

WILMINGTON UNIVERSITY
COLLEGE OF BUSINESS
BASIC COURSE INFORMATION

COURSE TITLE: **Business and Society**

COURSE NUMBER: **BBM 331**

PREREQUISITE(S): **BBM 201**

COURSE DESCRIPTION:

Explains the relationship between business and society. Social responsibility (SR) is discussed and organizations that demonstrate best practices in SR are examined. Evaluates organizational success and failures, highlighting benefits of social auditing.

MAJOR INSTRUCTIONAL GOALS:

GOAL A:

Develop a framework for defining and studying social responsibility.

Learning Objectives: The student will:

- A-1 Define social responsibility and consider its relevance to business types, strategic focus, and stakeholder orientation.
- A-2 Understand the development of social responsibility and the changing nature of expectations in our increasingly global economy.
- A-3 Identify stakeholders, primary and secondary, and discuss the characteristics of each.
- A-4 Construct a social responsibility audit providing for the development of successful social responsibility programs.

GOAL B:

Explain corporate governance and compare the concept with other elements of social responsibility.

Learning

B-3 Infer the future of corporate governance as it relates to corporate performance and economic growth.

GOAL C:

Analyze the complex relationship between business and government.

Learning Objectives: The student will:

C-ernment.