BUSI 3325
Business, Ethics & Society
Location: Online Tuesdays 6-7 p.m.
Department of Business Communications & Legal Studies
Summer 2023

Instructor: Dr. Juliana Lilly   Email: Juliana.Lilly@sfasu.edu   Phone: (936) 468-1467
Office: 229T McGee Business Bldg. In-person Office hours: Tues 10 to 2 & 4-6 p.m. Please call or request a Zoom meeting if you cannot meet in person.


Course Description: A comprehensive study of the dynamic social, political, legal, and regulatory environments within which domestic and international businesses must operate. Course topics are examined with an emphasis on ethical business decision-making and consideration of the social responsibility of business. Prerequisite: Junior Standing

Class format: Students will meet virtually for one hour each week as a class on Tuesday evenings from 6-7 p.m. Students are required to attend at least four of the five virtual class sessions during the semester with their cameras turned on during the entire class. Students attending less than four class sessions or students who do not keep cameras on during class will have an absence deduction of 15 points off of their final grade.

Grades:
- Exams (2) 100 points   A = 198 or higher
- Case questions (3) 60 points   B = 176 - 197
- Chapter definitions (13) 26 points   C = 154 - 175
- Ethics current event 30 points   D = 132 - 153
- Perfect attendance 4 points

Total points = 220

Please note: NO LATE WORK IS ACCEPTED, and NO MAKEUP WORK IS ALLOWED.

Exams: There will be two exams worth 50 points each. There are no makeup exams.

Case Questions: There are three case questions worth 20 points each. Case questions can be found on pages 2-3 of this syllabus. Students should answer their assigned questions (page 4) of this syllabus.

Chapter Definitions: Students should write definitions using the chapter definition list provided on pages 4-5 of this syllabus. Each list has ten words and each completed list is worth two points. *Do not use definitions from the internet because they are often incorrect based on textbook content.* Definitions must come directly from the textbook since the purpose of the assignment is to help students study for exams based on the textbook.

Ethics Current Event: Each student will find a current event about business ethics, write a short summary of the article, and summarize the event in 60-90 seconds during the virtual class. The written summary is worth 20 points, and the class presentation (60-90 seconds at most) is worth 10 points. Due dates for current events are assigned by student name and are found on p. 3 of this syllabus.
**Perfect attendance:** Students who attend all virtual classes on time, with cameras on, and are actively engaged in the class will receive four points for perfect attendance. Students who miss more than one virtual class or who do not use cameras during class will have an absence deduction of 15 points from their final grade. Please note: There are no excused absences other than those approved by SFASU for official university business.

**Case Study Questions**

For all questions, use information from the textbook to support your answer. **Work that does not show knowledge of textbook material will receive a failing grade.** See assigned questions for each student on p. 3 of this syllabus. Only answer your assigned questions. Answering a question not assigned to you is an automatic zero.

Submitted work should be in 12-pt font and double-spaced. Points will be deducted for papers that do not follow these directions. In addition, points will be deducted for each writing error (grammar, spelling, punctuation, etc.), so please edit your work before submitting it.

**Rockefeller case questions**
1. Explain how Rockefeller’s Standard Oil Company exercised technological power, political power, and cultural power from 1870 to the early 1900s.
2. Apply the countervailing forces model in chapter one to Standard Oil Company. Pay particular attention to the actions of the public and the government in the late 1800’s in your answer.

**KFC case questions**
1. What model of the BGS relationship is PETA expecting KFC to follow? Explain.
2. Do PETA’s actions support the dominance or pluralist theory of business power? Explain.
3. How are PETA’s actions related to the old progressive versus the new progressive philosophies?

**Marc Kasky case questions**
1. How is the Nike case related to KFC? To what extent is a company responsible for its suppliers’ actions?
2. Did Nike engage in market, mandated, or voluntary actions in its response to Kasky’s case? Explain.
3. Is Nike operating with a traditional or progressive business model? Explain.

