

**TCORE 103A:  
BUSINESS AND  
SOCIETY**

**Autumn 2014**

**Tuesdays & Thursdays  
8.00 – 10.05 am**

**Room: TLB 115**

**Professor: Shalini Jain**

**Office: GWP 217**

**Phone: (253) 692-4966**

**Email: [ssj8@uw.edu](mailto:ssj8@uw.edu)**

**Office Hours:**

*Tuesdays & Thursdays  
12.30 – 1.30 pm  
and by appointment*

**University of Washington,  
Tacoma**



**Course Overview**

Business has become a defining institution of modern social life: corporate activity and influence has far-reaching consequences for economies, governments, and people in both, local and global communities. The course 'Business and Society' examines the relationship between corporations and society, from the following perspectives:

**Role of Business in Society:** *We examine the foundations for modern corporations to understand their purpose and their relationships with government and the community;*

**Impact of Business in Society:** *We look at the power of business, problems that arise from business operations such as threats to clean water, fisheries, forests, and air quality, and the cost to society because of these negative externalities;*

**Impact of Society on Business:** *We consider how society holds business accountable through government regulation and civil society activism; and strategies used by business to address social problems in ways that create value for both, shareholders and stakeholders.*

The approach taken is interdisciplinary drawing on history, economics, philosophy, political science, and sociology. The primary orientation, however, is management in the context of social responsibility and ethics. At the conclusion of the 'Business and Society' course, students will:

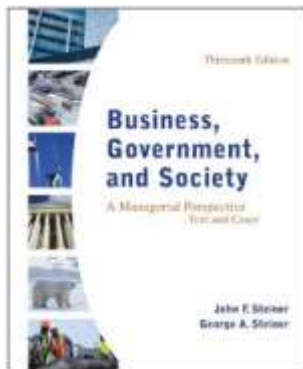
- ✓ Cultivate a nuanced understanding of the interdependent relationships between corporations, governments, and civil society (including non-governmental organizations);
- ✓ Develop an enhanced ability to recognize the existence and nature of ethical dilemmas faced by business owners and managers;
- ✓ Become adept at analyzing these dilemmas from multiple stakeholder perspectives;
- ✓ Develop the skills to articulate, defend, and reflect critically on a view point.

## Competency Development

This course explores the moral linkages of the role and impact of business on society and vice versa. Rather than teaching values, this course is about analyzing ethical dilemmas that business inevitably faces. There are no “right” or “wrong” answers, only strong and weak analysis. The relationship between business and society is complex and multi-dimensional, and resolution of an ethical dilemma is situation and environment dependent. We will, therefore, develop:

- *A Global Perspective:* study multinational corporations to learn how the relationship between business and society varies by culture, socio-economic status, and effectiveness of government.
- *Critical Thinking:* collect, synthesize, and critically assess situations using pre-existing facts and histories, and consider the pros and cons of alternative solutions.
- *Research Application:* use specific cases to uncover broader implications of social responsibility and ethics in local and global communities.
- *Communication/Self-Expression:* persuasively present our point of view to others in order to collectively protect and improve the impact of business on society and vice versa.

## Required Text and Materials



**Textbook:** *Business, Government, and Society: A Managerial Perspective: Text and Cases*. 13th Edition

**Authors:** John F. Steiner and George A. Steiner

**ISBN:** 978-0-07-811267-6

**Publisher:** McGraw-Hill/Irwin

**Canvas:** All students must have access

**All students must bring laptops for quizzes/exams**

## Grading

<b>Class Participation</b>	<b>10%</b>	Students must come prepared to discuss the readings/cases assigned for class.
<b>Case Memos (4)</b>	<b>20%</b>	Upload to Canvas at the beginning of class on the assigned dates; 1-page single-spaced typed answers. <b>No submission when your team is presenting.</b>
<b>DVD Analysis (4)</b>	<b>20%</b>	Upload to Canvas at the beginning of class on the assigned dates; 1-page single-spaced typed answers
<b>Team Case Presentations</b>	<b>10%</b>	Students will collaborate in teams of five* to give a 30 minute presentation on a case from the syllabus followed by a 15 minute Q&A. *Group size may vary depending on class size.
<b>Quizzes (2) (Online)</b>	<b>10%</b>	Quizzes will consist of multiple choice questions covering DVDs, lectures, readings, assignments on specific chapters.
<b>Mid-Term Exam (Online)</b>	<b>15%</b>	The midterm exam will consist of multiple choice questions covering DVDs, lectures, readings, and assignments from the first half of the quarter.
<b>Final Exam (Online)</b>	<b>15%</b>	The final exam structure is identical to the midterm and will cover DVDs, lectures, readings, and assignments for the entire quarter.

