Mason Korea BUS 100: Business and Society (ONLINE)

Instructor: Jennifer Algarotti, PhD  
E-Mail: jmagroal@gmu.edu  
Office Hours: By appointment via Blackboard Collaborate (please email to arrange time)

Course Description:
Provides students with a foundation for understanding the role of business in the US and global 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.

This course fulfills Mason Core requirements in social and behavioral science.

Course Purpose:
The core premise of this course is that while business has made tremendous strides in creating wealth, reducing poverty and generating opportunity, more can be done to achieve further progress. As developed societies have become increasingly concerned with issues such as income and wealth inequality, product safety, environmental stewardship, equal opportunity, and human rights, business leaders should play a critical role in a more equitable and ethical sharing of the value that their companies create. This does not mean simply paying wages, salaries, and taxes, but rather fully engaging with the people and communities that they touch in one form or another in the course of doing business.

This course prepares students for a changing business community in which the power of business to create positive social impact beyond traditional measures becomes a core value and a strategic priority.

This is an interactive class, with case studies, directed reading and both group project and individual writing assignments. Students will be encouraged to independently and collectively explore the potential of business to further advance the interests of society while remaining committed to earning profit and achieving attractive financial returns.

An Emphasis on Practical Skills Development:
The course is designed to provide each student with the opportunity to further develop his or her skills in preparation for the professional workplace. While subject matter knowledge is always important, improving a marketable set of skills is critical to long-term success.
The skills you will use and develop include:

1. Listening carefully and actively
2. Reading deeply and for retention
3. Reasoning to analyze critically
4. Engaging in structured conversations
5. Writing with clarity and insight
6. Speaking clearly and effectively to an audience
7. Working collaboratively with a partner and in a group or team

**Interdisciplinary Knowledge, in Practice:**
The course represents an interdisciplinary approach to understanding business. From the perspective of business disciplines, we will work to gain both an applied or practical understanding of several important business topics, including management, governance, strategy and policy, organizational behavior and innovation and entrepreneurship.

In addition to business knowledge, the course will also include basic principles in a variety of non-business disciplines to help recognize the part that different disciplines play in understanding business and making business decisions, including basic concepts in history, economics, general humanities, law, and sociology.

**Course Learning Objectives:**

1. To specifically learn about the concept of corporate social responsibility and the role that business can play in improving the lives of people and in strengthening communities beyond its traditional role of creating employment, meeting market needs and generating financial return.

2. To demonstrate an understanding of the role of morals, values and ethics in making decisions and leading business organizations and people.

3. To read and critically analyze case studies and supporting materials in which strategic business decisions and the exercise of integrity driven leadership are at the center of the case question.

4. To develop and/or enhance skills in critical reasoning and analysis, problem solving, research, structured writing, and public speaking and presentation.

5. To learn how to be a productive team member through structured class assignments requiring collaboration and engagement.

**School of Business undergraduate program learning goals**
Goal 1: Our students will demonstrate an understanding of the social, global, ethical, and legal contexts of business and will be able to reflect on the role of the individual in business.

Goal 2: Our students will demonstrate an understanding of and the ability to apply knowledge of professional skills necessary for success in business including effective business writing.

Goal 3: Our students will demonstrate technical and analytic skills appropriate for success in business.

Goal 4: Our students will demonstrate an understanding of and the ability to apply knowledge of core business disciplines including accounting, finance, information systems, management, marketing, and operations management.

Goal 5: Our students will demonstrate knowledge and skills appropriate for specialization in their majors.

Goal 6: Our students will demonstrate an understanding of how research in the business disciplines contributes to knowledge and how such research is conducted.

Mason Core Learning Outcomes:
The following three learning outcomes are 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.

Student Preparation and Professionalism:
You are responsible for consulting the syllabus for all assignment due dates/times and ensuring that all work is completed by the due date. You should regularly look at the syllabus for all assigned elements of each chapter. If you have a question or concern, please send me an email and I will attempt to help you solve the problem, but please allow a reasonable amount of time for me to do this and maintain a professional demeanor in all of your communications.

Time Commitment:
GMU expects students to spend 9 hours studying for a class of “average” difficulty each week during a normal semester. The university recommends 12 hours of weekly study for a challenging course during a normal semester. Most students who pass this course invest a significant amount of time studying and completing assignments.
Technical Requirements: (grade deductions will occur if students do not have proper equipment)
- working Laptop or Desktop Computer
- working Webcam with Microphone
- working headphones or speakers
- A quiet place to join online sessions (not a busy café, library, or computer lab).

