



The Lee Kong Chian School of Business
Academic Year 2023/24
Term 2

COR-MGMT1302 BUSINESS, GOVERNMENT AND SOCIETY (SMU-X)

Instructor Name: Dr. Tan Wee Liang
 Title: Adjunct Faculty of Strategy & Entrepreneurship
 Email: wltan@smu.edu.sg
 Telegram: @DrTanWeeLiang
 Office: LKCSB Level 5 Adjunct Suite

COURSE DESCRIPTION

This course overviews the economic, legal, social, and ecological responsibilities of business and their implications for managerial decision-making. The primary theoretical perspective taken is the stakeholder view of the firm which allows for close examination of apparently conflicting goals between different stakeholder interests. Related frameworks and applications discussed in this course include corporate social responsibility, globalization, corporate governance, and public policy measures affecting business. The frameworks and issues discussed are critical to understanding how firms can be both financially successful and valuable to society, a concern which is increasingly influencing managerial decision-making. Illustrations and applications to the Singapore context as a small open economy will be discussed.

LEARNING OBJECTIVES

By the end of this course, students will be able to:

- Explain the main forces determining the relationships between business, government, and society.
- Identify the main forces determining the relationships between business, governments, and society in Singapore.
- Illustrate and evaluate major trade-offs between the shareholder view and the stakeholder view of the firm.
- Articulate principles governing corporate social responsibility.
- Discuss the Singapore style of corporate social responsibility.
- Analyze a number of topical fields surrounding today's businesses, including the environment, and technological change.

PRE-REQUISITE/ CO-REQUISITE/ MUTUALLY EXCLUSIVE COURSE(S)

Please refer to the Course Catalogue on OASIS for the most updated list of pre-requisites / co-requisites for this particular course. Do note that if this course has a co-requisite, it means that the course has to be taken together with another course. Dropping one course during BOSS bidding would result in both courses being dropped at the same time.

ASSESSMENT METHODS

Component of assessment		Total for each component
Class Participation		15%
Group Assessment		45%
a. Team Presentation	15%	
b. Project Presentation	20%	
c. Individual assessment for items a. and b.	10%	
Final Exam		40%

Class Participation

Students must attend all sessions or explain with necessary proof their absence or early departures. They must read assigned text chapters, articles and cases for discussion and take an active part in class discussions.

Group Assessment

Students will present materials/cases in groups of four and at most five. There will be two group assessments: Team Presentations and Project Presentations. The students will be required to use concepts related to assigned topics to analyze social, ethical, regulatory and public policy issues that businesses must manage. It can be a case study or a research report.

Team Presentation: Students will be assigned randomly to teams and given topics to present. Team presentations begin from Week 3.

Project presentations: Students will form their groups (group size to be assigned by the instructor) to work with the International Association for Agricultural Sustainability, a non-profit organization on real world problems.

Final Examination

There will be a 2-hour **closed-book** examination. Details on its format will be given in class.

INSTRUCTIONAL METHODS AND EXPECTATIONS

The course will use a variety of instructional methods including short lectures, videos, small group discussions and group presentations. Students are expected to complete the reading assignments, be prepared to lead case studies and make pair presentations.

The instructor in this course serves as a facilitator of learning. It is the learning interactions among the students with inputs/comments from the instructor that are key means through which learning takes place. As such, students must commit to attending classes, participating in any workshops, exercises, presentations and discussions actively.

To maximize the time in class, students are to refrain from the use of pc, laptops, tablets and mobile except when so required by the instructor.¹

Projects – As projects are a core pedagogy at SMU, there will be an external client whom the students will work with for the projects

N.B. Week 9 will be employed for Digital Readiness for Teaching and Learning (DRTL), which is explained below. The class will be engaged in off-line asynchronous learning activities.

SUGGESTED TEXT

Carroll, Brown, Buchholtz 20, "BUSINESS & SOCIETY, 10th edition, Cengage.

REFERENCES

Chong, T. (Ed.). (2010). *Management of Success: Singapore Revisited*. Singapore: Institute of Southeast Asian Studies.

