

BUSINESS AND SOCIETY

(MAN 4701)

SPRING 2025 – Section 3 (Face to Face)

Teaching Faculty: Horacio E. Rousseau, Ph.D. (full bio [here](#), follow me on X/twitter [here](#))

Office Hours: Are optional, and via Zoom. Tuesdays 12 PM to 1 PM EST (link [here](#)).

Prior email to set appointment is required.

E-mail Policy: You can reach me at hrousseau@business.fsu.edu

Management 4701 (Business and Society) is a course designed to provide students with an understanding of the complex relationship between business and society. The increased globalization of commerce, the complexity of the societal environment, and the need for improved stakeholder relations have significantly changed the job of managers and decision making within organizations. As a course, Business and Society will give students a broad understanding of the issues facing organizations and managers in today's global business environment.

Course Objectives

As the result of this course, students should be able to:

- Have a solid understanding of the principles and theories of business and society at the individual, group, and organizational level.
- Develop personal competencies based on the application of the principles of business and society.
- Understand how business and society relates to firm performance.

Pre-requisites

Students are personally responsible to ensure that they have the required prerequisites as stated in the course outline or in the course calendar. Students who do not have the prerequisites are at risk of being dropped from the course at any time during the course. The department will not be responsible for refunds resulting from students being dropped from a course due to a lack of the appropriate prerequisites.

Course Policies

- Be sure you keep up to pace with the online material. This involves watching the videos and reading the textbook chapters and articles.
- Students are expected to actively participate and get involved in the course via Packback (more details on this below)

Course Schedule

The course is divided into 14 Modules, divided in 16 weeks. A complete **Course Schedule** is provided at the end of this syllabus.

As the course progresses, this schedule may be revised. If it is revised, I will announce the revision via email and on Canvas, post a new copy on Canvas, and identify this new copy with the calendar date on which it was created.

Course Web Site:

<https://canvas.fsu.edu/courses/311547>

Packback: You will need to participate 8 times in Packback Discussions (each time posting 1 question and 2 responses to other students' posts). This will represent **25% of your grade** so participation here is fundamental. Remember to access Packback via Canvas (and not through their website), since this will guarantee that grades are correctly synced.

Canvas and E-Mail: Please complete your personal profile on Canvas to include your FSU e-mail account. When contacting me via email, please use your FSU webmail account only.

COURSE REQUIREMENTS

Required Textbook:

- *Textbook: Business and Society: Stakeholders, Ethics, Public Policy*, 17th Edition, Lawrence, McGraw Hill.

Readings for Quizzes:

1. Ramanna, K. 2020. Friedman at 50: Is it still the social responsibility of business to increase profits? *California Management Review*, 62(3): 28-41.
2. Nidumolu, R., Ellison, J., Whalen, J., & Billman, E. 2014. The collaboration imperative. *Harvard business review*, 92(4): 76-84.
3. Kramer, M. R. & Porter, M. E. 2006. Strategy and society: The link between competitive advantage and corporate social responsibility. *Harvard business review*, 84(12): 78-92.
4. Kramer, M. R. & Porter, M. 2011. *Creating shared value*: FSG Boston, MA, USA.
5. Malnight, T. W., Buche, I., & Dhanaraj, C. 2019. Put purpose at the core of your strategy. *Harvard Business Review*, 97(5): 70-78.

First Day Attendance Verification Assignment: Please make sure you complete it in Canvas. Those who don't complete it will be removed from the roster.

Student Evaluation & Final Grades:

A student's final grade will come from the combination of 2 Exams + 4 Quizzes + 8 Packback Discussions, adding to 400 points, as explained below.

Grade Calculation Method

Grading Policy:

First Exam (Multiple Choice)	100
Second Exam (Multiple Choice)	100
Packback participation (8 x 12.5 pts. each).....	100
Quizzes (4 x 25 points each)	100
Total*	400

*Total possible points will be 400. **To be fair to everyone, I can't offer rounding up on grades or any extra point-awarding assignments.**

Grading Scale (grading is based on percentage of points possible):

360 - 400	A	280 – 299	C
340 – 359	B+	260 – 279	D+
320 – 339	B	240 – 259	D
300 – 319	C+	Below 239	F

DELIVERY DATES
(PLEASE SYNC WITH YOUR CALENDAR)