**Martha Stewart case questions**
1. Assuming Stewart was guilty, was she adhering to the theory of amorality or the theory of moral unity? Explain.
2. Was the sentence of Martha Stewart fair in terms of compensatory and punitive damages? (5 months in prison, 5 months of home confinement, and a $30,000 fine) Explain.

**Tangled Webs case questions**
1. Is the Ashley Madison business model (from the owner’s perspective) an example of the theory of moral unity or of amorality? Explain.
2. Is the business model an example of ethical universalism or ethical relativism? Explain.
3. Apply the following ethical principles to Ashley Madison, the business model.
   a. Disclosure rule
   b. Doctrine of the mean
   c. Intuition ethic
4. Compare the punishment of Donna Murdoch and James Gannsman to the punishment of Martha Stewart, Peter Bacanovic, and Daniel Faneuil. Were they all treated fairly according to the ends-mean ethic?
Union Carbide case questions
1. What tier of internationalization was Union Carbide engaged in with the Bhopal plant? Explain.
2. What are the OECD Guidelines? What would have been the process for Bhopal (in 1984) to file a complaint using these guidelines?
3. Could the Foreign Corrupt Practices Act be used against Dow Chemical today concerning the Bhopal disaster? Explain.

Case Study and Ethics Current Event assignments – No Teamwork

<table>
<thead>
<tr>
<th>Student Name</th>
<th>Rockefeller case question Due date in schedule</th>
<th>Case Question 1 assignment Due date in schedule</th>
<th>Case Question 2 assignment Due date in schedule</th>
<th>Current event presentation date (written summary due the night before)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Authorlee Tinoco</td>
<td>Rockefeller 1</td>
<td>KFC 1</td>
<td>Martha Stewart 1</td>
<td>Jun 20</td>
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<tr>
<td>Barrera Thompson</td>
<td>Rockefeller 1</td>
<td>KFC 2</td>
<td>Martha Stewart 2</td>
<td>Jun 20</td>
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<tr>
<td>Bowman Sanchez</td>
<td>Rockefeller 1</td>
<td>KFC 3</td>
<td>Tangled Webs 1</td>
<td>Jun 20</td>
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<tr>
<td>Brown Kendall King</td>
<td>Rockefeller 1</td>
<td>Marc Kasky 1</td>
<td>Tangled Webs 2</td>
<td>Jun 6</td>
</tr>
<tr>
<td>Buenrostro Nathaniel King</td>
<td>Rockefeller 1</td>
<td>Marc Kasky 2</td>
<td>Tangled Webs 3</td>
<td>Jun 6</td>
</tr>
<tr>
<td>Canales Leavers</td>
<td>Rockefeller 1</td>
<td>Marc Kasky 3</td>
<td>Tangled Webs 4</td>
<td>Jun 6</td>
</tr>
<tr>
<td>Ellison Leblanc</td>
<td>Rockefeller 1</td>
<td>Martha Stewart 1</td>
<td>Union Carbide 1</td>
<td>Jun 6</td>
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<tr>
<td>Ferrier Lopez</td>
<td>Rockefeller 2</td>
<td>Martha Stewart 2</td>
<td>Union Carbide 2</td>
<td>Jun 6</td>
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<td>Gonzalez Mcgee</td>
<td>Rockefeller 2</td>
<td>Tangled Webs 1</td>
<td>Union Carbide 3</td>
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<td>Herrera Morales</td>
<td>Rockefeller 2</td>
<td>Tangled Webs 2</td>
<td>KFC 1</td>
<td>Jun 27</td>
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<td>Hicks Ng</td>
<td>Rockefeller 2</td>
<td>Tangled Webs 3</td>
<td>KFC 2</td>
<td>Jun 27</td>
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<td>Hopkins Pederson</td>
<td>Rockefeller 2</td>
<td>Tangled Webs 4</td>
<td>KFC 3</td>
<td>Jun 27</td>
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<td>Huntington Pinyozy</td>
<td>Rockefeller 2</td>
<td>Union Carbide 1</td>
<td>Marc Kasky 1</td>
<td>Jun 13</td>
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<tr>
<td>Johnson Rocha</td>
<td>Rockefeller 2</td>
<td>Union Carbide 2</td>
<td>Marc Kasky 2</td>
<td>June 13</td>
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<tr>
<td>Jones Roof</td>
<td>Rockefeller 2</td>
<td>Union Carbide 3</td>
<td>Marc Kasky 3</td>
<td>June 13</td>
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</tbody>
</table>
Chapter Definitions

