and competition policy**
- www.usdoj.gov/ [U.S. Department of Justice]
- www.abanet.org/antitrust/ [American Bar Association, Antitrust Section]
- www.yahoo.com/Government/Law/Cases [Information on current antitrust cases]
- http://europa.eu.int/comm/competition [European Commission, Director-General for Competition]