Course title: Business in American Society
Course number: BUS 100, Sections K01 and K02
Course description: Business in American Society provides students with a foundation for understanding the role of business in society by exploring the nature and history of business enterprise, the social context of business, and the interaction of individuals with business by selecting current events in business and analyzing the content as well as the impact of the reported activities. Business in American Society fulfills Mason Core requirement in social and behavioral science.

Class location: Incheon Global Campus Administration Building, Room 4020
Class meeting time:
Section K01: Mondays and Wednesdays, 10:45 A.M. to 12:00 NOON
Section K02: Mondays and Wednesdays, 2:15 P.M. to 3:30 P.M.
Final exam: To be determined
Instructor: Jeffrey Kulick
Contact information:
E-mail address: jkulick@gmu.edu
Office: Incheon Global Campus Administration Building, Room 4064
Office telephone: +82-32-626-5116
Office hours: Mondays and Wednesdays, 3:30 P.M. to 4:30 P.M. Other times by appointment

Mason Core Learning Objectives
This course satisfies the Mason Core Social and Behavioral Science requirement. These Learning Objectives are the required goals of disciplinary or interdisciplinary courses.
1. Explain how individuals, groups or institutions are influenced by contextual factors
2. Demonstrate awareness of changes in social and cultural constructs
3. Use appropriate methods and resources to apply social and behavioral science concepts, terminology, principles and theories in the analysis of significant human issues, past or present.
You will see in the “Student learning objectives” section below how this course satisfies these Core Learning Objectives.

Course materials
This course uses a combination of pre-class preparation through textbook assigned reading and online resources. Consistent with the Fairfax, Virginia, USA, sections of this course, your text will be *Business and Society: Stakeholders, Ethics, Public Policy*, 14th Edition, Anne T. Lawrence, James Weber, and James E. Post, 2014, McGraw-Hill, ISBN: 0078029473.

You will be assigned readings from journals, magazines, newspapers and e-publications to provide current information and differing perspectives. These readings will be assigned, and you should devote the same care and attention to these readings as you will to the textbook. Readings will be available online or through the GMU Libraries.

I highly recommended, though do not require, daily reading of the business sections of US and world business publications, such as *The Washington Post, The New York Times, The Wall Street Journal, The Financial Times, Business Week*, or *The Economist*. These periodicals and others like these are available through the GMU Libraries in electronic formats. You will use these sources for class assignments.

I will provide you with additional materials from other sources during class – videos appropriate to the class discussion, other books, magazines, maps, etc. The classroom discussions and presentations will be the basis for insights and understanding of key concepts. These materials will be the basis for examination questions.

Course overview
This Mason Core Seminar Course will acquaint you with the impact of business on the contemporary Western social, economic, and physical environments. The course will develop your critical thinking and writing skills through analyzing the role of business in American society. Students will gain an understanding of the cultural traditions that have contributed to the growth of the business enterprise in the US, analyze the factors that contribute to cultural and social norms as related to business, and evaluate the extent to which business influences society, and vice versa. As this course explores the relationship between business and society, the focus is on examination of the development of the social benefits and costs of contemporary business practice, business ethics, business institutions, and business regulation, including concerns for globalization.

Using quantitative and qualitative information, the analysis of empirical observations in relation to theory, and deductive and inductive reasoning, you will discuss, debate, and discern the ethical and practical impacts of various events and the value of business in society.

The course is structured as a seminar. Preparation and participation are essential for all students.
While the focus of this course is American society and business, you will have many opportunities to compare these practices and approaches with those of businesses in the Republic of Korea.

**Student learning objectives**

You will have the opportunity to learn about the societal context of business and will be able to express in both writing and speaking their perspectives and articulate opinions on the following:

- Business’ influence on society and how social and cultural values shape business
- The many institutions that play a role in regulating the business enterprise in various areas
- Defining stakeholders in the relationship between business and society
- Identifying individual and organizational ethics and responsibilities

After you have successfully completed this course, you will be able to:

- explain how individuals, groups, and institutions are influenced by business
- identify important current events in business and discuss, debate, and critique the impact of these events on American society
- identify key features of American culture and how those cultural attributes contribute to and conflict with features of the business enterprise historically and currently
- describe the role of business in the development of American society
- uncover and assess the social costs and benefits of free enterprise both domestically and internationally
- identify and explain the role of regulation in business practice
- define stakeholder groups in business and society and critique stakeholder positions
- identify, analyze, and critique individual and organizational ethics and responsibilities
- use appropriate methods and resources to apply social and behavioral concepts, terminology, and theories in the analysis of the role of business in American society

Your progress against these goals will be measured in the discussion cases, individual assignments, and group case assignment.

