BUS 7900 - Social, Cultural, Legal, and Political Influences on Business

Course Description
This course will examine the social, legal, political and cultural forces affecting organizations in both domestic and global environments. Emphasis is on identification and development of strategies for dealing with threats and opportunities arising from the relationship between organizations and their operating environments. This is a fully online, eight-week course. We will not meet face-to-face at any time.

Course Prerequisites
None

Course Objectives
Upon successful completion of this course, students will be able to:
1. Understand the impact of sociological, cultural, legal, and political influences as they impact domestic and international business operations and incorporate consideration of those influences into effective managerial decision-making.
2. Integrate social and ethical responsibilities into business operations.
3. Recognize, analyze, and identify possible solutions to potential public relations problems in business activities.
4. Identify and analyze the role and relationship of environmental protection to business strategy.
5. Understand the structure of law as it applies to society in general and to the business community.
6. Distinguish between various political and private activities and compare their affect on the general public, employees, customers, and the wider national and international community. Understand the interrelationships among business, government and society and how those relationships affect business operations and managerial decision-making.
7. Assess the effectiveness and impact of governmental regulation on business operations.

Required Texts
Course Assignment Descriptions and Schedule At-A-Glance

You will have several opportunities to demonstrate your knowledge and understanding of the principles taught in this course. The primary means of evaluating your work will be through practical application of the material. In the event that you have difficulty completing any of the assignments for this course, please contact your instructor immediately. Please refer to the Weekly Materials section of the cyberclassroom for complete details regarding the activities and assignments for this course. The following is merely a summary.

Discussion contributions (160 points)  
(six postings per week @ 20 points per week)

**Initial Substantive Posts:** Submit an initial response to each of the prompts provided each week by your instructor. Your initial post should be substantive (approximately ½ of a page in length) and must be posted by midnight, Central Time by Wednesday of each week. In your substantive post you are encouraged to use references (you may use your textbook); show evidence of critical thinking as it applies to the concepts or prompt and/or use examples of the application of the concepts to work and life. Proper punctuation, grammar and correct spelling are expected. Please use the spell-check function.

**Required Replies:** You must reply to at least two different peers per prompt. Your replies should build on the concept discussed, offer a question to consider, or add a differing perspective, etc. Rather than responding with, “Good post,” explain why the post is ”good” (why it is important, useful, insightful, etc.). Or, if you disagree, respectfully share your alternative perspective. Just saying "I agree" or "Good idea" is not sufficient for the posts you would like graded.

**Posting Guidelines:** Overall, postings must be submitted on at least two separate days of the week. It is strongly recommended you visit the discussion forum throughout the week to read and respond to your peers’ postings. You are encouraged to post more than the required number of replies.

(Please review the Policies section of Blackboard for further details.)

<table>
<thead>
<tr>
<th>Week 1</th>
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| **Readings** | • Review the weekly lesson, videos and readings provided in the course.  
• Chapter 1 Market and NonMarket Environments  
• Chapter 2 Integrated Strategy  
• Chapter 8 Implementing Nonmarket Strategies in Government Arenas |
| **Discussion** | • Initial post to each prompt due by midnight, CT on Wednesday  
• At least two replies to peers for each prompt due by midnight, CT on Sunday |
| **Assignment(s)** | Assignment Preview  
**Due Week 8: Analysis Research Paper**  
Select a company or industry that has recently been in the news, or a company that has recently faced some important nonmarket issues. Companies discussed in the case studies used in class may not be |
Next, you will analyze the company or industry in light of social/ethical, cultural, legal, media, environmental, governmental, private interest, political, or global influences.

Please drill down and focus on a narrow perspective of the issues you will be treating in the paper. The paper should include an introduction to the organization which will describe the history, demographics, target markets, etc., of the organization.

Then analyze each of the nonmarket influences discussed in class as they apply to the organization. This is the heart of your paper.

Your analysis should include what factors created the influence, important time lines, and the effect the influence had on the organization, its stakeholders/shareholders, and society.

The four "I's" of nonmarket issues (issues, interests, institutions, information) should be included, as well as an identification of where the issue is in the nonmarket life cycle.

Your analysis should also include the conclusion (if any) to the issues.

Your analysis should be 10-12 pages in length (typed in size 12 font and double spaced) and include information from at least 5 sources in addition to citations from the textbook.

APA style should be followed throughout. Review the rubric for this assignment before you begin.

It is recommended that you plan ahead to take advantage of your resources from Myers Library Online Writing Center and NetTutor located in Blackboard under "My Tools."

