

Business and Society
GEB 4930
Fall 2016

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Overview

Pressing societal problems like global warming and income inequality inherently lie in the intersection of business and society. The course objectives are three-fold: (1) provide a conceptual framework for understanding these issues, (2) develop critical thinking skills, and (3) develop written communication skills.

The conceptual framework provides an understanding the causes of societal problems. Morality, ethics and fairness are discussed when the students have a common understanding of the causes.

Prerequisites: None

Background readings on the specific topics covered in class will be provided.

Readings

Specific readings will be assigned for each class period. There is no textbook.

Class Meetings

The class will meet on Monday's from 4:05 to 6:15 PM (9th and 10th period) in 120 Matherly Hall.

Format/Grading

The objectives of critical thinking and written communication skill development drive the format and assignments. Students will prepare six two-page position papers during the term. I will comment on each paper and give students the opportunity to turn in a revised version.

Class meetings will consist of a series of discussion questions - provided in advance - designed to guide students through the material. This format allows me spend more (less) time on the concepts that are more (less) difficult for students to understand.

Tentative Schedule

Date	Topic
8/22	Markets, Resource Allocation and Voluntary Exchange - Concepts
8/29	Application – Fairness and Freedom
9/12	Application – Greed
9/19	The Corporate Structure and Profit Motivation – Concepts
9/26	Application – Taxation
10/3	Application – Corporate Responsibility
10/17	Application – Not for Profit Organizations
10/24	Income Determination – Concepts
10/31	Application – Income Inequality now and in the future
11/7	Application – The Morality of Income Inequality
11/14	Externalities and the Role of Government – Concepts
11/21	Application – Pollution and Global Warming
11/28	Intergenerational Issues - Concepts
12/5	Applications – Social Security and Deficits