

**CALIFORNIA STATE UNIVERSITY CHANNEL ISLANDS**

**NEW COURSE PROPOSAL**

PROGRAM AREA BUSINESS & ECONOMICS

**1. Catalog Description of the Course.** *[Include the course prefix, number, full title, and units. Provide a course narrative including prerequisites and co requisites. If any of the following apply, include in the description: Repeatability (May be repeated to a maximum of \_\_\_ units); time distribution (Lecture \_\_\_ hours, laboratory \_\_\_ hours); non-traditional grading system (Graded CR/NC, ABC/NC). Follow accepted catalog format.]*

BUS 424. BUSINESS, GOVERNMENT, AND SOCIETY (3 units)

Three hours lecture per week.

Prerequisites: MGT 307

Discussions of the history and interactions of American business, government, and society. Topics include the history of business power, social responsibility and ethical theories, governmental regulation, managing environmental quality, and consumerism .

GE: D

**2. Mode of Instruction.**

	<b>Units</b>	<b>Hours per Unit</b>	<b>Benchmark Enrollment</b>
Lecture	3	1	15
Seminar	_____	_____	_____
Laboratory	_____	_____	_____
Activity	_____	_____	_____

**3. Justification and Learning Objectives for the Course.** (Indicate whether required or elective, and whether it meets University Writing, and/or Language requirements) *[Use as much space as necessary]*

This is an elective course in the BS in Business Program and a required course for the Certificate in Program Management for Public Organizations. An understanding of the interaction of business, the people, and the government is essential for understanding the role of each in American society. It is especially pertinent for those individuals who will be managing both in business and in the public sector. The course will use cases and in-class exercises to illustrate the interaction of business, societal, and governmental forces. The course will address managerial, legal, ethical and environmental aspects of issues that American businesses face. This course strives to provide all employees, including those who are or will be managers, information and direction as to the importance of working within prevailing and potential ethical and environmental guidelines.

Learning Objectives:

Students who successfully complete this course will be able to:

- describe the history of interaction between business, government, and society in America
- write analyses of complex cases related to business and environmental interactions
- know and understand the need for government regulation of business
- identify, conceptualize, and negotiate solutions that impact business and society as a whole

**4. Is this a General Education Course**                      YES                       NO

**If Yes, indicate GE category:**

<b>A (English Language, Communication, Critical Thinking)</b>	
<b>B (Life Sciences)</b>	
<b>C (Fine Arts, Literature, Languages &amp; Cultures)</b>	
<b>D (Social Perspectives)</b>	
<b>E (Human Psychological and Physiological Perspectives)</b>	

**5. Course Content in Outline Form.** *[Be as brief as possible, but use as much space as necessary]*

1. Overview of Business, Government, and Society
2. The Dynamic Environment
3. Business Power
4. Critics of Business
5. Corporate Social Responsibility
6. Implementing Social Responsibility
7. Business Ethics
8. Regulation of Business
9. Reforming the Regulatory Process
10. Business in politics
11. Multinational Corporations
12. Managing Environmental Quality
13. Consumerism
14. Organizational Life
15. Civil Rights
16. Corporate Governance

**6. References.** *[Provide 3 - 5 references on which this course is based and/or support it.]*

1. Steiner, G.A. & Steiner, J.F., 2002, *Business, Government, and Society: A Managerial Perspective Text and Cases*, New York: McGraw-Hill Irwin.
2. Waghorn, T. & Blanchard, K., 2002, *The System: A Story of Intrigue and Market Domination*, New York: Perseus Publishing.
3. Schwartz, P., & Gibb, B., 1999, *When Good Companies Do Bad Things: Responsibility and Risk in an Age of Globalization*, Hoboken, NJ: John Wiley & Sons.
4. Sheldon Rampton, S. & Stauber, J., 2000, *Trust Us, We're Experts: How Industry Manipulates Science and Gambles With Your Future*, New York: J. P. Tarcher.

**7. List Faculty Qualified to Teach This Course.**

William P. Cordeiro  
Other Business & Economics faculty

**8. Frequency.**

a. Projected semesters to be offered: Fall   1   Spring   1   Summer       

**9. New Resources Required.**

- a. Computer (data processing), audiovisual, broadcasting needs, other equipment
- b. Library needs
- c. Facility/space needs

**10. Consultation.**

Attach consultation sheet from all program areas, Library, and others (if necessary)

**11.** If this new course will alter any degree, credential, certificate, or minor in your program, attach a program modification.

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Proposer of Course

Date