You are responsible for your learning. The quality of your learning will dramatically increase if you are well prepared for class. Thoughtful and timely preparation is essential. The more effort you put into the class, the more you will get out of it.

**Grades**

You may earn up to 1,000 points during the course of the class. Your grade will be determined by the total points you earn. Exams and assignments are not given letter grades.
Points may be earned as follows:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
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<tbody>
<tr>
<td>Short writing assignments (3)</td>
<td>150</td>
</tr>
<tr>
<td>Research/reflection paper (three scored deliverables)</td>
<td>200</td>
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<tr>
<td>Scored classroom discussion/exercises (5)</td>
<td>100</td>
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<tr>
<td>Case study group project</td>
<td>250</td>
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<tr>
<td>Exams</td>
<td></td>
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<tr>
<td>Midterm Exam</td>
<td>100</td>
</tr>
<tr>
<td>Final Exam (comprehensive)</td>
<td>200</td>
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<tr>
<td><strong>TOTAL POINTS TO BE EARNED</strong></td>
<td><strong>1,000</strong></td>
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</table>

Your final grade for the course will depend on the total number of points you earn:

<table>
<thead>
<tr>
<th>Points</th>
<th>Letter Grade</th>
<th>Grade Points</th>
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</thead>
<tbody>
<tr>
<td>930 – 1,000 points</td>
<td>A</td>
<td>4.0</td>
</tr>
<tr>
<td>900 – 929 points</td>
<td>A-</td>
<td>3.7</td>
</tr>
<tr>
<td>870 – 899 points</td>
<td>B+</td>
<td>3.3</td>
</tr>
<tr>
<td>830 – 869 points</td>
<td>B</td>
<td>3.0</td>
</tr>
<tr>
<td>800 – 829 points</td>
<td>B-</td>
<td>2.7</td>
</tr>
<tr>
<td>770 – 799 points</td>
<td>C+</td>
<td>2.3</td>
</tr>
<tr>
<td>730 – 769 points</td>
<td>C</td>
<td>2.0</td>
</tr>
<tr>
<td>600 – 729 points</td>
<td>D</td>
<td>1.0</td>
</tr>
<tr>
<td>Below 600 points</td>
<td>F</td>
<td>0.0</td>
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Excellent demonstrations of understanding, application, integration and clear understanding will distinguish efforts that receive the highest points in assignments. Concise, insightful responses and comments are preferred over rambling, unfocused responses.

Please note:
The University considers a B to be a good grade. The School of Business considers a B to be a good grade. I consider a B to be a good grade. I hope there are many A's in the class, but an A is a grade that is not earned automatically. Grades are not negotiated.

The School of Business requires that you earn at least a C in the course.

**Short paper writing assignments**
You will prepare three short papers, each focusing on a different element of business and its role in society. This will be an opportunity to practice your writing skills while researching and analyzing a business issue.

Work submitted may not meet the appropriate standards. If there are serious problems, students might be required to resubmit the assignment, and the score will be reduced. The opportunity for resubmission will be at the sole discretion of the instructor.

These three papers, scored individually, will be worth up to a total of 150 points toward the 1,000 points available in the course. Detailed assignment, including scoring criteria, will be provided. See the Course Matrix at the end of this syllabus for due dates.
Semester-long research and reflection paper
You will write a report comparing a large Korean business (probably, though not necessarily, a chaebol) with a similar business based in the United States. This will require an understanding of both kinds of organizations, and the comparison will help sharpen the distinctions being examined in the course. You will also reflect on what you have been learning and show how you can apply the ideas.

You will be asked to create three written deliverables: a research plan, an interim report and the final report.

