

**CALIFORNIA STATE UNIVERSITY, BAKERSFIELD**  
**School of Business and Public Administration**  
**Management and Marketing Department**

**BA 374: BUSINESS AND SOCIETY**  
**Winter 2013**

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**Instructor:** Dr. Hossein Bidgoli  
**Office:** BPA 201  
**Telephone:** 654-2331 (Office)  
**E-mail:** [hbidgoli@csub.edu](mailto:hbidgoli@csub.edu)  
**Website:** <http://www.csub.edu/~hbidgoli/>

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**Office Hours:** MW 9:00-10:00 AM & T 8:55 AM – 11:55 AM  
and by appointment

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Text: Caroll and Buchholtz, Business and Society: Ethics and Stakeholder Management,  
8th Ed., Southwestern, 2012.

**ISBN-13: 978-1-111-53333-5**

**ISBN-10: 978-1-111-53333-4**

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**Become a fan and follow daily updates on MIS in Facebook and Twitter**

**Facebook**

**4LTR-Press-for-MIS**

**Twitter**

**4LTRPress\_MIS**

**If any of these tweets are related to any of the topics discussed in the BA 374  
book, you will be able to collect points for current events. It will be further  
discussed in class.**

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**STUDENT LEARNING OBJECTIVES**

1. To understand the role of corporations in American life.
  2. To be aware of the responsibilities of business to the broader society.
  3. To develop an awareness of ethical issues.
  4. To adopt a personal philosophy of ethical decision-making.
  5. To understand the interplay between business and governmental entities.
  6. To gain an increased understanding of environmental issues associated with business.
  7. To view corporations from the stakeholder perspective.
  8. To understand the impacts of information technology on business and how business can utilize it to become more efficient and effective
  9. To reinforce critical thinking and logical reasoning skills.
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**Week #1 (1, 7)**

- The Business and Society Relationship
- Business and Stakeholder Relationships
- Business Criticism: Use & Abuse of Power
- Corporate Citizenship: Social Responsibility, Responsiveness, and Performance
- Corporate Social Responsibility (CSR)
- Legal Responsibilities
- Discussions: Current events

Assignment: Read Chapters 1-2  
Projects and Term Papers will be assigned

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**Week #2 (1, 14)**

- The Stakeholder Approach to Business, Society, and Ethics
- Who Are Business Stakeholders?
- Social Stakeholders
- Corporate Governance: Foundational Issues
- Legitimacy and Corporate Governance
- Improving Corporate Governance
- Discussions: Current events

Assignment: Read Chapters 3-4

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**Week #3 (1, 21)**

- Strategic Management and Corporate Public Affairs
- The Concept of Corporate Public Policy
- Relationship of Ethics to Strategic Management
- Issues Management and Crisis Management
- Strategic Issue Management
- Identification of Issues
- Discussions: Current events

Assignment: Read Chapters 5-6

**FIRST TEST (Chapters 1-6)**

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**Week #4 (1, 28)**

- Business Ethics Fundamentals
- Inventory of Ethical Issues in Business
- Three Approaches to Business Ethics
- Personal and Organizational Ethics
- Personal and Managerial Ethics
- Principles Approach to Ethics
- The Bidgoli's Model for Ethical Decision Making
- Discussions: Current events

Assignment: Read Chapters 7-8  
Student Presentations

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**Week #5 (2, 4)**

- Business Ethics and Technology
- Characteristics of Technology
- Ethics and Technology
- Ethical Issues in the Global Arena
- Concepts of Global Business
- The Dilemma of the Multinational Corporation
- Discussions: Current events

Assignment: Read Chapters 9-10  
Student Presentations

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**Week #6 (2, 11)**

- Business, Government, and Regulation
- Government's Role in Influencing Business
- Social, Technological, and Value Changes
- Business Influence on Government and Public Policy
- Corporate Political Participation
- Political Action Committees
- Discussions: Current events

Student Presentations  
Assignment: Read Chapter 11-12

**SECOND TEST (Chapters 7-12)**

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**Week #7 (2, 18)**

- Consumer Stakeholders: Information Issues and Responses
- The Consumer Movement
- Consumer Problems with Business
- Consumer Stakeholders: Product and Service Issues
- Two Central Issues: Quality and Safety
- Product Liability
- Discussions: Current events

