

# Macao Polytechnic Institute

## School of Business

### Bachelor of Management

#### Module Outline

<b>Learning Module</b>	Business, Government and Society	<b>Class Code</b>	BUSS0130		
<b>Pre-requisite(s)</b>	Nil				
<b>Medium of Instruction</b>	English / Chinese	<b>Credit</b>	3		
<b>Lecture Hours</b>	45 hrs	<b>Lab/Practice Hours</b>	---	<b>Total Hours</b>	45 hrs

#### Description

This course examines the political, regulatory, societal, and natural factors that shape business' non-market environment. Students learn how to analyze and proactively manage the non-market environment through integrated market- and non-market strategies.

#### Learning Outcomes

After completing the learning module, students will be able to:

1. Describe the business, society and government relationship in a stakeholder perspective;
2. Explain the main forces determining the relationships between business, government, and society.
3. Evaluate major trade-offs between the shareholder view and the stakeholder view of the firm.
4. Analyze a number of topical fields surrounding today's businesses, including the environment, and consumerism.

## Content

<b>Topics</b>	<b>Duration</b>
1. The Business, Government and Society Relationship 1.1 What is the Business-Government-Society Field? 1.2 Why is the BGS Field Important to Managers? 1.3 Four Models of the BGS Relationship	3 hrs
2. Business Power 2.1 The Nature of Business Power 2.2 Levels and Spheres of Corporate Power 2.3 Two Perspectives on Business Power 2.4 Business Criticism and Corporate Response 2.5 Pluralistic Society and the Stakeholder Model	1.5 hrs
3. Corporate Citizenship: Social Responsibility, Responsiveness, and Performance 3.1 The Corporate Social Responsibility Concept 3.2 Arguments Against and For Corporate Social Responsibility 3.3 Corporate Social Responsiveness 3.4 Corporate Social Performance 3.5 Corporate Citizenship 3.6 Business's Interest in Corporate Citizenship 3.7 Social Performance and Financial Performance Relationship 3.8 Socially Responsible or Ethical Investing	4 hrs
4. The Stakeholder Approach to Business, Society, and Ethics 4.1 Origins of the Stakeholder Concept 4.2 Who Are Business's Stakeholders? 4.3 Stakeholder Approaches 4.4 Three Values of the Stakeholder Model 4.5 Key Questions in Stakeholder Management 4.6 Effective Stakeholder Management 4.7 Developing a Stakeholder Culture 4.8 Stakeholder Management Capability 4.9 The Stakeholder Corporation 4.10 Principles of Stakeholder Management 4.11 Strategic Steps Toward Successful Stakeholder Management	5 hrs

<b>Topics</b>	<b>Duration</b>
5. Personal and Organizational Ethics (Chapter 8) 5.1 Ethics Issues Arise at Different Levels 5.2 Personal and Managerial Ethics 5.3 Managing Organizational Ethics 5.4 From Moral Decisions to Moral Organizations	5 hrs
<b>Midterm Examination (topics 1 – 5)</b>	<b>1.5 hrs</b>
6. Business, Government, and Regulation 6.1 The Roles of Government and Business 6.2 Interaction of Business, Government, and the Public 6.3 Government’s Non-regulatory Influence on Business 6.4 Government’s Regulatory Influences on Business 6.5 Deregulation	3 hrs
7. Business Influence on Government and Public Policy 7.1 Corporate Political Participation 7.2 Coalition Building 7.3 Political Action Committees	3 hrs
8. The Natural Environment as Stakeholder 8.1 The Sustainability Imperative 8.2 A Brief Introduction to the Natural Environment 8.3 The Impact of Business on the Natural Environment 8.4 Responsibility for Environmental Issues 8.5 The Role of Governments in Environmental Issues 8.6 Other Environmental Stakeholders 8.7 Business Environmentalism 8.8 The Future of Business: Greening and/or Growing?	4.5 hrs
9. Consumer Stakeholders: Information Issues and Responses 9.1 The Consumer Movement 9.2 Product Information Issues 9.3 The Federal Trade Commission (FTC) 9.4 Recent Consumer Legislation 9.5 Self-Regulation in Advertising	3 hrs
10. Consumer Stakeholders: Product and Service Issues 10.1 Two Central Issues: Quality and Safety 10.2 Consumer Product Safety Commission 10.3 Food and Drug Administration 10.4 Business Response to Consumer Stakeholders 10.5 Customer Service Programs	3 hrs

Topics	Duration
11. Business and Community Stakeholders 11.1 Community Involvement 11.2 Corporate Philanthropy or Business Giving 11.3 The Loss of Jobs	2.5 hrs
Class Presentation and Revision	3 hrs
Final Examination	3 hrs
Total:	45 hrs

### **Teaching Method**

Lectures, videos, case studies, group discussion

This course is delivered through a series of lectures which provide a detailed description and explanation of the fundamental issues, core concepts, underlying principles and theories applied in the framework of business, government and society. Case studies and discussions are part of the class activities during which teamwork will be encouraged. A group project is used to enable students to apply theories and key concepts to analyze the business' relationship with government and other external stakeholders.

### **Attendance**

Attendance requirements are governed by the "Academic Regulations Governing Bachelor's Degree Programmes of Macao Polytechnic Institute".

### **Assessment**

This learning module is graded on a 100 point scale, with 100 being the highest possible score and 50 being the passing score.

	Item	Description	Percentage
1.	Class Participation	Discussion and class exercise	10%
2.	Group Project	Project and Presentation	20%
3	Midterm Examination		20%
3.	Final Examination		50%

**Total Percentage: 100%**

### **Plagiarism Policy**

It is student's responsibility to ensure that her/his assignment has been checked by *Turnitin* software, and the similarity score given by *Turnitin* software cannot be higher than 30%. However, a special

case can be determined by the instructor.

## **Teaching Material(s)**

### **Textbook**

Carroll, A.B., Brown, J. and Buchholtz, A.K., 2017. Business & society: Ethics, sustainability & stakeholder management (10<sup>th</sup> edition). Cengage Learning.

## **Reference**

### **Reference book**

John F. Steiner and George A. Steiner, 2012, Business, Government and Society: Text and Cases 13th edition, Richard D. Irwin, Inc.

### Alignment of Program and Module Intended Outcomes

PILOs	MILOs
1. Integrate contemporary Management theories and business disciplines relevant to general business practices.	MILOs 1, 2, 3 & 4
2. Apply critical thinking and logical analysis skills and techniques to resolve management issues.	MILOs 3 &4
3. Utilize appropriate written and spoken forms to communicate effectively and professionally with stakeholders in various cultural environments.	
4. Demonstrate leadership in a team and respecting the rights of others irrespective of their cultural background, race or gender in order to solve unpredictable problems in the field.	
5. With the help of mathematical and statistical skills, utilize the latest empirical findings and academic studies to support the recommendation of business projects or reports.	
6. Recommend an appropriate course of action by ethically examining economic, environmental, political, legal and regulatory contexts of global business practices.	MILOs 3 & 4
7. Interpret and utilize Management information or business software for internal control, planning, performance evaluation, and coordination to improve efficiency and effectiveness in the business process.	