Your final Submission will be due on Saturday in Week 8. Points Possible: 100

Due This Week, Week 1: Key Concepts Exercise Case Study "The Nonmarket Environment of Google"

Read the Case Study found on pages 23-29 of your text titled "The Nonmarket Environment of Google" and complete the following:

- Identify 4-6 specific examples of each of the "Four I's" in the case (issues, interests, institutions, and information).
- Identify where three of the issues are in the nonmarket life cycle.

Include a reference list and in-text citations for your textbook and any other sources you use to support your writing. Use APA formatting throughout.

Before you begin, review the rubric for this assignment.
### Week 2

**Readings**
- Review the weekly lesson, videos and readings provided in the course.
- Chapter 20 Corporate Social Responsibility
- Chapter 21 Ethics Systems: Utilitarianism
- Chapter 23 Behavioral Ethics, Individuals, and Management

**Discussion**
- Initial post to each prompt due by midnight, CT on Wednesday
- At least two replies to peers for each prompt due by midnight, CT on Sunday

**Assignment(s)**
**Introduction to Final Analysis Research Paper**
For this assignment, you will submit the introduction for your final paper. Your introduction should be about 1-2 pages long in APA format. Include citations and a reference page.
Before you begin, review the rubric for this assignment.
Due: Sunday at Midnight, CT
Points Possible: 20

### Week 3

**Readings**
- Review the weekly lesson, videos and readings provided in the course.
- Chapter 3 The News Media and Nonmarket Issues
- Chapter 4 Private Politics and Social Pressure

**Discussion**
- Initial post to each prompt due by midnight, CT on Wednesday
- At least two replies to peers for each prompt due by midnight, CT on Sunday

**Assignment(s)**
**Case Analysis of "Pizza Hut and Health Insurance Reform"**
For this assignment you will need to begin by reading the Example titled "Pizza Hut and Health Insurance Reform" on page 79 in the text and watching the health care reform video in your lesson. You may access the video transcript at [PBS NEWS HOUR](https://www.pbs.org/newshour/)

**Conduct additional research as necessary in order to answer the following questions:**

1. With regard to the Affordable Health Care Act, identify the key stakeholders.
2. What differentiating consequences do you see for businesses categorized as small and those categorized as large?
3. Conduct some research to identify the four (4) I's discussed in Week 1 (issues, interests, institutions, and information) applicable to business issues associated with the Affordable Health Care Act.
4. Provide an analysis of how the Affordable Health Care Act could economically and socially effect either you personally, a business you are familiar with, or a hypothetical entity over the next 3-5 years.
The case analysis should be 3-5 pages long and include cited references. The assignment should be written in APA format (size 12 font size and double spaced).

Before you begin, review the rubric for this assignment.

Due: Sunday at Midnight, CT
Points Possible: 25

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**Week 4**

**Readings**
- Review the weekly lesson, videos and readings provided in the course.
- Chapter 12 Environmental Management and Sustainability
- Chapter 13 The Investor's Perspective: Renewable Energy

**Discussion**
- Initial post to each prompt due by midnight, CT on Wednesday
- At least two replies to peers for each prompt due by midnight, CT on Sunday

**Assignment(s)**
- **Final Paper Partial Draft**
  
  Submit a portion of a draft of your final paper. In your submission you should analyze two nonmarket issues influencing the organization. Also include the reference list.

  The assignment should be typed (size 12 font size and double spaced) and APA style should be followed. Your draft paper should be 2-3 pages long not including the reference list.

  Before you begin, review the rubric for this assignment.

  Due: Sunday at Midnight, CT
  Points Possible: 20

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**Week 5**

**Readings**
- Review the weekly lesson, videos and readings provided in the course.
- Chapter 5 Crisis Management
- Chapter 6 Nonmarket Analysis for Business

**Discussion**
- Initial post to each prompt due by midnight, CT on Wednesday
- At least two replies to peers for each prompt due by midnight, CT on Sunday

**Assignment(s)**
- **Case Analysis of "Mattel: Crisis Management or Management Crisis"**

  Please read the **Case Study** titled "Mattel: Crisis Management or Management Crisis" on pages 116-120 of your text and complete the following:

  - Provide a brief summary of the case details, including background information and identification of key stakeholders.

  - Answer the question presented in your text at the end of the case study (Page 120). Provide a thorough responses - a minimum of 3 paragraphs is a good guideline.
### What should Mattel do? (Page 120)
- Conduct some research to identify the outcome of the case and its impact—what events happened after those described in the text? What can be learned from the outcome of this case?

The assignment should be written in APA format (size 12 font size and double spaced). The case analysis should be 3-5 pages long and include cited references.