The three parts of this assignment, scored individually, will be worth up to a total of 200 points toward the 1,000 points available in the course. A detailed assignment, including scoring criteria, will be provided. See the Course Matrix at the end of this syllabus for due dates.

Classroom discussion/exercises
We will make use of the discussion cases and questions at the end of each chapter. During five designated classes, you and the rest of the class will be evaluated on how well you participate in the discussion.

These scored discussions will be in weeks when you do not have a written deliverable due.

Understanding of business issues is enhanced by interaction among those affected, and this class will be greatly enhanced when students actively participate. Discussion and dialogue are essential for success in the School of Business and beyond.

These five exercises, scored individually, will be worth up to a total of 100 points toward the 1,000 points available in the course. Detailed assignments, including scoring criteria, will be provided. See the Course Matrix at the end of this syllabus for due dates.

Group case study project
You will work with a group of your colleagues on a business case study, culminating in a written report and presentation to the class. You will be assigned one of the cases from the textbook. No groups will have the same cases.

The case study methodology will be introduced in the fourth week, and during designated classes, you will work with your group during the class under my direction.

This is a major project for this course, and you will earn up to 250 of the 1,000 points available in the course. A detailed assignment, including rubrics, will be provided. See the Course Matrix at the end of this syllabus for due dates.
Examination policies
You will take both a Midterm Exam and a Final Exam. These will be closed-book and without
notes. The class will review major concepts before the exam.

The exam will cover the materials and skills developed in the course.

You will earn up to 100 points for the Midterm Exam and 200 points for the Final Exam toward
the 1,000 points in the course. The Midterm Exam will be Wednesday, October 28. Date, time
and place of the Final Exam will be announced.

Any use of electronic devices during the testing times will be interpreted as a violation of the
University Honor Code. These devices include portable music players, cellular phones, electronic
translators (without specific, prior approval), calculators and similar devices. Any student using
such devices during an exam or any form of cheating during the exam will result in a score of
zero for the exam.

Consistent with University policy, only provable, i.e., documented, absences due to personal
illness or family emergencies constitute acceptable absences for missing the exam. There are
otherwise no make-up exams.

You must read the materials thoroughly. Lecture, notes and summaries will help you understand the ideas, but
they cannot be considered an adequate substitute for reading the assigned materials.

Your specific responsibilities
To meet the course objectives, you will use reading, assignments, project, discussion and
research. Emphasis will be placed on learning and applying theories and techniques to a variety
of situations. Each of these assignments is designed to enhance your learning.

Class is for you. Attendance is expected. You must be prepared for class. Much of the material
will be developed in class and in discussion.

If there are emergencies or unavoidable absences, you should contact me prior to the class. You
must arrange to get handouts and assignments from fellow students or Blackboard.

Detailed class and reading assignments will be made during the course. Assignments will be
posted on Blackboard.

Written materials
All written reports should be neatly typed, legible and free of errors in grammar and spelling.
Formats of the deliverables will be part of the assignment.
All work is due at the beginning of the class on the due date. Late work will not be accepted unless specific, prior arrangements have been made with the instructor. If accepted, late work will receive a lower grade. All work must be completed by the final examination.

You will receive specific assignments on all assignments. You will be required to conduct research for the individual and group course-long projects. You should be able to complete this using the electronic databases available at the University Libraries.

Community Standards of Behavior
The mission of the School of Business at George Mason University is to create and deliver high quality educational programs and research. Students, faculty, staff, and alumni that participate in these educational programs contribute to the well-being of society. High quality educational programs require an environment of trust and mutual respect, free expression and inquiry, and a commitment to truth, excellence, and lifelong learning. Students, program participants, faculty, staff, and alumni accept these principles when they join the School of Business community. In doing so, they agree to abide by the following Community Standards of Behavior:

- Respect for the rights, differences, and dignity of others
- Honesty and integrity in dealing with all members of the community
- Accountability for personal behavior

Integrity is an essential ingredient of a successful learning community. Ethical standards of behavior help promote a safe and productive community environment, and ensure every member the opportunity to pursue excellence.

