Business 103

Business for the Social Good

Spring 2022/2023
DePaul University

Thomas D. Donley Office Hours:
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6215 DPC Thursday 10:30 – 11:30

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**Course Content and Objective:**

This class focuses on how society can address social and environmental issues of global and local scale. Firms are identified as one of three players (along with consumers and government) with a role to play in addressing these challenges. Through active class discussions, readings, and short written papers students will explore the impact of business decisions and the importance of markets, institutions, and the capitalist system in framing the choices and decisions made by firms.

**Learning Outcomes:**

* Students will be able to describe socially and environmentally relevant issues, forces, and institutions forming the external environment of business.
* Students will critically analyze the role of business and its social/environmental impact.
* Students will develop an appreciation of the political economy of markets and capitalism -- within which firm’s in the United States and many multinationals operate.

**Required Reading:**

“The Ethics of Capitalism: An Introduction,” Daniel Halliday and John Thrasher, Oxford University Press 978-0-19-009621-2 (digital version is suitable)

And as indicated on the course D2L website

**OPTIONAL Reading:**

“What Money Can’t Buy: The Moral Limits of Markets,” Sandel, Michael, Farrar, Straus, and Giroux Publisher, ISBN 0374533652

And as indicated on the course D2L website.

**Academic Integrity:**

DePaul University is a learning community that fosters the pursuit of knowledge and the transmission of ideas within a context that emphasizes a sense of responsibility for oneself, for others and for society at large. Sanctions for violations will be determined by the instructor.

Violations include but are not limited to the following categories: cheating; plagiarism; fabrication; falsification or sabotage of research data; destruction or misuse of the university’s academic resources; alteration or falsification of academic records; and academic misconduct. Conduct that is punishable under the Academic Integrity Policy could result in additional disciplinary actions by other university officials and possible civil or criminal prosecution. Please refer to your Student Handbook or visit Academic Integrity at DePaul University ([http://academicintegrity.depaul.edu](http://academicintegrity.depaul.edu/)) for further details.

A commonly accepted definition of plagiarism is when an author uses someone else’s words, ideas, or other material without acknowledgment. A closely related issue arises through the misuse of sources – basically carelessness or inadequate detail in accurately and fully citing other resources. If you are, and you should be, using or referencing other’s work in your papers be sure to attribute that work to them and cite the source correctly.

Help and details on citation and bibliographic styles can be found at the university writing center at: <https://condor.depaul.edu/writing/programs-writing-center.html>

**Technology Requirements:**

Please bring an internet-enabled device such as a laptop, tablet, or smartphone to class. You will use your device to easily access our class materials and/or engage with your peers. Please use your device for our learning activities and avoid any distractions during class. If you don’t have a device, please pair up with another student. DePaul offers [discounts on technology](https://resources.depaul.edu/demon-discounts/technology/Pages/default.aspx) from vendors such as Apple, CDW, and Dell.

As part of the basics, you are expected to have access to the suite of Microsoft Office products or its equivalent. This course requires Access to SPSS statistical analysis software. This is available to you through DePaul at <https://depaul.onthehub.com/WebStore/Welcome.aspx>. Make sure this is up and running by week 2 of classes.

**Grading:**

Each week you are expected to check into the D2L page under content for that week and ‘Contents and Assignments’. This area will detail the objectives for the week in addition to the expectations for assignments. Please remember that it is your responsibility to remain current with D2L to plan for the assignments for that week.

**Class Participation and Discussion (attendance) 10%**

**On-line Quizzes/Assignments 20%**

**Paper 1 30%**

**Paper 2 40%**

***Class Participation and Discussion (Attendance)***

Weekly attendance records will be maintained through student check ins on D2L during class sessions with required key (see weekly attendance modules in D2L.) One missed class comes without penalty. Every absence thereafter will reduce this score by 11 of 100 possible points.

***On-line Quizzes/Assignments***

Throughout the course there will be a series of assignments and quizzes on-line on the D2L site on a near weekly basis. These assignments are designed to keep you on track in the course and will not be accepted late. The lowest score will be dropped and the points allotted are based upon the average of the remaining quizzes.

***Papers***

**Paper 1 DUE April 28, 2023.** Detailed online prompt can be found in D2L. Briefly, a four-to-six-page summary of the shareholder versus stakeholder debate closing with a clear statement of your hypothesis regarding which approach is more descriptive of the motivations behind corporate decision making.

