

SIUe School of Business

Syllabus

IS401-061

Business and Society – Fall 2013

Class Time: Mondays 6:00 to 8:50 p.m.

Classroom: F.H. 3115

Professors:

John L. Gilbert, J.D.

Office: Founders Hall 2120

Phone: 618-650-2750

Office Hours: Mondays and Thursdays 5:30-6:00p.m., and also by appointment

Nancy Lutz, Ph.D.

Office: Peck Hall 1224

Phone: 618-650-2746

Office Hours: Mondays and Wednesdays 2:00-3:00 p.m., or by appointment

Catalog Description:

The examination of social, legal, economic, political, global and ethical environments confronting contemporary business. Emphasizes analysis and appreciation of interdisciplinary perspectives in corporate social responsibility.

Prerequisites:

At least 75 hours completed, including FIN320, CMIS342, MKT300, ACCT210, and MGMT341.

Course Objectives:

1. To develop an understanding of significant characteristics of the business environment, and an appreciation of business's interaction with dynamic social forces.

2. To use an interdisciplinary approach to case analysis that allows students to debate and understand the competing fundamental assumptions of important business issues. Students will utilize the course textbook and supplemental interdisciplinary readings to define issues, acquire information, analyze and understand various points of view, and communicate that knowledge both orally and in writing.
3. To apply and integrate the knowledge and skills gained through liberal education and the knowledge and skills developed in professional business education.
4. The purpose of the course is to use multiple perspectives to illustrate how business operates within an ever-changing global environment. Emphasis is placed on the social, legal, economic, political, and ethical contexts in which business must operate at both the domestic and international levels.

Required Text and Materials:

Arnold, et al., Ethical Theory and Business, 9th Ed., Pearson 2013.

Sandel, Justice: What's the Right Thing to Do. Farrar, Straus & Giroux. (available from Textbook Services)

Additional Readings will be assigned and posted on Blackboard.

Expectations:

Students are expected to attend class regularly before and after breaks and come to class on time. Roll will be taken to reinforce the attendance policy. Students are expected to participate in classroom discussions and maintain a respectful and courteous learning environment. Students exhibiting distracting or disruptive behavior may be asked to leave the class. This includes excessive talking, inappropriate use of laptops or communication devices, or violation of the Student Social Conduct Code. Repeated disruptions, absences, or inappropriate behavior may result in full failure of the participation portion of the course grade, dismissal from the class session and failure of any graded parts associated with it, and reporting to appropriate authorities for additional disciplinary action. Class attendance will result in all students gaining the most benefit from the course and often makes the difference when grades are close.

Team Case Assignment:

Each team will evaluate a case identified and researched by the team. Teams must make use of the concepts and models from the readings and from class discussion to analyze the case. The total value of this assignment is 100 points. Late work is not allowed and will not be accepted under any circumstances.

Each team will submit a double-spaced, typewritten analysis of its case. It is to be written in expository style and to be proofread to check for fatal errors (listed below). The written analysis

will require an analysis of how stakeholder and ethical models apply to the case. Teams must demonstrate the ability to discern and appreciate the ethical implications of business decisions and practices. Do more than just summarize the facts of the case; rather, analyze ethical and social responsibility issues implicated by the case using key concepts from the course material and class discussion. The typewritten analysis is due at the time of the oral presentation. An appropriate length of the paper is 7 to 10 pages. A single team grade will be assigned to the written analysis. The analysis is worth 50 points. It is strongly suggested that teams not rely solely on the readings for information, but rather visit primary and secondary information sources to update the case and broaden the perspective. Also, each team must present a plan for how your team would have resolved the ethical issues of the case. Please cite all of your sources properly and fully using MLA style (that is, in-text citation with a complete bibliography). Please consult the SIUE Writing Center if you do not understand how to perform citation. Please number all pages and have the names of all students on the team included.