**Course Schedule: Readings and Assignments**

<b>Date</b>	<b>Agenda</b>	<b>Readings</b>	<b>Assignments</b>
Th September 25	Course Outline and Team Assignments Overview of Business and Society		
T September 30	The Dynamic Environment of Business DVD: <i>Coca-Cola: The History of an American Icon</i>	Chapter 2	
Th October 2	Power Point Presentation Workshop; Discussion: Coca-Cola; American Fur Company	Chapter 2	
T October 7	DVD #1: <i>The Corporation</i> ; Breakouts		
Th October 9	Team #1 Case Presentation: <i>Rockefeller and the Standard Oil Trust (p. 75)</i>		Case Memo #1
T October 14	MNCs and Globalization	Chapters 11/12	DVD #1 Analysis
Th October 16	DVD #2: <i>Heat</i> ; Breakouts		Quiz #1
T October 21	Team #2 Case Presentation: <i>Marc Kasky versus Nike (p. 183)</i>		Case Memo #2
Th October 23	Industrial Pollution and Environmental Regulation	Chapter 13	DVD #2 Analysis
T October 28	DVD #3: <i>Food Inc.</i> ; Breakouts		
Th October 30	Team #3 Case Study Presentation: <i>Union Carbide Corporation and Bhopal (p. 384)</i>		Case Memo #3
T November 4	<b>Mid-Term Exam</b>		
Th November 6	Regulating Business	Chapter 10	DVD #3 Analysis
T November 11	<b>NO CLASS – Veterans Day</b>		
Th November 13	Team #4 Case Presentation: <i>The Trial of Martha Stewart (p.229)</i>		Case Memo# 4
T November 18	Consumerism	Chapter 15	
Th November 20	Team #5 Case Study Presentation: <i>A Campaign against KFC Corporation (p. 112)</i>		Case Memo #5
T November 25	DVD #4: <i>Walmart: The High Cost of Low Price</i>		Quiz #2
Th November 27	<b>NO CLASS – Thanksgiving</b>		
T December 2	Civil Rights, Women, and Diversity	Chapter 17	DVD #4 Analysis
Th December 4	DVD: <i>Enron: The Smartest Guys in the Room</i> CSR/Ethics: <i>Jack Welch at General Electric (p. 147)</i> Discussion		
T December 9	<b>Final Exam</b>		

**Please check Canvas regularly for announcements.**

**Detailed descriptions of the Course Assignments are available on Canvas.**

### Attendance and Class Participation

- The course will be discussion-oriented and meaningful class participation is extremely important. Students are encouraged to use this course as an opportunity to challenge themselves as communicators by constructively voicing their ideas, opinions, questions, and examples.
- Students will receive credit for aiding the class discussions by asking questions which drive the conversation forward, and/or seeking clarification to better understand the topic at hand. Additional areas of participation include the offering examples of personal experience or referencing outside readings found in current events/academic literature.
- **Being absent without prior notification, late arrival and disruption of class will adversely affect the class participation grade.**
- A rubric of what constitutes meaningful class participation is available under the Assignments tab on Canvas.

### Case and DVD Analysis Memos (4 each)

- Responses to both, case study and DVD analysis are to be uploaded to Canvas (**soft copy**) on the date assigned.
- Responses should be *no more than one page (single-spaced, 1" margins, 12 point font)*.
- Students will be graded on both, content and writing skills. This means that factual arguments, persuasiveness, and logic are given the same weight as grammar, organization, development of your ideas, and writing skills.
- Case questions and the DVD Analysis memo template are available under the Assignments tab on Canvas.

### Team Case Presentation

- Students will self-select into teams of five members on the first day of the quarter.
- All students are required to complete a team oral presentation. **There are no make-ups for this assignment unless there are extreme circumstances.**
- If you have a scheduling conflict on the day that your team is to present, then please notify me immediately so that other arrangements can be made if at all possible.
- Each team will have a total of 30 minutes to present followed by 15 minutes Q & A and feedback from the audience. **Each team member must speak during the presentation and wear professional attire.**
- Guidelines on team oral presentation, a team presentation rubric, and a self/peer evaluation form is available under the Assignments tab on Canvas.

### **Late Assignment and Incomplete: Procedures and Policies**

- All assignments are to be uploaded to Canvas before the beginning of the class on the day indicated. Except under extreme circumstances, grades on **late assignments will drop 10 percent per day late**. Late assignments will need to be sent as an email attachment to Prof. Jain: ssj8@uw.edu.
- **An Incomplete** is given only when the student has been in attendance and has done satisfactory work until within two weeks of the end of the quarter and has furnished proof satisfactory to the instructor that the work cannot be completed because of illness or other circumstances beyond the student's control. A written statement of the reason for the giving of the Incomplete, listing the work which the student will need to do to remove it, must be filed by the instructor with the head of the department or the dean of the college in which the course is offered.