Students should write definitions for the key terms in each chapter shown below. *Do not use definitions from the internet because often they are incorrect.* Definitions that do not come directly from the textbook will be marked wrong. The purpose of the assignment is to help students study for exams with questions that come directly from the textbook.

<table>
<thead>
<tr>
<th>Chap 1</th>
<th>Chap 2</th>
<th>Chap 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. Capitalism</td>
<td>2. Human development index</td>
<td>2. Pluralistic society</td>
</tr>
<tr>
<td>5. Populism</td>
<td>5. Nation-state</td>
<td>5. Technological power</td>
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<tr>
<td>7. Market capitalism model</td>
<td>7. Trade liberalization</td>
<td>7. Legal power</td>
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<tr>
<td>model</td>
<td>10. Soft law</td>
<td>10. Power over individuals</td>
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<thead>
<tr>
<th>Chap 4</th>
<th>Chap 5</th>
<th>Chap 6</th>
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</thead>
<tbody>
<tr>
<td>1. Just price</td>
<td>1. CSR spectrum</td>
<td>1. Business model</td>
</tr>
<tr>
<td>3. Usury</td>
<td>3. Friedmanism</td>
<td>implementation</td>
</tr>
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<td>5. Old progressive</td>
<td>5. External cost</td>
<td>4. Transparency</td>
</tr>
<tr>
<td>7. Socialism</td>
<td>7. Externally mandated action</td>
<td>6. GRI</td>
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<td>10. NGO</td>
<td>10. Sustainability reporting</td>
<td>9. Cause marketing</td>
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<td>10. Philanthrocapitalism</td>
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<table>
<thead>
<tr>
<th>Chap 7</th>
<th>Chap 8</th>
<th>Chap 9</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. Theory of moral unity</td>
<td>2. Categorical imperative</td>
<td>2. Supremacy clause</td>
</tr>
<tr>
<td>3. Reciprocity</td>
<td>3. Doctrine of the mean</td>
<td>3. First Amendment</td>
</tr>
<tr>
<td>5. Ethical universalism</td>
<td>5. Might-equals-right ethic</td>
<td>5. Diffusion of power</td>
</tr>
</tbody>
</table>
### Chap 10
1. Flaws in the market
2. Externalities
3. Destructive competition
4. Natural monopoly
5. Socially desirable goods
6. Commerce clause
7. New Deal
8. Federal Register
9. OIRA
10. Chevron doctrine

### Chap 11
1. Licensing
2. Liberalization
3. Transnational corporation
4. TNI
5. Portfolio investment
6. Sullivan Principles
7. OECD
8. UN Global Compact
9. Bluewashing
10. Alien Tort Claims Act

### Chap 12
1. KOF Globalization index
2. Mercantilism
3. Tariff
4. Autarky
5. Most favored nation
6. Free trade agreement
7. Law of competitive advantage
8. Protectionism
9. Dumping
10. Facilitating payment

### Chap 18
1. Corporate charter
2. Fiduciary responsibility
3. Inside directors
4. Independent directors
5. Stock option
6. Grant price
7. Vesting date
8. Restricted stock
9. Backdating
10. Perquisites