Student Presentations  
Assignment: Read Chapters 13-14

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**Week #8 (2, 25)**

- The Natural Environment as Stakeholder
- The Sustainability Imperative
- Waste Management
- Business and Community Stakeholders
- Standards of Excellence in Corporate Community Involvement
- Developing a Community Action Plan

- Discussions: Current events

Student Presentations

Assignment: Read Chapters 15-16

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**Week #9 (3, 4)**

- Employee Stakeholders and Workplace Issues
- The New Social Contract
- Employee Rights
- Employee Stakeholders: Privacy, Safety, and Health
- Right to Privacy
- Monitoring
- Discussions: Current events

Student Presentations

Assignment: Read Chapter 17-18

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**Week #10 (3, 11)**

- Employment Discrimination and Affirmative Action
- Civil Rights Movement
- Employment Discrimination
- Issues of Sex Discrimination
- Where do we go from Here?
- Discussions: Current events

Student Presentations

Assignment: Read Chapter 19

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**Week #11 (3, 18)**

Catching up and Last test!!!

**GRADING POLICIES**  
**Total of 695 Points**

TEST #1	120 points
TEST #2	120 points
TEST #3 [March 18 in class]	140 points
Case Analysis (Due Week 9, Second Session, hard copy)	100 Points
Ethics in Practice Case (Due Week 10, First Session, hard copy)	50 Points
Research- Technology in Action Paper (Due Week 10, Second Session, hard copy and also electronic copy sent to me as an attachment in Word)	100 points
Oral (Due on a given date assigned in the first week)	50 points
Class Presence and Participation	15 points

**Important Notes**

- Note 1: Overdue assignments are not accepted without the instructor's consent!
- Note 2: Try not to miss any class. It will be very difficult to catch up!
- Note 3: All projects will be explained by the instructor in class in the first week

Note 4: Each student could collect up to 10 extra points by briefly presenting a current topic that was just published related to one of the topics discussed in the textbook.

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### **Guidelines for Assignments**

On the cover page identify your repost as **Case Analysis, Ethics in Practice Case** or **Research- Technology in Action**  
**All papers must be stapled before you turn them in!!!**

#### **Case Analysis (100 Points)**

- 1) Read the instructions in **Page 598** of the text.
- 2) Carefully read the case assigned to you.
- 3) Cover page that includes the title and the page number for the case appeared in the textbook and your name as appears in the class roster.
- 4) Provide a couple of paragraphs as your case summary.
- 5) Answer "**Questions for Discussion**" at the end of case that has been assigned to you. You should first type the question and then type your answer.
- 6) Your final submission should include up to 6 pages (including the cover page), double spaced, with Arial font size 11.
- 7) Page number bottom center.

#### **Ethics in Practice Cases (50 Points)**

- 1) Read the case carefully.
- 2) Cover page that includes the title and the page number for the case appeared in the textbook and your name as appears in the class roster.
- 3) Provide a couple of paragraphs as your case summary.
- 4) Answer **Questions** at the end of case that has been assigned to you.
- 5) Your final submission should include up to 3-4 pages (including the cover page), double spaced, with Arial font size 11.
- 6) Page number bottom center.

#### **Research-Technology in Action Paper (100 Points)**

- 1) These topics are research projects and you have to do independent research in order to complete them.
- 2) Cover page that includes the title of the research topic and your name as appears in the class roster.
- 3) Length (10 pages+) including everything
- 4) Point size 11 Arial, double-spaced
- 5) Five sources
- 6) Table of contents page. The table of contents must include all the headings (subtitles) that are covered in your paper. These subtitles must also appear in the paper itself. Make sure that the subtitles match with what you have in the table of contents.
- 7) Page number bottom center
- 8) Bibliography page (at the end of the paper)
- 9) Date of access for website sources
- 10) APA format

11) Include at least one case study (a real life example or application of your research topic) in your paper

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***Have a Pleasant Quarter!!!***