Additionally, the team will conduct an oral presentation of its case to the class. The oral presentation should last no more than 25 minutes. Each member of the team is required to speak. There should be an opportunity for the audience to ask questions at the end. Team members are expected to demonstrate oral communication skills that distinguish a business professional – this includes appearance, behavior, and content. The use of visual aids (Powerpoint, overheads, charts, and graphs) is highly recommended. A copy of the oral presentation evaluation form is provided with the course documents. A copy of any visual aids is to be prepared for the professors and presented in advance of the presentation. The oral presentation portion is worth 50 points. Please cite your sources fully and property here as well.

Team assignments follow:

- Team 1. Plan B (Morning After Pill)
- Team 2. Sapora's Society: Case 1, p. 645
- Team 3. Affirmative Action and University Admissions
- Team 4. Apple and FoxConn in China
- Team 5. Everything for Sale: Case 3, p. 43 #1
- Team 6. Everything for Sale: Case 3, p. 43 #2
- Team 7. Everything for Sale: Case 3, p. 43 #3
- Team 8. Vioxx
- Team 9. Bribery, Case 2, p. 586
- Team 10. A Matter of Principle: Case 6, p. 200

- Team 11. Wal-Mart: p. 589
- Team 12. New Belgium Brewing Co. (case to be provided)
- Team 13. Auditor's Dilemma: Case 1, p. 379
- Team 14. Royal Caribbean: Case 1, p. 502

Assignment of Team Grades:

A team grade will be assigned equally to each team member (unless a uniformly low score is received on the Group Evaluation Form). It is the team's responsibility to ensure full individual participation and the assignment of individual responsibilities of the case. At the completion of the written team case, a Group Evaluation Form must be filled out by each team member. Each person will evaluate all members of the team, including herself or himself. Those team members receiving a uniformly low evaluation may have their grades reduced on the team case. Evaluation forms will not be shown to any member of the team.

Article Reports:

Three (3) times during the semester, each student will report on an article from a reputable national-level news or business publication (examples: *New York Times*, *Wall Street Journal*, CNN, Bloomberg News, etc.) concerning course subject matter. These should be one to two pages in length and should summarize the event (1/3 of the length or less) and speak to the article's relevance to the subject matter (2/3 of the length or more). Papers should analyze the case discussed in the article using the ethical theories and issues discussed in class. Each report must be numbered and turned in when due in class. No exceptions; no e-mail submissions; and no late submissions. The article must be submitted with the report, and the paper should include the article citation as follows: Author, title, source, date.

Example: Laura Mills, "Gates Gives Millions to AIDS Fight," *New York Times*, November 12, 2012.

Grades and Grading Criteria:

Grade Distribution – There are 400 total points possible in the course, distributed as follows: 50 points for the team's written case paper, 50 points for the team's oral case presentation, 60 points for 3 article reports (20 points each), two 100-point exams, and 40 points for attendance/participation (Attendance will be taken twice each course period, once at the beginning of class and once after break, for a total of 2 points per class period. There are 30 points possible for attendance. Your percentage out of 30 points will be converted to an equivalent percentage out of 40 points for the final grade. Example: $27/30 = 90\% = 36/40$). Grades will be assigned on the standard scale: A=90th percentile, B=80th percentile, C=70th percentile, D=60th percentile, F=50th percentile and lower.

Grade Methodology – Written assignments will be evaluated strictly on content, continuity, originality of thought, communication skills, and professional standards of writing. Class, individual, and team participation will also be evaluated on preparation, initiative, organization, originality, and individual contribution.

Note: Hard copies of exams and article reports are due in class at the assigned times. They can also be turned in to Professor Lutz at her office (Peck 1224) before class for full credit. Prof. Lutz is also happy to go over drafts of article reports or exam essays before the due date (Prof. Lutz is in charge of grading article reports, and Prof. Gilbert is in charge of grading exams). Drafts may be e-mailed to Prof. Lutz at nlutz@siue.edu. E-mailed final versions of exams or article reports, however, will be subject to a 10% grade reduction.