The School of Business can and should be a living model of these behavioral standards. To this end, community members have a personal responsibility to integrate these standards into every aspect of their experience at the School.

Through our personal commitment to these Community Standards of Behavior, we can create an environment in which all can achieve their full potential.

George Mason University Honor Code
Students are reminded of their responsibilities under the George Mason University Honor Code. It is understood that the students will uphold the highest standards of academic work and keep their efforts free of the four areas the Honor Code addresses specifically—cheating and attempted cheating, plagiarism, lying and stealing. We will discuss the Honor Code and the penalties for violating the Code in class.

Students are also evaluated individually. While individuals may wish to consult, analyze and discuss their work with others, the student is responsible for ensuring he or she complies with the Honor Code.
The following paragraph is taken from
http://academicintegrity.gmu.edu/honorcode

Student members of the George Mason University community pledge not to cheat,
plagiarize, steal, or lie in matters related to academic work.

I take the Honor Code seriously. I will be glad to discuss any of the Honor Code definitions or
implications. The responsibility of each student as well as the faculty to ensure the Honor Code
is upheld.
Matrix Showing Key Topics, Textbook Reading Schedule, Assignment Due Dates and Exam Schedule

Notes:
- Section K01: Mondays and Wednesdays, 10:45 a.m. to 12:00 noon
  Section K02: Mondays and Wednesdays, 2:15 p.m. to 3:30 p.m.
- In general, the chapter concepts and ideas will be introduced during the first class of the week. The topic will be developed through discussion and exercises during the second class of the week. When you have a major deliverable due, there will be no scored classroom discussion.
- Individual assignments will be provided for each deliverable, exercise or scored discussion. In general, written deliverables for the short papers and the course-long research/reflection project will be due the second session of the due week. Specific due dates are provided in the assignments.
- Students will present their final reports and make the classroom presentation during the week of December 7. No other assignments are due that week.
- Readings will be assigned each week for the upcoming week to give students adequate time to prepare.
- Research performance will be monitored, but students will do so on their own time.
- **Bold face** entries in the matrix below represent scored assignments.

<table>
<thead>
<tr>
<th>Topic</th>
<th>Textbook Readings(^1,2) and Deliverables</th>
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<tbody>
<tr>
<td><strong>Unit 1: Business in Society</strong></td>
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<tr>
<td>Week 01</td>
<td>Introduction; business and society; the corporation; stakeholders; stakeholder analysis; organization of corporations; forces for change</td>
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<tr>
<td>Mon., Aug. 31, Wed. Sept. 02</td>
<td>• Chapter 01: The Corporation and Its Stakeholders</td>
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<td></td>
<td>Using GMU Library electronic databases</td>
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<tr>
<td>Week 02</td>
<td>Big business and corporate power; corporate social responsibility; integrating mission with social and economic objectives; social enterprise; social obligations to the poorest of the world; socially responsible best practices</td>
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<tr>
<td>Mon., Sept. 07, Wed. Sept. 09</td>
<td>• Chapter 03: The Corporation’s Social Responsibilities</td>
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<tr>
<td></td>
<td><strong>Scored class discussion</strong></td>
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<tr>
<td><strong>Unit 2: Business and Ethics</strong></td>
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<tr>
<td>Week 03</td>
<td>Defining ethics and business ethics; ethics and business; ethical problems; managerial values and ethics; spirituality and ethics; moral reasoning; theories of ethics</td>
</tr>
<tr>
<td>Mon., Sept. 14, Wed. Sept. 16</td>
<td>• Chapter 04: Ethics and Ethical Reasoning</td>
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<tr>
<td></td>
<td><strong>Research plan for research/reflection paper due</strong></td>
</tr>
</tbody>
</table>

\(^1\) All readings unless otherwise noted are from Business and Society: Stakeholders, Ethics, Public Policy, 14th Edition, Anne T. Lawrence, James Weber and James E. Post, McGraw Hill, 2014, (0078029473). Additional readings will be assigned throughout the course.