[http://www.washington.edu/students/gencat/front/Grading\\_Sys.html#I](http://www.washington.edu/students/gencat/front/Grading_Sys.html#I)

### **Milgard School of Business: Student Code of Integrity**

- We the students of the Milgard School of Business believe that integrity and honesty are integral to our educational experience and our lives. We aspire to hold ourselves and our fellow students to the highest ethical standards and will not engage in activities that are improper or have the appearance of impropriety in our academic lives. We intend to maintain these standards as graduates of UW Tacoma. More information on the Code of Integrity can be found at: <http://www.tacoma.uw.edu/node/37131>

### **Plagiarism Policy**

- A significant part of your experience in the class will be reading, synthesizing, and using the knowledge and ideas of others. It is the responsibility of the faculty to help you in this process and to be certain you learn to credit the work of others upon which you draw. **To plagiarize is to appropriate and to pass off, as one's own ideas, writing or works of another.** Plagiarism is no less of a misconduct violation than vandalism or assault. Ignorance of proper documentation procedures is the usual cause of plagiarism. This ignorance does not excuse the act. Students are responsible for learning how and when to document and attribute resources used in preparing a written or oral presentation.
- **Another common form of cheating involves quizzes/exams. Consulting a cell phone or another electronic device, texting others for answers, copying from someone else's paper, using notes (unless expressly allowed by the instructor), altering an exam for re-grading, getting an advance copy of the examination, or hiring a surrogate test-taker are all flagrant violations of University policy.**

- For more information, please refer to the Academic Honesty: Cheating and Plagiarism document prepared by the Committee on Academic Conduct in the College of Arts and Sciences, UW Seattle:  
<http://socialwork.uw.edu/sswu/drupal/sites/default/files/sswfiles/students/AcademicHonesty.pdf>;  
[http://www.tacoma.washington.edu/studentaffairs/SA/conduct\\_students.cfm](http://www.tacoma.washington.edu/studentaffairs/SA/conduct_students.cfm); and or contact the Student Counseling Center:  
<http://www.tacoma.washington.edu/studentaffairs/SHW/index.cfm>.

### **E-Mail Policy**

- All email communication **must use UW email accounts**. For further information, please refer to: [http://www.tacoma.washington.edu/policies\\_procedures/E-mail\\_Policy.pdf](http://www.tacoma.washington.edu/policies_procedures/E-mail_Policy.pdf).
- **The best way to reach me is through e-mail. Also, please notify me via email at least a day in advance if you plan to visit me during office hours.** If you need to meet with me outside of my office hours, please contact me to set up a mutually convenient day and time.

### **Electronic Devices Policy**

- The Milgard School of Business “Policy on the Appropriate Use of Hand-held and Wireless Technologies” is in effect for this class. Please read this policy at: [www.tacoma.uw.edu/sites/default/files/.../business/technology\\_policy.pdf](http://www.tacoma.uw.edu/sites/default/files/.../business/technology_policy.pdf)
- Electronic devices (including, but not limited to, cell phones, pagers, laptops, and personal digital assistants) may **only be used in the classroom with the permission of the instructor**. Activities such as checking/sending email, texting, playing games, surfing the web are considered disruptive when class is in session. **Please silence or turn off cell phones while class is in session. Inappropriate use of electronic devices will be subject to penalty of the student’s participation grade.**
- To protect the identity and proprietary or personal information of class participants, **no audio- or video-recording, or photography of any type** using cell-phone cameras or other equipment, may be made in this class without prior permission of the instructor. This includes recording of any class discussions or presentations.

### **Class Cancellation Policy**

- All students registered for TCORE 103A will be notified via an announcement on Canvas if class is canceled. Notification of class cancellation will also be available on my office voice mail at (253) 692-4966 and with Trish Zander, Administrator, Milgard School at (253) 692-5631.