Before you begin, review the rubric for this assignment.

**Due:** Sunday at Midnight, CT

**Points Possible:** 25

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### Week 6

| Readings | Review the weekly lesson, videos and readings provided in the course.  
| Chapter 11 Financial Markets and Their Regulation  
| Chapter 14 Law and Markets |
| Discussion | Initial post to each prompt due by midnight, CT on Wednesday  
| At least two replies to peers for each prompt due by midnight, CT on Sunday |
| Assignment(s) | No additional assignment for this week. Continue to work on your final analysis paper due in Week 8. |

Click here for a sample paper.  
Click here to review the rubric.

It is recommended that you plan ahead to take advantage of your resources from Myers Library Online Writing Center and NetTutor located in Blackboard under "My Tools."

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### Week 7

| Readings | Review the weekly lesson, videos and readings provided in the course.  
| Chapter 7 Nonmarket Strategies for Government Arenas  
| Chapter 9 Antitrust: Economics, Law, and Politics  
| Chapter 10 Regulations: Law, Regulation, and Politics |
| Discussion | Initial post to each prompt due by midnight, CT on Wednesday  
| At least two replies to peers for each prompt due by midnight, CT on Sunday |
| Assignment(s) | Case Study Analysis of "The AT&T and T-Mobile Merger" |

Please read the case titled "The AT&T and T-Mobile Merger" starting on page 253 of your the text and complete the following:

- Provide brief summary of the case details, including background information and identification of key stakeholders.
- Answer the questions presented in the text at the end of the case study on page 257, numbers 1-4. Provide thorough
responses to the questions - a minimum of a paragraph for each question is a good guideline.

- Conduct some research to identify the outcome of the case and its impact- what events happened after those described in the text? What can be learned from the outcome of this case?

The case analysis should be 3-5 pages long and include cited references. The assignment should be written in APA format (size 12 font size and double spaced).

Before you begin, review the rubric for this assignment.
Due: Sunday at Midnight, CT
Points Possible: 25

### Week 8

| Readings         | Review the weekly lesson, videos and readings provided in the course.
|------------------|---------------------------------------------------------------------------------------------------
|                  | Chapter 15 The Political Economy of the European Union
|                  | Chapter 17 Emerging Markets
|                  | Chapter 19 The Political Economy of International Trade Policy

| Discussion       | Initial post to each prompt due by midnight, CT on Wednesday
|------------------|-----------------------------------------------------------------------------------------------
|                  | At least two replies to peers for each prompt due by midnight, CT on **Saturday**

| Assignment(s)    | **Analysis Research Paper Final Submission**
|------------------|---------------------------------------------------------------------------------------------
|                  | For your final paper, you will select a company or industry that has recently been in the news, or a company that has recently faced some important nonmarket issues. Companies discussed in the case studies used in class **may not** be used.

Next, you will analyze the company or industry in light of social/ethical, cultural, legal, media, environmental, governmental, private interest, political, or global influences.

Please drill down and focus on a narrow perspective of the issues you will be treating in the paper. The paper should include an introduction to the organization which will describe the history, demographics, target markets, etc., of the organization. Then analyze each of the nonmarket influences discussed in class as they apply to the organization.

Your analysis should include what factors created the influence, important time lines, and the effect the influence had on the organization, its stakeholders/shareholders, and society.

The Four "I's" of nonmarket issues (issues, interests, institutions, information) should be included, as well as an identification of where the issue is in the nonmarket life cycle.

Your analysis should also include the conclusion (if any) to the issues.

Your analysis should be 10-12 pages in length (typed in size 12 font
and double spaced) and include information from at least 5 sources in addition to citations from the textbook. APA style should be followed throughout. Review the rubric for this assignment before you begin.

Due: Saturday at Midnight, CT
Points Possible: 100

* All online weeks run from Monday to Sunday, except the last week, which ends on Saturday.
** All assignments are due at midnight Central Time. (All submissions to the Blackboard system are date/time stamped in Central Time).