Fatal Errors Policy:

1. Business and other students must practice professional standards of writing. To this end, in this course all written assignments must meet minimal standards to be acceptable. These standards address spelling, punctuation, format, usage, and basic grammar.
2. The Fatal Errors Policy will be applied to all written assignments.
3. Many of the fatal errors can be avoided by using Spell Check and Write Writer facilities in the computer and writing labs. These software items will identify errors so that you can take the steps necessary to correct them. If you are not sure how to correct them, you can seek advice from staff in the Writing Center.
4. Late papers will not be accepted.
5. All written assignments will be on 8.5 by 11 inch paper and double-spaced, printed clearly in a standard font/size (Times New Roman/12, Arial/10).
6. Fatal errors are defined as:
 - a. each incidence of misspelling;
 - b. sentence fragments;
 - c. run-on sentences;
 - d. lack of capitalization at the beginning of a sentence;
 - e. serious errors in punctuation that may inhibit understanding;
 - f. errors in verb tense;
 - g. subject-verb disagreement, noun-pronoun disagreement;

- h. other serious grammatical errors;
- i. lack of conformity with the assignment;
- j. improper citation;
- k. failure to reference sources; and
- l. not placing direct quote within quotation marks and not citing the page number of the quote.

University Policy on Academic Ethics and Plagiarism:

The University recognizes plagiarism as a serious academic offense. Plagiarism, the act of representing the work of another as one's own, may take two forms. It may consist of copying, paraphrasing, or otherwise using the written or oral work of another without acknowledging the source. It may consist of presenting oral or written course work prepared by another as one's own. Students who plagiarize receive a failing grade in the course, and may be reported for additional action.

For Students with Disabilities:

Students with disabilities will be accommodated with an ID card from Disability Support Services. Disability Support Services is located in the Student Success Center in the MUC, and its number is 650-3726.

Syllabus Amendments:

The professors reserve the right to amend this syllabus as needed, with changes to be announced in class. This may include adding or modifying assignments, point values, assigning additional work or changing the schedule of readings or presentations.

Schedule of Classes, Presentations, and Examinations (always subject to change):

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| 1.) | August 19: | Course Introduction and Team Selection. | |
| 2.) | August 26: | Utilitarianism. | |
| | | <u>Discuss:</u> | Sandel, chs. 1 and 2, pp. 3-57
Arnold, ch. 10, pp. 600-601 |
| 3.) | September 9: | Libertarianism. | |
| | | <u>Discuss:</u> | Sandel, ch. 3, pp. 58-74
Arnold, ch. 10, pp. 603, 614-618 |

- 4.) September 16: **Article Report #1 due.**
Market Theory.
Discuss: Sandel, ch. 4, pp. 75-102
Arnold, ch. 10, pp. 604-606

- 5.) September 23: Kantian Ethics.
Discuss: Sandel, ch. 5, pp. 103-139
Arnold, ch. 10, pp. 628-644

- 6.) September 30: Exam #1 distributed.
Rawls.
Discuss: Sandel, c. 6, pp. 140-166
Arnold, ch. 10, pp. 602-603, 608-614

- 7.) October 7: **Exam #1 due.**
Socialism.
Discuss: readings TBA

- 8.) October 14: Virtue Ethics.
Discuss: Sandel, ch. 8, pp. 184-207

- 9.) October 21: **Article Report #2 due.**
Teams 1 and 2 presentations.
Discuss: Arnold, ch. 2 (omit 79-86, 108-119)

- 10.) October 28: Teams 3 and 4 presentations.
Discuss: Arnold, ch. 3 (omit 160-165, 179-192)

- 11.) November 4: Teams 5, 6, and 7 presentations.
Discuss: Arnold, ch. 4 (omit 211-223, 230-237)

- 12.) November 11: **Article Report #3 due.**
Teams 8 and 9 presentations.
Discuss: Arnold, ch. 5 (omit 269-275, 285-294)

- 13.) November 18: Teams 10 and 11 presentations.
Discuss: Arnold, ch. 7 (omit 411-433)

- 14.) December 2: Final Exam distributed.
Teams 12, 13, and 14 presentations.
Discuss: Arnold, ch. 8 (omit 456-483)

- 15.) December 9: **Final Exam due in classroom by 6:30 p.m.**
(May be turned in to Prof. Lutz earlier in Peck Hall 1224.)