

# BUSINESS, SOCIETY, AND GOVERNMENT

Prerequisites: Introduction to Marketing and Junior Standing

Required Texts: Lawrence and Weber, *Business and Society*, 12<sup>th</sup> edition  
Course Pack from the University Bookstore

*The action required to sustain human life is primarily intellectual: everything man needs has to be discovered by his mind and produced by his effort. Production is the application of reason to the problem of survival. ~Ayn Rand*

## **LEARNING OBJECTIVES**

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Business does not operate in isolation. As a social institution, business has an intricate and important relationship with all of the publics with whom it interacts. Managers must continually balance the sometimes conflicting pursuits of maximizing profits for a firm and maximizing the well-being of all of a firm's constituents.

The course, *Business, Society, and Government* is grounded in the perspective that competitive, regulatory, and cultural forces that govern markets and that govern the impact of markets on society are characterized by a constant state of change. The skills necessary to analyze business and society issues – identifying critical components, interpreting the effect on various publics, etc. – are as important as the knowledge and understanding of the issues themselves. These analytical skills may be applied to business and society issues of the past, the present, and the future.

Throughout the semester, you will be challenged to revise your worldview and preconceived notion of the relationship among business, society, and government. Success in the course depends upon the degree to which you are an *active* participant in the learning process. Marketing 4910 is not a purely lecture based course. At least one case, news article, text chapter, and/or theoretical reading will be assigned for each class period. Students are expected to read these materials prior to class. We will often dedicate full class periods to discussions of assigned readings. The majority of the materials are provided in the textbook or the course package. Additional readings may be assigned and distributed in class.

## GRADING AND ASSIGNMENTS

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### GRADING

A	90 – 100	(Outstanding Work)
B	80 – 89	(Very Good Work)
C	70 – 79	(Average Work)
D	60 – 69	(Sub-par Work)
F	Below 60	(Very Poor Work)

ASSIGNMENTS	POINTS
Exam 1	20
Midterm exam	30
Final exam	30
Quizzes	10
Class discussion & Participation	10
<b>Total</b>	<b>100</b>

### Exams (1 @ 20 points, 2 @ 30 points each)

*February 7, March 13, and May 8*

Three closed book exams will test your knowledge of key terminology and your ability to understand and apply the concepts addressed in class discussions and lectures. The format for all three exams will be a combination of fill-in-the blank, short answer, and essay questions. The midterm and final exams are cumulative.

### Class Discussion and Participation (10 points)

This class relies heavily on your participation in class discussions. If you are not in attendance you cannot contribute to the discussion. Attendance will be taken before most classes. The following rubric describes the grades that will be assigned based on your attendance and participation.

- 9-10** Points in this range represent consistently active participation of the highest quality. Students in this group are rarely absent (normally no more than once), are thoroughly prepared and consistently take a strong and active role in shaping the discussion by asking thought provoking questions or suggesting ideas that are built upon by others. Their comments often emphasize or clarify key aspects of the topic under consideration.
- 7-8** Points in this range represent regular participation of a fairly high quality. Students in this group attend regularly (normally have no more than two absences), are typically prepared and are strong in extending the discussion or following up on points made. They ask questions or suggest points that are important in understanding the topic under consideration.
- 5-6** Points in this range represent a pattern of participation in which students are present and attentive, are typically prepared but not actively responsive to the flow of the discussion. Students in this group do not usually participate in class unless called upon. Even then they make limited contributions to the discussion.
- 0-4** Points in this range are earned by students who are typically unprepared and almost never make a contribution of any kind. Students in this range have frequent and unexplained absences.

## COURSE OUTLINE

This course will explore 6 major topic areas. Readings and/or cases will be assigned for each topic. You are expected to prepare for each class by reading and taking notes prior to class. Most of the readings for the semester are listed on the last page of the syllabus. However, some readings will be drawn from current topical issues. As such, additional readings not listed on the syllabus occasionally will be assigned. Every effort will be made to provide one week's notice of any additional readings.

We will not cover all of the textbook material in class. You are expected to read textbook chapters before class and ask questions about any material you do not understand. Additionally, in lecture and discussion sessions, we will cover material that is not covered in the textbook. For exams you are responsible for all readings, cases, and lecture/discussion material.

