



BUS 3306 - Business & Society Syllabus

Course Description

In this course, we will be exploring the inter-relationships between business and society, including the tensions between various stakeholders and the growing pressures to approach business with corporate responsibility and sustainability as primary underlying influences. With rapidly changing technology and globalization, we must strategize our business decisions with far greater insight and conscientiousness than ever before. This course takes a look at business and society relationships from various global perspectives, including developing countries and societies, and different cultural norms and beliefs. It provides students with insights into the issues surrounding business from both macro and micro level perspectives.

Prerequisites

BUS 1101 Principles of Business Management

Required Textbook and Materials

All readings are found through weblinks provided within each unit.

Software Requirements/Installation

No special requirements.

Learning Objectives and Outcomes

By the end of this course students will be able to:

1. Explain why ethical behaviors benefit a company.
2. Identify the major stakeholder groups which interact with business organizations and the kinds of expectations they may hold with respect to their role in the business enterprise and society.
3. Define the areas of corporate social responsibilities of business: economic, legal, ethical, and philanthropic and be able to explain their tensions with one another.
4. Compare the types of decisions that managers must face and dilemmas which they may experience in their professional leadership roles, and will apply their knowledge to making ethical business decisions.
5. Explain the important considerations for business leaders in terms of organizing and managing a diverse workforce.

Course Schedule and Topics

This course will cover the following topics in eight learning sessions, one unit per week.



This course does not have an assigned textbook. The reading assignments are found through links in the classroom. Each week includes a reading assignment, and then one or more of the following: learning journal writing; discussion board dialogue; and unit assignments. Some units also include an ungraded “self-quiz.” Others include graded quizzes. Week 9 includes a final exam.

When posting on the discussion board, you should write posts that are at least 300 words in length. You should also respond to at least 3 of your classmates in each of the discussion boards. These responses should be thoughtful and demonstrative of your understanding of the topics being discussed. You can share examples, stories, or additional information to advance the discussion further.

Unit 1: Introduction to Business and Society

- Read through the Course Syllabus
- Read the Learning Guide and Reading Assignments
- Complete the Sustainability Module (located in the LRC)
- Take the Sustainability Student Experience Survey
- Post, respond, and rate the Discussion Forum
- Make entries to the Learning Journal
- Take the Self-Quiz

Unit 2: Corporate Social Responsibility

- Read the Learning Guide and Reading Assignments
- Participate in the Discussion Assignment (post, comment, and rate in the Discussion Forum)
- Complete and Submit Unit 2 Written Assignment
- Make entries to the Learning Journal

Unit 3: The Social Contract: Time to Redefine?

- Assess Unit 2 assignments
- Read the Learning Guide and Reading Assignments
- Participate in the Discussion Forum. Respond to the Discussion Post. Respond to at least three Discussion Forum posts written by your fellow students. These replies must be of high quality, and they are rated and a part of your weekly discussion grade
- Complete and submit Unit 3 Written Assignment
- Make entries to the Learning Journal
- Take the Self-Quiz

Unit 4: Social Business Enterprise

- Assess Unit 3 assignments
- Read the Learning Guide and Reading Assignments
- Participate in the Discussion Forum. Respond to the Discussion Post. Respond to at least three Discussion Forum posts written by your fellow students. These replies must be of high quality, and they are rated and a part of your weekly discussion grade
- Make entries to the Learning Journal
- Take the Quiz



Unit 5: Sustainability

- Read the Learning Guide and Reading Assignments
- Participate in the Discussion Forum. Respond to the Discussion Post. Respond to at least three Discussion Forum posts written by your fellow students. These replies must be of high quality, and they are rated and a part of your weekly discussion grade
- Make entries to the Learning Journal
- Take the self-quiz

Unit 6: Going “Green”

- Read the Learning Guide and Reading Assignments
- Participate in the Discussion Forum. Respond to the Discussion Post. Respond to at least three Discussion Forum posts written by your fellow students. These replies must be of high quality, and they are rated and a part of your weekly discussion
- Complete and submit Unit 6 Written Assignment
- Make entries to the Learning Journal
- Take the Self-Quiz

Unit 7: Managing Diversity in the Workplace

- Assess Unit 6 assignments
- Read the Learning Guide and Reading Assignments
- Participate in the Discussion Assignment (post, comment, and rate in the Discussion Forum)
- Complete and submit Unit 7 Written Assignment
- Make entries to the Learning Journal
- Take the Graded Quiz

Unit 8: Managing Ethics

- Assess Unit 7 assignments
- Read the Learning Guide and Reading Assignments
- Participate in the Discussion Forum. Respond to the Discussion Post. Respond to at least three Discussion Forum posts written by your fellow students. These replies must be of high quality, and they are rated and a part of your weekly discussion grade
- Complete and submit the Learning Journal assignment
- Complete the Self Quiz
- Take the Sustainability Student Experience Post Survey
- Complete the Course Evaluation

Unit 9: Final Reflections and Examination

- Read the Learning Guide
- Take the Review-quiz
- Take the Final Exam



Course Requirements

Assignments

There is an Assignment to be completed for some units in this course. You will be required to upload your assignments by the indicated deadline and in addition, to assess three of your classmates' assignments according to the instructions provided. Failure to submit assignments may result in failure of the course. You are also expected to provide details in the feedback section of the assignment assessment forms as to why you awarded the grade that you did to your peer.