Assignment	Due Dates / Window Dates (in the case of Exams)
Packback Assignments (8 in total) Note: The Packback assignment is to post: 1 question and 2 replies (to other students' posts) each time. Deadlines are bi-weekly (every 14 days)	1. 01/19 (11:59 PM) 2. 02/02 (11:59 PM) 3. 02/16 (11:59 PM) 4. 03/02 (11:59 PM) 5. 03/16 (11:59 PM) 6. 03/30 (11:59 PM) 7. 04/13 (11:59 PM) 8. 04/27 (11:59 PM)
Quiz #1 –Ramanna (2020)	03/02 (11:59 PM)
Quiz #2 –Porter and Kramer (2006)	03/02 (11:59 PM)
Quiz #3 –Malnight et al. (2019), Porter and Kramer (2011)	05/02 (11:59 PM)
Quiz #4 –Nidumolu et al. (2014)	05/02 (11:59 PM)
First Exam (#1)	From 02/24 to 03/02 (11:59 PM) Sunday deadline
Second Exam (#2)	From 04/28 to 05/02 (11:59 PM) Friday deadline

GRADED ASSIGNMENTS

In the following section, I detail each of the **three** graded assignments:

1) EXAMS (100 Points Each – 200 Points in Total). Proctoring is required for exams.

The exams consist of 70 multiple-choice questions, *based on the Lectures and the Textbook*. The main source of exam questions is the book. Power point slides will not be enough to approve the exam. Questions will also include examples of firms studied in class.

- **Exam #1** = Chapters 1, 2, 3, 5, 6, 7 and 8 from the Textbook.
- **Exam #2 (Final, non-cumulative)** = Chapters 9, 10, 13, 15, 17, 18 and 19 from the Textbook.

PROCTORED EXAMS

This course requires proctored exams administered by the main campus Testing Center, an approved off-campus proctor or proctoring facility, or an authorized online proctoring service.

1. You are responsible for scheduling your exam appointment(s) with the testing provider and familiarizing yourself with their policies, including when to arrive, what to bring and not bring, allowed and prohibited activities, and instructions for missed appointments.
2. Please visit testing.fsu.edu for instructions on taking your exam with an approved provider.

PROCTORED TESTING FEES

- **Main Campus Testing Center:** Course exams administered in the main campus Testing Center are free for FSU students.
- **Panama City Testing Provider:** Course exams for Panama City students are proctored free of charge at Gulf Coast State College Testing Center. Please review the [FSU Panama City Proctored Exams](#) page for instructions.
- **All Other Testing Providers:** Expect to pay the provider a fee for proctoring your exam. Fees vary by provider, and some require pre-payment. Financial aid may be used to cover the cost of proctored testing.

TESTING ACCOMMODATIONS FOR A DISABILITY

If you need testing accommodations for a disability, follow instructions on the Testing Center's [Need Accommodations?](#) page.

TESTING CENTER AND HONORLOCK

Exams should be taken via the Testing Center.

For those who, for some reason, require Honorlock need to let me know in advance. Honorlock is an online proctoring service. During your exam, you will be monitored and recorded, and a live proctor may appear via webcam if unusual activity is detected.

You will pay Honorlock \$4.45 per exam or \$9.95 per course. The per course payment includes all exams in a single course. Financial aid may be used to cover the cost of proctored testing. If you are unable to use an online proctoring service to complete your exams, please contact me within the first 2 weeks of the semester.

1. Review and follow all instructions for Using an Online Proctor, paying special attention to technical requirements, procedures for designating a proctor, and fees for testing.
2. Before starting your exam session with Honorlock, make sure you have access to a well-lit, quiet area with a clean workspace. You must be alone in the room when testing.
3. Unless stated otherwise, use of a secondary device (eg, mobile phone, tablet, laptop) is strictly prohibited during the exam. Using unauthorized devices, materials, or websites may result in severe penalties. See the Academic Honor Policy section for more information.

2) QUIZZES (25 Points each – 100 Points in Total).

There will be **four (4) quizzes** (25 points each) throughout the course. They are based on the five article readings (not on the textbook). Students need to finish each before the corresponding exam.

Proctoring is not required for Quizzes. Everyone has two tries for each quiz.

3) PACKBACK PARTICIPATION (100 Points)

Participation is a requirement for this course, and the Packback Questions platform will be used for online discussion about class topics. Packback Questions is an online community where you can be fearlessly curious and ask open-ended questions to build on top of what we are covering in class and relate topics to real-world applications.

Packback Requirements:

Your participation on Packback will count toward 10% of your overall course grade.

There will be a bi-weekly deadline Sundays at 11:59PM EST deadline for submissions. In order to receive full credit, you should submit the following:

- 1 Question aimed at generating discussion +
- 2 Responses to other student's questions.

How to Register on Packback:

Note: Only access Packback through Canvas in order to ensure your grades sync properly

1. Click "Packback" within Canvas to access the community.
2. Follow the instructions on your screen to finish your registration.
3. In order for your grade to be visible in Canvas, make sure to only access Packback via Canvas.