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### Tentative Schedule

<table>
<thead>
<tr>
<th>May 30 to Jun 5</th>
<th>Reading/viewing assignments</th>
<th>Homework</th>
<th>Virtual class topics</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 30 to Jun 5</td>
<td>Readings for May 30 to Jun 5</td>
<td>Chap 1-3 definitions are due on Jun 5 at 11:59 pm</td>
<td>May 30th class</td>
</tr>
<tr>
<td></td>
<td>o Chapter 1 - The study of business, government &amp; society</td>
<td>Rockefeller case question is due on Jun 5 at 11:59 pm</td>
<td>o Introduction</td>
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<tr>
<td></td>
<td>o Chapter 2 - The dynamic environment</td>
<td>For students assigned a current event presentation for Jun 6 (see p. 3), the written portion of the current event is due on Jun 5 at 11:59 pm</td>
<td>o Course expectations</td>
</tr>
<tr>
<td></td>
<td>o Chapter 3 - Business power</td>
<td></td>
<td>o Brief overview of chapters 1-3</td>
</tr>
<tr>
<td></td>
<td>Viewing assignments are on slides for chapters 1-3</td>
<td></td>
<td>o Homework expectations for next week</td>
</tr>
<tr>
<td>Date</td>
<td>Readings</td>
<td>Assignments</td>
<td>Class</td>
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</tbody>
</table>
| Jun 6 - Jun 12 | Readings for Jun 6 to Jun 12 o Chapter 4- Critics of business  
               o Chapter 5- Corporate social responsibility  
               o Chapter 6- Implementing corporate social responsibility  
               Viewing assignments are on slides for chapters 4-6 | Chap 4-6 definitions are due on Jun 12 at 11:59 pm  
               For students assigned current a event presentation for Jun 13 (see p. 3), the written portion of the current event is due on Jun 12 at 11:59 pm  
               For students assigned the KFC or Marc Kasky case, questions are due on Jun 12 at 11:59 p.m.  
               Exam 1 open from Jun 14 at 12:01 a.m. until June 15 at 11:59 p.m. | Jun 6th class o Current events  
               o Brief overview of chapters 4-6  
               o Homework expectations for next week |
| Jun 13 - Jun 19 | Readings for Jun 13 to Jun 19 o Chapter 7 – Business ethics  
               o Chapter 8 – Making Ethical Decisions in Business  
               o Chapter 9- Business in politics  
               Viewing assignments are on slides for chapters 7-9 | Chap 7-9 definitions are due on Jun 20 at 6 p.m.  
               Exam 1 over chapters 1-6 will be open from Jun 14 at 12:01 a.m. until June 15 at 11:59 p.m.  
               For students assigned a current event presentation for Jun 20 (see p. 3), the written portion of the current event is due on Jun 20 at 6 p.m.  
               For students assigned the Martha Stewart or Tangled Webs case, questions are due on Jun 20 at 6 p.m. | Jun 13th class o Current events  
               o Discussion on KFC and Kasky cases  
               o Questions on Exam 1  
               o Brief overview of chapters 7-9  
               o Homework expectations for next week |
| Jun 20 - Jun 26 | Readings for Jun 20 to Jun 27 o Chapter 10- Regulating business  
               o Chap 11- Multinational corporations  
               o Chapter 12- Globalization, trade, and corruption  
               o Chapter 18- Corporate governance  
               Viewing assignments are on slides for chapters 10-12 & 18 | Chap 10-12 & 18 definitions are due on Jun 26 at 11:59 p.m.  
               For students assigned a current event presentation for Jun 27 (see p. 3) the written portion of the current event is due on Jun 26 at 11:59 pm  
               For students assigned the Union Carbide case, questions are due on Jun 26 at 11:59 p.m. | Jun 20th class o Current events  
               o Discussion on Martha Stewart and Tangled Webs cases  
               o Brief overview of chapters 10-12, 18  
               o Homework expectations for next week |
| Jun 27 - Jun 30 | Readings from Jun 27 to Jun 30 | Study for the final exam  
               Final exam open from Jun 29 at 12:01 a.m. until Jun 30 at 11:59 p.m. | Jun 27th class o Current events  
               o Discussion on Union Carbide case  
               o Brief review for final exam |