Zhang, Z. (Ed.). (2011). *Dynamics of the Singapore Success Story*. Singapore: Cengage Learning.

Wong, E. (Ed. (2011). *Socially Responsible & Sustainable: Company Perspectives and Experiences*. Singapore: Straits Times Press.

Wong, E. (Ed. (2009). *CSR for Sustainable and Success*. Singapore: Marshall Cavendish.

Cases

Tan Wee Liang, Cheah Sin Mei, "A Bitter Pill for Pharmaceutical Counterfeits: Behind China's Serialisation Technology" - to be provided

Tan Wee Liang, Cheah Sin Mei, "Emerging Hope Lanka: Empowering Rural Women in Sri Lanka" - to be provided

Tan Wee Liang, Cheah Sin Mei, Chung Hsi-Mei, "Succession at Taiwan's Hop Lion Feather Works: Not Leaving It to Chance" - to be provided

Tan Wee Liang, Neo Kok Beng, "Thomas Lim, Tackling Customer Pain Points One by One: How TranSwap Converted Banking Diehards" - to be provided

¹ <http://www.straitstimes.com/singapore/courts-crime/parent-sues-school-over-confiscated-mobile-phone>

UNIVERSITY POLICIES

Academic Integrity

All acts of academic dishonesty (including, but not limited to, plagiarism, cheating, fabrication, facilitation of acts of academic dishonesty by others, unauthorized possession of exam questions, or tampering with the academic work of other students) are serious offences.

All work (whether oral or written) submitted for purposes of assessment must be the student's own work. Penalties for violation of the policy range from zero marks for the component assessment to expulsion, depending on the nature of the offense.

When in doubt, students should consult the instructors of the course. Details on the SMU Code of Academic Integrity may be accessed at <https://oasis.smu.edu.sg/Pages/DOS-WKLSWC/UCSC.aspx>.

Copyright Notice

Please note that all course materials are meant for personal use only, namely, for the purposes of teaching, studying and research. You are strictly not permitted to make copies of or print additional copies or distribute such copies of the course materials or any parts thereof, for commercial gain or exchange.

For the full copyright notice, please visit: <https://smu.sg/Copyright-notice> or OASIS -> CAMPUS LIFE & EXCHANGE -> CONDUCT & DISCIPLINE -> UNIVERSITY COUNCIL OF STUDENT DISCIPLINE

Accessibility

SMU strives to make learning experiences accessible for all. If you anticipate or experience physical or academic barriers due to disability, please let me know immediately. You are also welcome to contact the university's disability services team if you have questions or concerns about academic provisions: DSS@smu.edu.sg. Please be aware that the accessible tables in our seminar room should remain available for students who require them.

Digital Readiness for Teaching and Learning (DRTL)

As part of emergency preparedness, instructors may conduct lessons online via the Zoom platform during the term, to prepare students for online learning. During an actual emergency, students will be notified to access the Zoom platform for their online lessons. The class schedule will mirror the current face-to-face class timetable unless otherwise stated.

DRTL for this course will be in Week 9. It will be in the form of online learning through readings, videos and a short essay to prepare for the course. The information will be ready on <https://elearn.smu.edu.sg>, content for Week 1, and will be emailed to students by end of Week 6, 25 Feb 2024.

TENTATIVE SCHEDULE OF CLASSES AND TOPICS [SUBJECT TO CHANGE]

Week	Topic	
1	The Business and Society Relationship. Course admin & Philosophy The Stakeholder Approach to Business, Society, and Ethics.	
2	Corporate Social Responsibility – what does it entail?	
3	Leadership of Organizations & Strategic Management, corporate governance. Ethics, Corruption & Organizations – the qualities and values	
4	Shareholders as Stakeholders - Corporate Governance	
5	Donors as Stakeholders Consumers, employees, community	
6	Employees	
7	Consumer Disputes	
8	RECESS	
9	DTRL – online learning week [How to prepare Projects & for the Examination]	
10	Consumer and their records	
11	Competitors Corporate Sustainability	
12	Project Presentations	
13	Project resentations Course review and examination preparation.	