Reading Material and Homework:
McGraw Hill Connect: Business and Society: Stakeholders, Ethics, Public Policy, 16th ed
Anne T. Lawrence, James Weber, and James E. Post, 2019 (ONLINE RESOURCE-do not buy a paper version of the textbook)

Connect assignments:
The McGraw Hill Connect online resource consists of two components- a LearnSmart E-textbook and a Study Module with practice questions. You will be asked to complete BOTH components for each chapter assigned, and then complete a Reading Quiz on the material. You may repeat the reading, study module practice questions, and reading quiz as many times as you like, but the material MUST be completed by the due date listed in the syllabus. It is your responsibility to VERIFY due dates and extensions will not be granted under any circumstance. You are advised to complete assignments well ahead of the due date to account for internet connectivity or technical issues. Please contact McGraw Hill customer support for any technical issues with the system. **You will be asked to purchase 6 months of access to the e-textbook, practice modules, and online reading quizzes. You will need your own account. You cannot share access with another student. Please WATCH instructional video posted in Blackboard for instructions on purchasing and using course materials.**

Assessment (grades are weighted):
Learning Assignments 45% (Learn Smart Study Modules 20% and Reading Quizzes 25%)
Graded Case Study Online Discussion 2%
Discussion Board Blogs and Responses (2 blogs: 3.5% each)
Case Study Presentation and SWOT outline 1%
Case Study Group Project Presentation 10%
Case Study SWOT analysis 5%
Midterm 10%
Final 20%

Grading Scale:
A+= 98+   A = 97-93   A- = 92-90   B+= 89- 87   B = 86- 83   B- = 82- 80
C+= 79- 77   C = 76- 70   D= 69- 59   F= 58- 0

Grading Policies:
This is a graded course. All assignments are graded on a 100-point scale with letter grades assigned, but please refer to the weighting above to determine total weighted score. Rubrics will outline specific grading criteria. Please consult assignment sheets and rubrics before
submitting an assignment. Each student is encouraged to keep in mind that all grades in this course are earned, not awarded. 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. **Assignments submitted past the due date published in the syllabus/blackboard will receive a zero score.** Grades are not negotiable.

**Major course components:**

--**Blackboard Modules:** As an online course, you will have a series of assignments week to week, all of which will be housed in a weekly “module” in blackboard. The major components of these modules are reading short text, watching videos, viewing a ppt presentation, using the LearnSmart textbook and practice questions, taking a reading quiz, and writing short blog posts. Not all activities will be assigned in each module, so be sure to check what work is coming up so that you may plan your time accordingly.

--**Learn Smart E-book reading Study Modules and Practice:** You will complete the Learn Smart E-book reading and Study Modules in McGraw Hill Connect (how you access your textbook) for each chapter that you are assigned. You will both read the online text book completely, and you will also use the study module feature (found in the bottom left corner of the e-text page) to quiz yourself over the material you have just read. This is a series of questions which you should complete by the same day the reading is due. Study modules must be submitted by the due date published in the syllabus.

--**Reading Quizzes:** You will be asked to complete a comprehension quiz after reading each assigned chapter in the textbook. You may take these quizzes multiple times, but they must be submitted by the date listed in the syllabus. You may use your book to take these quizzes, but the most prepared students will be able to answer the questions without consulting the textbook. Sometimes, you will have a written homework assignment in place of a reading quiz. These homework assignments will be listed and explained in the Blackboard module.

--**LIVE Online Classes:** We will read and discuss the discussion case at the end of the chapter in a live Blackboard Collaborate session (where noted) in the syllabus. These sessions will be graded and you will be asked to engage in discussion with me and your classmates online.

--**Discussion Board Blogs:** You will write a blog based on a prompt in a course discussion board throughout the semester. You will also respond to your classmates’ blogs. These short writing assignments will be in response to a prompt based on the discussion case for that week’s assignments. Answers that have been copied and pasted from the reading, an online source (without giving a citation), or another student’s work (from the current or a previous semester) will receive a grade of zero and be submitted to academic integrity.

--**Case Study Presentation:** You will work in small groups to research and present a case study. You should provide an overview of the case, its key events, a SWOT analysis of the company in
the case, and outcomes. Please refer to the Case Study Presentation assignment sheet and rubric posted to Blackboard later in the semester for more detailed information.

--Case Study SWOT Analysis: Your case study presentation group will work together to create a SWOT (strengths, weaknesses, opportunities, threats) analysis for the company involved in your case study. Please refer to the SWOT Analysis assignment sheet and rubric posted to Blackboard later in the semester for more detailed information.

--Midterm: You will have a midterm exam that asks you to identify, explain, and evaluate the material that we have covered in class. The midterm will include multiple choice and short answer. A study guide will be posted in Blackboard.