\(^2\) Additional readings on current events and alternate perspectives will be assigned.
### Unit 3: Business in a Globalized World

<table>
<thead>
<tr>
<th>Week 04</th>
<th>Mon., Sept. 21, Wed. Sept. 23</th>
<th>Globalization; entry strategies; drivers of globalization; benefits and costs; major types of political and economic systems; role of business</th>
<th>• Chapter 06: The Challenges of Globalization</th>
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<tbody>
<tr>
<td></td>
<td></td>
<td>Introduce case study methodology</td>
<td><strong>Short paper #1 due</strong></td>
</tr>
<tr>
<td>Week 05</td>
<td>Wed., Sept. 30, Mon., Oct. 05</td>
<td>Global corporate citizenship; different approaches; corporate citizenship progress stages; corporate citizenship audits; triple bottom line</td>
<td>• Chapter 07: Global Corporate Citizenship</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td><strong>Scored class discussion</strong></td>
</tr>
</tbody>
</table>

### Unit 4: Business and Public Policy

<table>
<thead>
<tr>
<th>Week 06</th>
<th>Mon., Oct. 12, Wed. Oct. 14</th>
<th>Business-government collaboration and arm’s length relations; public policy; regulation; antitrust laws; costs and benefits; global context</th>
<th>• Chapter 08: Business—Government Relations</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Case study development in class</td>
<td><strong>Interim report for research/reflection paper due</strong></td>
</tr>
<tr>
<td>Week 07</td>
<td>Mon., Oct. 19, Wed., Oct. 21</td>
<td>Business participation in the political process; corporate political strategies; assessing tactics; roles of public affairs departments; managing business-government relations in other countries</td>
<td>• Chapter 09: Influencing the Political Environment</td>
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<td></td>
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<td><strong>Scored class discussion</strong></td>
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### Midterm Examination

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<tr>
<td></td>
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<td><strong>Midterm Exam</strong></td>
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</table>

### Unit 5: Business and the Natural Environment

<table>
<thead>
<tr>
<th>Week 09</th>
<th>Mon., Nov. 02, Wed., Nov. 04</th>
<th>Interacting with the natural environment; sustainable development; threats to the Earth’s ecosystem; trends and ecological crises; common environmental issues; steps to reduce damage and support sustainability</th>
<th>• Chapter 10: Sustainable Development and Global Business</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Case study development in class</td>
<td><strong>Short paper #2 due</strong></td>
</tr>
<tr>
<td>Week 10</td>
<td>Mon., Nov. 09, Wed., Nov. 11</td>
<td>Environmental laws; different regulatory approaches; costs and benefits of regulation; an ecologically sustainable organization; managing environmental issues; competitive advantages</td>
<td>• Chapter 11: Managing Environmental Issues</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td><strong>Scored class discussion</strong></td>
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### Unit 6: Business and Its Stakeholders

<table>
<thead>
<tr>
<th>Week 11</th>
<th>Mon., Nov. 16, Wed., Nov. 18</th>
<th>Kinds of stockholders, their objectives and their rights; boards of directors; executive compensation; promoting economic and social objectives; stock market abuses</th>
<th>• Chapter 14: Stockholder Rights and Corporate Governance</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Case study development in class (presentation skills)</td>
<td><strong>Short paper #3 due</strong></td>
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<tr>
<td>Week 12</td>
<td>Mon., Nov. 23, Wed., Nov. 25</td>
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</table>
|        | Unions and collective bargaining; occupational safety and health; job security; privacy rights; whistle blowing; obligations of transnational corporations | **Chapter 16: Employees and the Corporation**  
**Scored class discussion** |

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<thead>
<tr>
<th>Week 13</th>
<th>Mon., Nov. 30, Wed., Dec. 02</th>
</tr>
</thead>
</table>
|        | Community and interdependencies; responding to community health and needs; community relations managers; corporate giving; collaborative partnerships  
Final Exam preparation, Project Presentation preparation and class work time | **Chapter 18: The Community and the Corporation**  
Case study development in class  
**Final report for research/reflection paper due** |

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<thead>
<tr>
<th>Week 14</th>
<th>Mon., Dec. 07, Wed., Dec. 09</th>
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</thead>
<tbody>
<tr>
<td></td>
<td><strong>Project Presentations</strong></td>
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Week of December 14, 2015  
**Final Exams: Date, Time and Place TBD**