



LAM FAMILY
COLLEGE of BUSINESS
SAN FRANCISCO STATE UNIVERSITY

San Francisco State University
Lam Family College of Business
Undergraduate Curriculum Committee

BUS 682 – Seminar on Business and Society
Undergraduate Curriculum Committee Course Outline

BUS 682
COURSE OUTLINE (January 2009)

COURSE NUMBER AND TITLE: BUS 682: Seminar on Business in Society

COURSE DESCRIPTION: Managerial decision making about issues at the interface between business and society. Business interactions with political, legal, social, and ethical environments. Effects of the natural environment upon managing the business enterprise. Requires substantial active participation.

COURSE OBJECTIVES:

1. Develop managerial decision making skills for dealing with ethical, environmental and social challenges facing businesses. In making those decisions, students should be able to
 - apply a variety of ethical frameworks.
 - analyze the complex interactions between business and society
 - apply a stakeholder perspective, and
 - define specific problems and opportunities.

2. Demonstrate an understanding of key concepts that reflect the role of business in society, including
 - sustainable business
 - globalization
 - corporate social responsibility in a global economy
 - interactions among business, government, and civil society
 - stakeholders and stakeholder engagement
 - corporate culture and governance
 - social and environmental impact management

3. Demonstrate skills of clear, logical thinking, critical analysis, oral and written communication, and effective decision-making.

4. **COURSE CONTENT:**
 - Business and its Stakeholders
 - Accountability and Social Responsibility
 - Business Ethics
 - Business Governance
 - Business and Public Policy
 - Responsibilities Toward Employees
 - Responsibilities and Opportunities in:
 - The Natural Environment
 - The Marketplace
 - Local Communities
 - The Global Community
 - Strategic Approaches to Emerging Issues

PREREQUISITE KNOWLEDGE: *MGMT 405 and BUS 360 with grades of C- or better.*

TEACHING METHODS AND MATERIALS:

Teaching methods should emphasize active learning, through methods such as case studies, role playing exercises, other classroom exercises, debates.

GRADING:

Exams, written assignments, formal and informal presentations, participation, contribution to classmates learning