Assignments At-A-Glance

<table>
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<tr>
<th>Assignment/Activity</th>
<th>Qty.</th>
<th>Points</th>
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<tbody>
<tr>
<td>Weeks 1-8: Discussion*</td>
<td>16</td>
<td>20 per week</td>
<td>160</td>
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<tr>
<td>Week 1: Key Concepts Exercise Case Study &quot;The Nonmarket Environment of Google&quot;</td>
<td>1</td>
<td>25</td>
<td>25</td>
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<tr>
<td>Week 2: Introduction to Final Analysis Research Paper</td>
<td>1</td>
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<td>20</td>
</tr>
<tr>
<td>Week 3: Case Study Analysis of &quot;Pizza Hut and Health Insurance Reform&quot;</td>
<td>1</td>
<td>25</td>
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<tr>
<td>Week 4: Final Paper Partial Draft</td>
<td>1</td>
<td>20</td>
<td>20</td>
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<tr>
<td>Week 5: Case Study Analysis of &quot;Mattel: Crisis Management or Management Crisis&quot;</td>
<td>1</td>
<td>25</td>
<td>25</td>
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<tr>
<td>Week 7: Case Study Analysis of &quot;The AT&amp;T and T-Mobile Merger&quot;</td>
<td>1</td>
<td>25</td>
<td>25</td>
</tr>
<tr>
<td>Week 8: Analysis Research Paper Final Submission</td>
<td>1</td>
<td>100</td>
<td>100</td>
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<tr>
<td>TOTAL POINTS</td>
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*Please refer to the Policies menu for more information about requirements for Discussions.

Grading Scale

<table>
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<tr>
<th>Grade</th>
<th>Percentage</th>
<th>Points</th>
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<tbody>
<tr>
<td>A</td>
<td>90 to 100%</td>
<td>360-400</td>
</tr>
<tr>
<td>B</td>
<td>80 to 89%</td>
<td>319-359</td>
</tr>
<tr>
<td>C</td>
<td>70 to 79%</td>
<td>278-318</td>
</tr>
<tr>
<td>D</td>
<td>60 to 69%</td>
<td>237-277</td>
</tr>
<tr>
<td>F</td>
<td>&lt; 60%</td>
<td>&lt; 236</td>
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To access your scores, click on Grades in the Student Tools area in Blackboard.

Important Policies

All course-specific policies for this course are spelled out here in this syllabus. However, additional university policies are located in the Policies section of Blackboard. You are responsible for reading and understanding all of these policies. All of them are important. Failure to understand or abide by them could have negative consequences for your experience in this course.

Editorial Format for Written Papers

All written assignments are to follow the APA writing style guidelines for grammar, spelling, and punctuation. This online course includes information regarding the APA style under “Writing and Research Resources” in the Resource Room on the course menu in Blackboard.
Ottawa Online Late Policy

With instructor approval, assignments may be accepted for up to one week after the due date, but a minimum automatic deduction of 10% of the points will be assessed. The instructor also has the option of increasing this deduction percentage up to a maximum of 20%. Extenuating circumstances may be determined on rare occasions and an extension allowed without a deduction, but only at the sole discretion of the instructor.

Discussion board postings will not be accepted for credit when posted after the close of the discussion week. There are no exceptions to this rule; however, solely at the discretion of the instructor, the student may be allowed to submit an alternative assignment to make up for the points under extenuating circumstances. If granted, this should be an exception to the rule.

No assignments will be accepted after the last day of the course (end of term) unless arrangements have been made and "approved" by the instructor at least one week in advance.

Saving Work

It is recommended that you save all of your work from this course on your own computer or flash drive. The capstone course you take at the end of your program may require you to have access to this work for culminating assignments and/or reflections.

Academic Integrity

Plagiarism and cheating will not be tolerated at any level on any assignment. The reality of cyberspace has made academic dishonesty even more tempting for some, but be advised that technology can and will be used to help uncover those engaging in deception. If you ever have a question about the legitimacy of a source or a procedure you are considering using, ask your instructor. As the University Academic Council approved on May 29, 2003, “The penalty for plagiarism or any other form of academic dishonesty will be failure in the course in which the academic dishonesty occurred. Students who commit academic dishonesty can be dismissed from the university by the provost/director.”

Please refer to Academic Honesty in the Policies section of the online course menu for important information about Ottawa University’s policies regarding plagiarism and cheating, including examples and explanations of these issues.

Student Handbook

Please refer to your student handbook for all university regulations. The Resource Room on the course menu in Blackboard contains information about where to find the student handbook online for your campus.

Please see Policies in Blackboard for additional university policies.

Blackboard Technical Support

The Resource Room in Blackboard contains links to student tutorials for learning to use Blackboard as well as information about whom to contact for technical support. Ottawa University offers technical support from 8 a.m. to midnight Central Time for all students, staff, and faculty at no cost. See www.ottawa.edu/ouhelp for contact information.

Ottawa University Mission Statement
The mission of Ottawa University is to provide the highest quality liberal arts and professional education in a caring, Christ-centered community of grace, which integrates faith, learning and life. The University serves students of traditional age, adult learners and organizations through undergraduate and graduate programs.