Discussion Forum

Some units include a discussion question that will be posted in the Discussion Forum. In each unit, you are required to post a substantive response to the question. A substantive response is one that fully answers the question that has been posed by the instructor.

In addition, you must extend the conversation by responding to at least three of your peers' postings.

Discussion Forums are only active for the relevant learning week and it is not possible to contribute to a discussion forum once the learning week has come to an end. Failure to participate in the Discussion Forums may result in failure of the course.

Course Forum

The Course Forum is the place to raise issues and questions relating to the course. It is monitored by the instructors. It is a good place to meet fellow students taking the same course. While it is not required to participate in this forum, it is highly recommended.

Learning Journal

The Learning Journal is a tool for self-reflection on the learning process. In addition to completing directed tasks, you should use the Learning Journal to document your activities, record problems you may have encountered and to draft answers for Discussion Forums and Assignments. The Learning Journal should be updated regularly (on a weekly basis), as the learning journals will be assessed by your instructor as part of your Final Grade.

Quizzes

The course has two types of quizzes, Self-Quiz and graded Quiz. The results of the Quiz form a part of the final grade while the results of the Self-Quiz do not count towards your grade. You will have multiple attempts to take the Self-Quiz and improve your results, it is recommended you take the Self-Quiz to ensure adequate understanding of the learning materials.

Final Exam

The Final Exam will take place during the Thursday and Sunday of Week/Unit 9, following the completion of eight units of work. The format of the Final Exam is similar to that of the quizzes and may contain a combination of different question types. You will have one attempt to take the exam, and it will be graded electronically. Specific instructions on how to prepare for and take the Final Exam will be provided during Week 8 (located inside the Unit 9 Learning Guide). Final Exams must be taken without the use of course learning materials (both those inside and outside the course). If particular materials are allowed for use during the exam, these will be noted in the exam's instructions.

The Final Exam for this course must be done under the supervision of a proctor. Since you already secured your proctor before registering for this course, this is a reminder that you should coordinate with him/her before you take the exam. As a reminder, students are required to successfully complete proctored exams spaced throughout their program of study at UoPeople, in order to verify the student's identity in confirming a degree and diploma upon graduation.



Classroom Forum

The Classroom Forum is available only to students in the same classroom or group. The Classroom Forum is only activated when there are many groups of students taking the course at the same time. Participation in this forum is an excellent way to get to know your classmates and is also a platform for raising issues and questions relating to the course. While it is not required to participate in this forum, it is highly recommended.

Policies

Grading

The University has established the following grading scale. All faculty members are expected to comply with this scale:

	Grade Scale	Grade Points
A+	98-100	4.00
A	93-97	4.00
A-	90-92	3.67
B+	88-89	3.33
B	83-87	3.0
B-	80-82	2.67
C+	78-79	2.33
C	73-77	2.00
C-	70-72	1.67
D+	68-69	1.33
D	63-67	1.00
D-	60-62	0.67
F	Under 60	0.00

Grades will be based on a standard 100-point scale with the following values and ranges:

Grading Components and Weights

Written Assignments	15%
Discussion Forums	15%
Learning Journal	10%
Quizzes	40% (20% each)
Final Exam	20%

Grade Appeal

If you believe that the grade you have received for a course is erroneous, please contact your course instructor. This must be done within seven days of the grade posting, for more information on the Grade appeal procedure please refer to the UoPeople Catalog.

Participation

Non-participation is characterized by lack of assignment submission and/or inadequate contribution in



discussion forum postings.

- Assignments must be submitted on or before the deadline. A course timeline is provided in the course schedule. The instructor will specify the deadline for each assignment.
- Occasionally there may be a legitimate reason for submitting an assignment late. Most of the time late assignments will not be accepted, and there will be no make-up assignments.

Any student showing non-participation for 2 weeks (consecutive or non-consecutive) is likely to automatically fail the course.

All students are obligated to inform their instructor in advance of any known absences which may result in their non-participation.

Academic Honesty and Integrity

When you submit any work that requires research and writing, it is essential to cite and reference all source material. Failure to properly acknowledge your sources is known as “plagiarism” – which is effectively passing off an individual’s words or ideas as your own. University of the People adheres to a strict policy of academic honesty and integrity. Failure to comply with these guidelines may result in sanctions by the University, including dismissal from the University or course failure. For more information on this topic, please review the Academic Integrity Policy in the University Catalog.

Unless otherwise stated, any materials cited in this course should be referenced using the style guidelines established by the American Psychological Association (APA). The APA format is widely used in colleges and universities across the world and is one of several style and citation formats required for publication in professional and academic journals. Refer to the [UoPeople APA Tutorials in the LRC](#) for help with APA citations.

Code of Conduct

University of the People expects that students conduct themselves in a respectful, collaborative and honest manner at all times. Harassment, threatening behavior, or deliberate embarrassment of others will not be permitted.

Any conduct that interferes with the quality of the educational experience is not allowed and may result in disciplinary action, such as course failure, probation, suspension, or dismissal.