<b>Topic 1:</b>		<b>The Corporation and its Constituents</b>	<b>WK 1-4</b>
Jan	15	Welcome and Introduction to Topic	
	17	Lecture: Frames of Reference & Historical Context (1)	
	22		McCracken, G.
	24	Lecture: Frames of Reference & Historical Context (2)	Friedman, M.; Freeman, R. E.
	29	Discussion/Lecture: Stakeholders and Stockholders	Ch 1
	31		Rand, Mill, Marx and Engels
		Lecture: The Corporation in Society	
Feb	5	Discussion/Lecture: Political Paradigms	
	7		
		Discussion: Review for Exam 1	
		<b>Exam 1</b>	
<b>Topic 2:</b>		<b>Corporate Social Responsibility</b>	<b>WK 5-6</b>
	12	Lecture: Corporate Social Responsibility	Ch 3 & 4
	14	Discussion: Corporate Responses (1)	Odwalla (case)
	19	Discussion: Corporate Responses (2)	Wal-Mart articles (access online)
	21	Discussion: Current Issues in CSR	<i>In search of the good company</i> (online)
<b>Topic 3:</b>		<b>Globalization</b>	<b>WK 7-8</b>
	26	Lecture: Globalization & Global Trade	Ch 7, web: <a href="http://www.wto.org/">http://www.wto.org/</a>
	28	Organizations	Friedman, T.
		Discussion/Lecture: Glob. as Political Framework	
Mar	4		Shell Oil in Nigeria (case)
	6	Discussion: Ethical Considerations for Multinationals	Guest Lecturer: Dr. Andy Walker
		Lecture: Understanding the Contemporary Global Village	
	11		
	13		
		Discussion: Review for Midterm Exam	
	18	<b>Midterm Exam</b>	
	20		
		** Spring Break **	
		** Spring Break **	
<b>Topic 4:</b>		<b>Ethics</b>	<b>WK 9-12</b>
	25	Lecture: Business Ethics and Ethical Frameworks	Ch 5
	27	Discussion: Corporate Culture & Ethics at Enron	The Collapse of Enron (case)
Apr	1	Lecture: Ethical Issues in Marketing	



**COURSE OUTLINE (CONTINUED)**

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<b>Topic 5:</b>	<b>Business and Government</b>	<b>WK 12-14</b>
8	Lecture: Business-Government Relations	Ch 8, 10
10	Discussion: Regulation	Microsoft Antitrust (case)
15	Discussion: Tobacco Regulation	The Tobacco Deal (case) / Video Case
17	Discussion: Marketing Regulation	Napster (case)
22	Lecture: Influencing the Political Environment	Ch 9
<b>Topic 6:</b>	<b>Summary Case: Development in WY</b>	<b>WK 14-16</b>
24	Discussion: Sustainable Development in Wyoming	Knobloch, F.
29	Lecture: Impact of WY's Boom and Bust Economy	
May 1	Discussion: Review for Final Exam	
8 (Thursday)	<b>Final Exam (1:15 – 3:15)</b>	

## Reading List

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### Textbook

Lawrence and Weber "Business and Society" 12<sup>th</sup> ed (Chapters 1, 3, 4, 5, 7, 8, 9, and 10)

### Theory Readings

<b>Author</b>	<b>Title</b>	<b>Pages</b>	<b>Location</b>
McCracken, Grant	<i>The Making of Modern Consumption</i>	3-4, 10-28	Course Pack
Friedman, Milton	<i>The Social Responsibility of Business is to Increase its Profits</i>	51-55	Course Pack
Freeman, R. E.	<i>A Stakeholder Theory of the Modern Corporation</i>	56-65	Course Pack
Rand, Ayn.	<i>What is Capitalism?</i>	11-34	Course Pack
Mill, J.S.	<i>On Liberty</i>	85-96	Course Pack
Marx and Engels	<i>Manifesto of the Communist Party</i>	473,483-485, 490	Course Pack
Friedman, Thomas	<i>The New System (Fr/ The Lexus and The Olive Tree)</i>	3-16	Course Pack

### Cases and Other Readings

<b>Author/Source</b>	<b>Title</b>	<b>Pages</b>	<b>Location</b>
Lawrence & Weber	<i>Odwalla, Inc., and the E. Coli Outbreak</i>	421-431	Textbook
Business Week	<i>Is Wal-Mart Too Powerful?</i>	1-9	Online
Business Week	<i>What's Right About Wal-Mart</i>	1-3	Online
Bus. Week Online	<i>Wal-Mart's Record on Human Rights</i>	1-4	Online
MSNBC.com	<i>Wal-Mart on Track to Cut Fuel Use by 25%</i>	1-3	Online
Advertising Age	<i>Katrina brings out Wal-Mart's Inner Good Guy</i>	Online	
The Economist	<i>In search of the good company</i>		Online
Lawrence & Weber	<i>Shell Oil in Nigeria</i>	520-530	Textbook
Lawrence & Weber	<i>The Collapse of Enron</i>	450-462	Textbook
Lawrence & Weber	<i>The Tobacco Deal</i>	443-453	Course Pack
Lawrence & Weber	<i>The Antitrust Case Against Microsoft</i>	454-463	Course Pack
Beauchamp	<i>Napster's Free Market in Intellectual Property</i>	79-86	Course Pack
Knobloch, Freeda	<i>Creating the Cowboy State: Culture and Underdevelopment in Wyoming Since 1867</i>	1-18	Course Pack

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