--Final Exam: The exam will require you to synthesize the material you have learned throughout the semester and apply it to various contexts. You will be asked to identify terms, define concepts, write short answers. You will also be asked to read a short case study and analyze it based on the terms and concepts we have learned throughout the semester.

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

**Honor Code and Academic Honesty:**
By choosing to take this course, you agree to uphold the George Mason University Honor Code. Please refer to academicintegrity.gmu.edu for further details.
**In your work on all written assignments, keep in mind that you may not present as your own the words, work, or the opinions of someone else without proper acknowledgement. You also may not borrow the sequence of ideas, the arrangement of material, or the pattern of thought of someone else without proper acknowledgement. Be sure to use APA citation style in assignments.**

Please note: Faculty are obligated, without exception, to submit any Honor Code violations or suspected violations to the Honor Committee.

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**School of Business Recommendations for Honor Code Violations**

*Approved May 2016*

**UG-Freshman Students**

<table>
<thead>
<tr>
<th>Type of Violation</th>
<th>First Offense</th>
<th>Second Offense</th>
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<tbody>
<tr>
<td><strong>Plagiarism</strong></td>
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<tr>
<td>1. Failure to cite/attribute sources</td>
<td>A 10% reduction in the final course grade; referral to the Writing Center; and Academic Integrity Seminar completion</td>
<td>An F in the class; referral to the Writing Center; and Academic Integrity Seminar completion</td>
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<td>2. Representing someone else’s work as the student’s own (e.g., copying and pasting)</td>
<td>An F in the class; referral to the Writing Center; and Academic Integrity Seminar completion</td>
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<td><strong>Cheating</strong></td>
<td></td>
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<td>1. On a minor assignment (e.g., homework, quizzes)</td>
<td>A 10% reduction in the final course grade; and Academic Integrity Seminar completion</td>
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<td>2. Cheating on a major assignment or exam, submitting course work from another course as original work</td>
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<td><strong>Lying (e.g., providing fraudulent excuse documents, falsifying data)</strong></td>
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<td><strong>Egregious Violation (e.g., stealing an exam; submitting coursework from another class as original work across multiple courses; lying to an employer about academic)</strong></td>
<td>An F in the Class; Academic Integrity Seminar completion; termination from the School of Business; and at least one</td>
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<td>performance, false identification or posing as another, in person or online</td>
<td>semester suspension</td>
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Note: The Academic Integrity Seminar used by Office of Academic Integrity costs $100.
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<td>An F in the class, Academic Integrity Seminar completion; termination from the School of Business; and at least one year suspension</td>
<td>An F in the class; Academic Integrity Seminar completion; termination from the School of Business; and expulsion</td>
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**Business Library Liaison Information:**

Jo Ann J. Henson, MLIS  Business and Economics Liaison Librarian  
Fenwick Library Fairfax Campus: [http://infoguides.gmu.edu/business](http://infoguides.gmu.edu/business)

**Writing Guidelines:**

All writing assignments should be formatted as follows, unless otherwise specified in assignment instructions and/or rubric: double-spaced, Times New Roman font, 12-point font, and 1-inch margins. To cite and reference professional or academic sources, please use APA style. Specific instructions for in-text citations and referencing are found in the *Publication Manual of the American Psychological Association*, 6th Edition or at [http://owl.english.purdue.edu/owl/resource/560/01/](http://owl.english.purdue.edu/owl/resource/560/01/) .
**Students with Disabilities:**
The Office of Disability Services provides a wide variety of academic support services to all currently enrolled GMU students who have any type of mental or physical disability or either a temporary or permanent nature. These services include assistance with course accommodations, adaptive equipment, individualized exam administration, taped textbooks, wheelchair repair, library needs, registration, handicapped parking, accessible housing and transportation, as well as many other needs. In addition, you should notify me about any special needs as soon as possible.

**Academic Resource Center:**
The Academic Resource Center, GMUK is in the business of looking at your papers and problems to improve your academic achievement in the area of Writing, Mathematics, Accounting, Statistics, and Economics. You are invited to utilize the faculty and student tutor services at a variety of stages in your academic activities, checking to see that your project specifically meets the directions specified by your instructor. While tutors are helping you in your writing or projects, they do help you become conscious of particular error patterns that emerge in your work. For more information, please contact Professor Eunmee Lee, director of Academic Resource Center (elee45@gmu.edu, office #638).