Packback may require a paid subscription. Refer to www.packback.co/product/pricing for more information.

How to Get Help from the Packback Team:

If you have any questions or concerns about Packback throughout the semester, please read their FAQ at help.packback.co. If you need more help, contact their customer support team directly at help@packback.co.

For a brief introduction to Packback Questions and why we are using it in class, watch this video: <https://www.youtube.com/watch?v=OV7QmkrD68>

COURSE POLICIES

UNIVERSITY ATTENDANCE POLICY:

Excused absences include documented illness, deaths in the family and other documented crises, call to active military duty or jury duty, religious holy days, and official University activities. These absences will be accommodated in a way that does not arbitrarily penalize students who have a valid excuse. Consideration will also be given to students whose dependent children experience serious illness.

ACADEMIC HONOR POLICY:

The Florida State University Academic Honor Policy outlines the University's expectations for the integrity of students' academic work, the procedures for resolving alleged violations of those expectations, and the rights and responsibilities of students and faculty members throughout the

process. Students are responsible for reading the Academic Honor Policy and for living up to their pledge to “...be honest and truthful and...[to] strive for personal and institutional integrity at Florida State University.” (Florida State University Academic Honor Policy, found at <http://fda.fsu.edu/Academics/Academic-Honor-Policy>)

AMERICANS WITH DISABILITIES ACT:

Florida State University (FSU) values diversity and inclusion; we are committed to a climate of mutual respect and full participation. Our goal is to create learning environments that are usable, equitable, inclusive, and welcoming. FSU is committed to providing reasonable accommodations for all persons with disabilities in a manner that is consistent with academic standards of the course while empowering the student to meet integral requirements of the course.

To receive academic accommodations, a student:

- (1) must register with and provide documentation to the Office of Accessibility Services (OAS).
- (2) must provide a letter from OAS to the instructor indicating the need for accommodation and what type; and,
- (3) should communicate with the instructor, as needed, to discuss recommended accommodations. A request for a meeting may be initiated by the student or the instructor.

Please note that instructors are not allowed to provide classroom accommodations to a student until appropriate verification from the Office of Accessibility Services has been provided.

This syllabus and other class materials are available in alternative format upon request.

For more information about services available to FSU students with disabilities, contact the Office of Accessibility Services

874 Traditions Way
108 Student Services Building
Florida State University
Tallahassee, FL 32306-4167
(850) 644-9566 (voice)
(850) 644-8504 (TDD)

oas@fsu.edu

<https://dsst.fsu.edu/oas>

FREE TUTORING FROM FSU:

On-campus tutoring and writing assistance is available for many courses at Florida State University. For more information, visit the Academic Center for Excellence (ACE) Tutoring Services' comprehensive list of on-campus tutoring options - see <http://ace.fsu.edu/tutoring> or contact tutor@fsu.edu. High-quality tutoring is available by appointment and on a walk-in basis. These services are offered by tutors trained to encourage the highest level of individual academic success while upholding personal academic integrity.

SYLLABUS CHANGE POLICY:

Except for changes that substantially affect implementation of the evaluation (grading) statement, this syllabus is a guide for the course and is subject to change with advance notice.