- Information on **inclement weather campus closure or suspended operation** can be obtained from:
  - <http://www.tacoma.washington.edu/security/alert/> or by calling **UW emergency telephone hotline: (253) 383-4636 or (866) 897-4636 (toll-free)**
  - UW Tacoma web homepage: [www.tacoma.uw.edu](http://www.tacoma.uw.edu)
  - Sign up for alert system emails and text messages or update your contact information: [www.tacoma.washington.edu/security/alert](http://www.tacoma.washington.edu/security/alert)
  - Twitter: [twitter.com/UWTnews](https://twitter.com/UWTnews)
  - Facebook: [www.facebook.com/uwtacoma](https://www.facebook.com/uwtacoma)
  - Check [SchoolReport.org](http://SchoolReport.org) for closure and delayed operation notices.
  - TV and radio stations will broadcast information from SchoolReport.org.
- **When the university is in operation, but severe weather conditions exist, use your own best judgment about driving to campus.**

#### **Student Counseling Center - Student Health and Wellness (SHAW)**

- The Counseling Center offers short-term, problem-focused counseling to UW Tacoma students who may feel overwhelmed by the responsibilities of college, work, family, and relationships. Counselors are available to help students cope with stresses and personal issues that may interfere with their ability to perform in school. The service is provided confidentially and without additional charge to currently enrolled undergraduate and graduate students. To schedule an appointment, please call (253) 692-4522 or stop by the Student Counseling Center (SCC), temporarily located in located in Mattress Factory (MAT) 354. Additional information can also be found by visiting:  
<http://www.tacoma.uw.edu/counseling>.

#### **Disability Support Services (Student Health and Wellness - SHAW)**

- The University of Washington Tacoma is committed to making physical facilities and instructional programs accessible to students with disabilities. Disability Support Services (DSS) functions as the focal point for coordination of services for students with disabilities. In compliance with Title II of the Americans with Disabilities Act, any enrolled student at UW Tacoma who has an appropriately documented physical, emotional, or mental disability that "substantially limits one or more major life activities [including walking, seeing, hearing, speaking, breathing, learning and working]," is eligible for services from DSS. If you are wondering if you may be eligible for accommodations on our campus, please contact the Mattress Factory (MAT) 354 reception desk at (253) 692-4522, or visit <http://www.tacoma.uw.edu/dss>.

## Teaching and Learning Center (TLC)

- The Teaching and Learning Center (TLC) offers free academic support for students at all levels. Visit: <http://www.tacoma.uw.edu/uwt/teaching-learning-center>.
- For writing, reading, learning strategies and public speaking needs, please make an appointment online at: <https://uwttlc.mywconline.com/index.php> or email [uwtteach@uw.edu](mailto:uwtteach@uw.edu) or drop by Snoqualmie (SNO) 260 during drop-in hours: 10-11 and 3-4 (M-Th); 10-11 (F). For math, stats and quantitative needs, assistance is available on a drop-in basis in Snoqualmie (SNO) 260. Please check their schedule at: <http://www.tacoma.uw.edu/teaching-learning-center/math-quantitative-tutoring-schedule>. For special needs, please contact Ingrid Horakova at: [horaki@u.washington.edu](mailto:horaki@u.washington.edu) or [dssuwt@uw.edu](mailto:dssuwt@uw.edu).

## Library

- The UWT Library provides resources and services to support students at all levels of expertise. We guide students through the research process, helping them learn how to develop effective research strategies and find and evaluate appropriate resources. For assistance or to schedule an appointment, visit the Reference Desk in the Library, email [tacref@u.washington.edu](mailto:tacref@u.washington.edu), phone (253) 692-4442 or see <http://www.tacoma.washington.edu/library/>.
- For assistance or to schedule an appointment with the course designated librarian contact Kathleen Monks: [monksk@uw.edu](mailto:monksk@uw.edu); (253) 692-4651.
- The following link created by the Center for Leadership and Social Responsibility should have lots of course relevant information as well: <http://libguides.tacoma.uw.edu/content.php?pid=337571&sid=2760734>. You get there from the Main Library Page/Research Guides/Business/Corporate Social Responsibility & Business Ethics.

## Campus Safety Information

### Escort Service:

- Safety Escorts are available Monday - Thursday 5:00pm - 10:30pm. They can be reached either through the duty officer or by dialing #300 from a campus phone.



**In case of a fire alarm:**

- Take your valuables and leave the building. Plan to return to class once the alarm has stopped. Do not return until you have received an all-clear from somebody "official," the web or email.

**In case of an earthquake:**

- DROP, COVER, and HOLD. Once the shaking stops take your valuables and leave the building. Do not plan to return for the rest of the day. Do not return to the building until you have received an all-clear from somebody "official," the web or email.
- Campus Safety and Security 24/7 line: (253) 692-4888 or #333 from campus phone.
- For more information, please refer to the Emergency and Safety Plan prepared by the UWT Safety Committee:  
[http://www.tacoma.washington.edu/security/policies\\_laws/emergency\\_plan.pdf](http://www.tacoma.washington.edu/security/policies_laws/emergency_plan.pdf).
- Campus Safety & Security web link: <http://www.tacoma.uw.edu/uwt/administrative-services/campus-safety>.