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Course Objectives:

1. Identify the environmental forces that may impact the operation of a business
2. Understand the importance of being prepared for environmental changes
3. Anticipate the expectations of stakeholders
4. Develop an understanding and application of ethical principles in evaluating business decisions
5. Consider the social responsibility expected by the stakeholders of the business community in the decision-making process

Program Learning Outcomes: You may access the program learning outcomes for your major and particular courses at http://www.sfasu.edu/cob/ug-plo.asp.

Student Conduct (University Policy 10.4):

Classroom behavior should not interfere with the instructor’s ability to conduct the class or the ability of other students to learn from the instructional program (see the full Student Conduct Code at http://www.sfasu.edu/policies/student-conduct-code.pdf.) Unacceptable or disruptive behavior will not be tolerated. Students who disrupt the learning environment may be asked to leave class and may be subject to judicial, academic, or other penalties. This prohibition applies to all instructional forums, including electronic, classroom, labs, discussion groups, field trips, etc. The instructor shall have full discretion over what behavior is appropriate/ inappropriate in the classroom. Students who do not attend class regularly or who perform poorly on class projects/exams may be referred to the iCare Early Alert Program. This program provides students with recommendations for resources or other assistance that is available to help SFA students succeed.

Food, drink, and tobacco products are prohibited in the classroom. Cell phones, computers, or any other type of electronic communication device are not allowed in the classroom unless the instructor expressly allows otherwise. If the instructor so directs, all such devices must be turned off and put away during class.

Student Academic Dishonesty (4.1):

Abiding by university policy on academic integrity is a responsibility of all university faculty and students.

Definition of Academic Dishonesty
Academic dishonesty includes both cheating and plagiarism. Cheating includes, but is not limited to (1) using or attempting to use unauthorized materials on any assignment or exam; (2) falsifying or inventing of any information, including citations, on an assigned exercise; and/or (3) helping or attempting to help another in an act of cheating or plagiarism. Plagiarism is presenting the words or ideas of another person as if they were one’s own. Examples of plagiarism include, but are not limited to (1) submitting an assignment as if it were one's own work when is at least partly the work of another person; (2) submitting a work that has been purchased or otherwise obtained from the Internet or another source; and/or (3) incorporating the words or ideas of an author into one's paper without giving the author credit. Penalties may include, but are not limited to reprimand, no credit for the assignment or exam, re-submission of the work, make-up exam, failure of the course, or expulsion from the university. Please read the complete policy at http://www.sfasu.edu/policies/student_academic_dishonesty.pdf

Course Grades (University Policy 5.5):
At the discretion of the instructor of record and with the approval of the academic unit head, a grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F, except as allowed through policy related to active military service. If students register for the same course in future semesters, the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average. Please refer to the complete policy at http://www.sfasu.edu/policies/course-grades.pdf.

Students with Disabilities:

To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Room 325 in the Human Services Building, 468-3004/468-1004 (TDD) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilityservices/.

Mental Health
SFASU values students’ mental health and the role it plays in academic and overall student success. SFA provides a variety of resources to support student’s mental health and wellness. Many of these resources are free, and all of them are confidential.

On-campus Resources:
SFASU Counseling Services • www.sfasu.edu/counselingservices
Health and Wellness Hub (corner of E. College and Raguet) • 936-468-2401

SFASU Human Services Counseling Clinic • www.sfasu.edu/humanservices/139.asp
Human Services Room 202 • 936-468-1041

Crisis Resources:
Burke 24-hour crisis line 1(800) 392-8343
Suicide Prevention Lifeline 1(800) 273-TALK (8255)
Crisis Text Line: Text HELLO to 741-741