Schedule MAN 4701 Business and Society

MODULES	Main Topic	Topics and Goals for the Session	Reading Assignments	Graded Activity
Module 1	The Corporation and Its Stakeholders	<ul style="list-style-type: none"> Business and Society The Stakeholder Theory of The Firm Stakeholder Analysis The Corporation's Boundary-Spanning Departments The Dynamic Environment of Business Creating Value in A Dynamic Environment 	<ul style="list-style-type: none"> Lawrence (2024). Chapter 1: The Corporation and Its Stakeholders 	
Module 2	Managing Public Issues and Stakeholder Relationships	<ul style="list-style-type: none"> Public Issues Environmental Analysis The Issue Management Process Organizing for Effective Issue Management Stakeholder Engagement VI. Stakeholder Dialogue 	<ul style="list-style-type: none"> Lawrence (2024). Chapter 2: Managing Public Issues and Stakeholder Relationships 	
Module 3	Corporate Social Responsibility and Citizenship	<ul style="list-style-type: none"> Corporate Power and Responsibility Corporate Social Responsibility and Citizenship The Corporate Social Responsibility Question Social Entrepreneurs and B Corporations Management Systems for CSR and Citizenship Stages of Corporate Citizenship Assessing and Reporting Social Performance 	<ul style="list-style-type: none"> Lawrence (2024). Chapter 3: Corporate Social Responsibility and Citizenship 	
Module 4	Ethics And Ethical Reasoning	<ul style="list-style-type: none"> The Meaning of Ethics Why Ethical Problems Occur in Business The Core Elements of Ethical Character Analyzing Ethical Problems in Business The Moral Intensity of An Ethical Issue 	<ul style="list-style-type: none"> Lawrence (2024). Chapter 5: Ethics And Ethical Reasoning 	
Module 5	Organizational Ethics	<ul style="list-style-type: none"> Corporate Ethical Climates Business Ethics Across Organizational Functions Making Ethics Work in Corporations Ethics In a Global Economy 	<ul style="list-style-type: none"> Lawrence (2024). Chapter 6: Organizational Ethics 	
Module 6	Business-Government Relations	<ul style="list-style-type: none"> How Business and Government Relate Government's Public Policy Role Government Regulation of Business Regulation In a Global Context 	<ul style="list-style-type: none"> Lawrence (2024). Chapter 7: Business-Government Relations 	
Module 7	Influencing the Political Environment	<ul style="list-style-type: none"> Participants In the Political Environment Influencing The Business-Government Relationship Political Action Tactics Levels Of Political Involvement Managing The Political Environment Business Political Action: A Global Challenge 	<ul style="list-style-type: none"> Lawrence (2024). Chapter 8: Influencing the Political Environment 	
FIRST EXAM Chapters 1, 2, 3, 5, 6, 7 and 8 from the Textbook - Window Dates for taking Exam: from 02/24 to 03/02 (Sunday deadline)				

Module 8	Sustainable Development and Global Business	<ul style="list-style-type: none"> ▪ Business And Society in The Natural Environment ▪ Socio-Economic Trends ▪ Earth System Trends ▪ IV. Response of The International Business Community 	<ul style="list-style-type: none"> ○ <u>Lawrence (2024). Chapter 9:</u> Sustainable Development and Global Business 	
Module 9	Managing for Sustainability	<ul style="list-style-type: none"> ▪ Role Of Government ▪ Costs And Benefits of Environmental Regulation ▪ Managing For Sustainability ▪ Sustainability Management for Competitive Advantage 	<ul style="list-style-type: none"> ○ <u>Lawrence (2024). Chapter 10:</u> Managing for Sustainability 	
Module 10	Shareholder Rights and Corporate Governance	<ul style="list-style-type: none"> ▪ Shareholders Around the World ▪ Corporate Governance ▪ Special Issue: Executive Compensation ▪ Shareholder Activism ▪ Government Protection of Shareholder Interests ▪ VI. Shareholders and The Corporation 	<ul style="list-style-type: none"> ○ <u>Lawrence (2024). Chapter 13:</u> Shareholder Rights and Corporate Governance 	
Module 11	Employees and the Corporation	<ul style="list-style-type: none"> ▪ The Employment Relationship ▪ Workplace Rights ▪ Fair Wages and Income Inequality ▪ The Right to Privacy in The Workplace ▪ The Right to Blow the Whistle and Free Speech 	<ul style="list-style-type: none"> ○ <u>Lawrence (2024). Chapter 15:</u> Employees and the Corporation 	
Module 12	Business And Its Suppliers	<ul style="list-style-type: none"> ▪ Suppliers ▪ Social, Ethical, And Environmental Issues in Global Supply Chains ▪ Private Regulation of The Business – Supplier Relationship ▪ Supplier Development and Capability Building 	<ul style="list-style-type: none"> ○ <u>Lawrence (2024). Chapter 17:</u> Business And Its Suppliers 	
Module 13	The Community and the Corporation	<ul style="list-style-type: none"> ▪ The Business-Community Relationship ▪ Community Relations ▪ Corporate Giving ▪ IV. Building Collaborative Partnerships 	<ul style="list-style-type: none"> ○ <u>Lawrence (2024). Chapter 18:</u> The Community and the Corporation 	
Module 14	Managing the Public and Corporate Reputation	<ul style="list-style-type: none"> ▪ The General Public ▪ What Is Reputation? ▪ The Public Relations Department ▪ Brand Management ▪ Crisis Management ▪ VI. Engaging Key Stakeholders with Specific Tactics 	<ul style="list-style-type: none"> ○ <u>Lawrence (2024). Chapter 19:</u> Managing the Public and Reputation 	

SECOND EXAM Chapters 9, 10, 13, 15, 17, 18 and 19 from the Textbook - Window Dates for taking Exam: from 04/28 to 05/02 (final exam week, Friday deadline)

Note: Except for changes that substantially affect the implementation of the evaluation (grading) statement, this syllabus (and schedule) is a guide for the course and may be subject to changes with advance notice. Modifications will be announced in class.