I. RATIONALE:

To better understand the relationship between business and society. Text is highly practical and explores organizational best practices to improve social responsibility. Examining organizational success and failures highlight the benefits of social auditing. Completion of a social responsibility audit provides for the development of successful social responsibility programs.

II. MAJOR INSTRUCTIONAL GOALS:

GOAL A:
Develop a framework for defining and studying social responsibility.

Learning Outcomes: The student will:

A-1 Define social responsibility and consider its relevance to business types, strategic focus, and stakeholder orientation.
A-2 Consider the development of social responsibility and the changing nature of expectations in our increasingly global economy.
A-3 Define stakeholders, examine primary and secondary stakeholders, and discuss the characteristics of stakeholders.

GOAL B:
Define corporate governance and integrate the concept with other elements of social responsibility.

Learning Outcomes: The student will:

B-1 Trace the evolution of corporate governance and provide information on the status of corporate governance systems in several countries.
B-2 Examine primary issues that should be considered in the development and improvement of corporate governance systems.
B-3 Consider the future of corporate governance and indicate how strong governance is tied to corporate performance and economic growth.

GOAL C:
Explore the complex relationship between business and government.
**Learning Outcomes:** The student will:

C-1 Discuss some of the laws that structure the environment for regulation of business.

C-2 Review major legislation relating to competition and regulatory agencies to provide an overview of the regulatory environment.

C-3 Consider how business can participate in the public policy process through lobbying, political contributions, and political action committees.

**GOAL D:**
Define business ethics, examine its importance from an organizational perspective, and review its foundations.

**Learning Outcomes:** The student will:

D-1 Review ethical issues in business to help understand areas of risk.

D-2 Look at the individual, organizational, and opportunity factors that influence ethical decision making in the workplace.

D-3 Discuss the implementation of an organizational ethics program, including the roles of leadership and corporate culture.

**GOAL E:**
Define the social audit and explore the reasons for conducting the audit and its benefits and limitations.

**Learning Outcomes:** The student will:

E-1 Study a well-conducted social audit as a leading-edge social responsibility tool.

E-2 Compare the social audit to financial audits in order to derive standards that may be applied to social auditing and reporting.

E-3 Describe an auditing procedure that can be used to measure and improve the social responsibility effort.