

BUSI 3220 BUSINESS, GOVERNMENT AND SOCIETY (3 credit hours)

Elmira College

SPRING 2025

Required Text:

1. William C. Frederick, Keith Davis, James E. (1988) *Business and Society: Corporate Strategy, Public Policy, Ethics*
2. Halsall, J. P., Oberoi, R., & Snowden, M. (2022). *Social Enterprise, Social Innovation and Sustainable Future: A Driver for Policy Change* (Vol. 18). Emerald Publishing Limited.

Pre-requisites: None.

Course Description

This course course explores the complex relationships between businesses, governments, and society. It focuses on how economic, political, and social factors shape the business environment and international trade policies. The course emphasizes the grand scale of management and responsibility, where decisions have far-reaching effects on both business and society. This course also focus on policies that affect millions of people and often have implications for every firm doing business globally.

Course Objectives and Goals

- Acquire an interdisciplinary knowledge base that combines economics, political science, and business management and explain how the business, governmental and social spheres intersect and interact with each other.
- Gain insights into leadership and management on a grand scale, understanding the impact of decisions at the macro level.
- Analyze the interactions between businesses and government policies, and how these interactions influence business strategies and operations.
- Enhance the ability to make strategic decisions that consider the broader implications for business and society.
- Develop critical thinking skills to assess policies that have widespread implications for businesses and society.

Evaluation of Performance

Your grade will be based upon your performance on exams, assignments, and participation.

4 Assignments	20%
2 Quizzes	20%
Final Paper	20%
Midterm Exam	15%
Final Exam	25%

Total 100%

Grades will be assigned as follows:

A	93% and above	B-	80 - 82%	D+	67 - 69%
A-	90 - 92%	C+	77 - 79%	D	63 - 66%
B+	87 - 89%	C	73 - 76%	D-	60 - 62%
B	83 - 86%	C-	70 - 72%	F	59% or below

Withdrawal Policy: Please see Elmira College Bulletin for information on this policy.

Academic Honesty: Please read the section on Academic Honesty in the [Code of Conduct](#). Briefly, academic dishonesty includes: cheating, fabrication, facilitating academic dishonesty, and plagiarism. Ask if you have any questions on whether something constitutes as academic dishonesty. All work must be original and new. Past assignments from current or other courses will not be accepted. Academic dishonesty will not be tolerated. It will result in zero on the assignment, and a report will be filed with the school. Continued practice will result in failure of the class. Institutional penalties may also apply with repeated acts of academic honesty.

Student Responsibility:

- It is your responsibility to keep track of assignments and due dates.
- You should ask questions concerning assignments and lectures, if you need any clarifications.
- If you are struggling in class, have concerns, and/or unsure about expectations, please stop by during office hours or make an appointment for another time.

Tentative Schedule of Topics

<u>Topic</u>	<u>Materials</u>	<u>Tasks & Evaluations</u>
Overview of Business, Government and Society	Chapter 1	
International Trade Policies	Chapter 2	
Economic Integration and Regional Blocs	Chapter 3	Assignment 1
Government in Business and Corporate Governance	Chapter 4	
Business in Society	Chapter 5	Quiz 1
Industrial Policies and Strategic Management	Chapter 6	
Managing International Trade and Investment	Chapter 7	Assignment 2
Space, Public And Commercial Economics (SPACE)	Chapter 8	
Corporate Social Responsibility (CSR)	Chapter 9	Midterm Exam
Foreign Direct Investment (FDI)	Chapter 10	
The Role of Multinational Corporations (MNCs)	Chapter 11	Assignment 3
Cultural Differences in Business Practices	Chapter 12	
Sustainable Development Goals (SDGs) and Business	Chapter 13	Quiz 2
Digital Economy and E-Commerce Regulations	Chapter 14	Assignment 4
Innovation and Technology Transfer	Chapter 15	
Global Supply Chain Management	Chapter 16	Final Paper
Crisis Management and Ethics in International Business	Chapter 17	Final Exam