**Course Schedule/Topics:**
This schedule is subject to change. You will be notified via email if changes are made.

<table>
<thead>
<tr>
<th>Due Date</th>
<th>Topics</th>
<th>Reading</th>
<th>Assignment</th>
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<tbody>
<tr>
<td>Week 1</td>
<td>Business and Society,</td>
<td>Review Syllabus, Blackboard course, Buy access to LearnSmart textbook.</td>
<td>- Module 1</td>
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<tr>
<td>Aug. 26-</td>
<td></td>
<td></td>
<td>- Make sure you have all working equipment and materials needed for course (strong internet connection, web camera and microphone).</td>
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<tr>
<td>Sep. 1</td>
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<tr>
<td>Week 2</td>
<td>Corporations and their Stakeholders, Corporate Social Responsibility and Citizenship</td>
<td>Chapter 1 and 3</td>
<td>Module 2</td>
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<td>Sep. 2-8</td>
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<tr>
<td>Week 3</td>
<td>Triangle Shirtwaist Fire, Business in a Globalized World</td>
<td>Triangle Shirtwaist and Ch. 4</td>
<td>Module 3</td>
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<td>Sep. 9-15</td>
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| Week 4  | Ethics and Ethical Reasoning, Organizational Ethics | Ch. 5 and Ch. 6 | Module 4
|         | Module 4 LIVE ONLINE CLASS via Blackboard Collaborate |         | Section 1: 9am, Tuesday, Sep. 17
|         | Section 2: 10:30am, Tuesday, Sep. 17 |         | |
| Week 5  | Employees and the Corporation, The Role of Technology | Ch. 15 and 11 | Module 5
|         | Module 5 Discussion Board blog #1 |         | Post blog by Thursday, Sep. 26
|         | Respond to blog by Sunday, Sep. 29 |         | |
| Week 6  | Regulating and Managing Information Technology, Shareholder Rights and Corporate Governance | Ch. 12 and 13 | Module 6
|         | Module 6 --Midterm Exam study guide posted in BB |         | |
| Week 7  | Midterm Exam | Proctored on your campus during normal class time | Midterm Exam
|         | Midterm Exam Section 1: 9am, Thursday, Oct. 10 |         | Section 2: 10:20am, Thursday, Oct. 10
|         | Midterm Exam Read Case Study Group Project Assignment Sheet, and sign-up for groups |         | |
| Week 8  | Business and Government Relations, Sustainable Development and Global Business | Ch 7 and 9 | Module 8
|         | Module 8 Discussion Board blog #2 Post blog by Thursday, Oct. 17 and respond by Sunday, Oct. 20 |         | |
| Week 9  | Managing for Sustainability, Business and Its Suppliers | Ch 10 and 17 | Module 9
<p>|         | Module 9 LIVE ONLINE CLASS via Blackboard Collaborate |         | Section 1: 9am, Oct. 22 |</p>
<table>
<thead>
<tr>
<th>Week 10</th>
<th>Group Case Study Presentation in-class work time</th>
<th>Email Prof. Algarotti with questions/concerns</th>
<th>Module 10</th>
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<tbody>
<tr>
<td>Oct. 28-Nov. 3</td>
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<tr>
<td>Week 11</td>
<td>Managing a Diverse Workforce, Influencing the Political Environment</td>
<td>Ch. 8 and Ch. 16</td>
<td>Module 11</td>
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<tr>
<td>Nov. 4-Nov. 10</td>
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<td>--upload Case Study stakeholder analysis presentation and SWOT analysis outline to BB</td>
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<tr>
<td>Week 12</td>
<td>Consumer Protection, The Corporation and the Community</td>
<td>Ch 14 and Ch 18</td>
<td>Module 12</td>
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<tr>
<td>Nov. 11-Nov. 17</td>
<td></td>
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<td>--Final Exam study guide available in Blackboard</td>
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<tr>
<td>Week 13</td>
<td>Group Case Study Presentation work time</td>
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<td>Practice Group presentation in Collaborate rooms created for each group</td>
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<tr>
<td>Nov. 18-Nov. 24</td>
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<tr>
<td>Week 14</td>
<td>LIVE Group Case Study Presentations</td>
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<td>Plan to attend LIVE Online presentations even if you aren’t presenting</td>
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<tr>
<td>Nov. 25-Dec. 1</td>
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<td>Presentation groups TBD: Section 1: 9am, Tuesday, Nov. 26 Section 2: 10:30am, Tuesday, Nov. 26</td>
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<tr>
<td>Week 15</td>
<td>Case Study Presentations</td>
<td></td>
<td>Presentation groups TBD: Section 1: 9am, Tuesday, Dec. 3 and Thursday, Dec. 5 Section 2: 10:30am, Tuesday, Dec. 3, and Thursday, Dec. 5</td>
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<tr>
<td>Dec. 2-8</td>
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<td></td>
<td>Case Study Group Presentation SWOT and presentation slides due to BB by</td>
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Final Exam: Exam times will be posted at https://masonkorea.gmu.edu/academic-calendar/.