**Paper 2 DUE June 5, 2023.** Detailed online prompt can be found in D2L. Briefly, a six-to-eight-page summary of the factual background of one of the three sets of social challenges outlined in class with a clear statement of the relative roles of businesses, consumers and government in addressing the selected issue.

**Schedule**

**Week of March 26, 2023**

**Introduction to BUS 103**

*This first class begins to build the foundation of the course, discussing the basics of different forms of economic systems with a focus on capitalism and the role of the firm.*

***Reading:***

* Halliday and Thrasher Chapters 1 and 2 (pp. 1 – 37)

**Week of April 3, 2023**

**Capitalism and the Market System**

*How markets functions -- Equity and Efficiency.*

***Reading:***

* Halliday and Thrasher Chapters 4 and 5 (pp. 58 - 105)

**Week of April 10, 2023**

**More on Markets**

*An overview of Profit maximization, market structure and social welfare*

***Reading:***

* *Donley Notes (D2L)*

**Week of April 17, 2023**

**Shareholder versus Stakeholder Theory**

*Introduction to the key questions of whether firm’s (or their managers) maximize shareholder or stakeholder value in decision making.*

***Reading:***

* Smith, J., “The Shareholder vs. Stakeholders Debate,” MIT Sloan Management Review, vol. 44, no. 4, 2003, pp. 85-90
* Lasicki, Tomasz. “The Shareholder V. Stakeholder Contrast, A Brief History.” Medium, 26 May 2020, [https://medium.com/@tomasz.lasicki/the-shareholder-v-stakeholder-contrast-a-brief-history-718c76d09e6e](https://medium.com/%40tomasz.lasicki/the-shareholder-v-stakeholder-contrast-a-brief-history-718c76d09e6e).
* Friedman, M. (1970) The Social Responsibility of Business Is to Increase Its Profits. New York Times Magazine, 13 September 1970, pp. 122-126.

**Week of April 24, 2023**

**Poverty and Inequality I**

*Opening discussion of labor markets and earnings determination.*

***Reading:***

* Halliday and Thrasher Chapters 6 and 7 (pp. 106 - 151)

**Week of May 1, 2023**

**Poverty and Inequality II**

*Measurement Issues in poverty and inequality. The role of business.*

***Reading:***

* Institute for Research on Poverty, “How is Poverty Measured FAQ,” <https://www.irp.wisc.edu/resources/how-is-poverty-measured/>
* United States Census Bureau, “Income Inequality Metrics,” <https://www.census.gov/topics/income-poverty/income-inequality/about/metrics.html>

**Week of May 8, 2023**

**Climate I**

*A brief overview of climate change measurement and definition, trends and relevant international agreements*

***Reading:***

* *United Nations Framework Convention on Climate Change UNFCCC Website* [*https://unfccc.int/*](https://unfccc.int/)
* *Kyoto Protocol* [*https://unfccc.int/kyoto\_protocol*](https://unfccc.int/kyoto_protocol)
* *Paris Agreement* [*https://unfccc.int/process-and-meetings/the-paris-agreement*](https://unfccc.int/process-and-meetings/the-paris-agreement)
* *Halliday and Thrasher Chapter 11*

**Week of May 15, 2023**

**Climate II**

*International agreements, carbon offsets and emissions regulation.*

***Reading:***

* *“Carbon Credit and Carbon Offset Fundamentals,” Jez, Alexander, and Shaikh. (see D2L)*

**Week of May 22, 2023**

**Health and Welfare I**

*Overview of metrics of health and welfare, alternative delivery methods.*

***Reading:***

* *Halliday and Thrasher Chapter 12*
* *Healthcare Models* [*https://medschoolinsiders.com/pre-med/anatomy-of-healthcare-the-u-s-healthcare-system-explained/*](https://medschoolinsiders.com/pre-med/anatomy-of-healthcare-the-u-s-healthcare-system-explained/)
* *World Health Organization*  <https://www.who.int/>
* *World Health Statistics 2022* <https://www.who.int/publications/i/item/9789240051157>

**Week of May 29, 2023**

**Health and Welfare II**

*Innovation, market structure and costs of health care provision.*

* *International Health Systems* <https://healthsystemsfacts.org/>
* *OECD Health Statistics* <https://www.oecd.org/els/health-systems/health-data.htm>