University of Washington, Tacoma

TCORE 113: Business and Society Course Packet

Winter 2014

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Course Overview by Unit of Study

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Unit #1:

Why study the relationship of business, government and society?

Readings

Chapter 1: The Study of Business, Government and Society

Chapter 2: The Dynamic Environment

Quizzes

Quiz on Chapters 1 and 2

Videos

Capital and Labor

TR and Wilson

Case Studies/ Homework Questions

The American Fur Company

Oral Presentation

Team #1: The American Fur Company

Unit #2: Why can't we all just get along? Business vs. Labor

Readings:

Chapter 3: Business Power

Chapter 4: Critics of Business

Quizzes

Quiz on Chapters 3 and 4

Videos

A Vital Progressivism

The Twenties

FDR and The Depression

Case Studies/ Homework Questions

JD Rockefeller and the Standard Oil Trust

Oral Presentation

Team #2: JD Rockefeller and the Standard Oil Trust

Unit #3: What happens when the whole world starts shopping together?

Readings:

Chapter 12: *Globalization* Chapter 15: *Consumerism*

Quizzes

Quiz on Chapter 12 and 15

Videos

Globalization and Economics

Global Popular Culture

Growing up in the Digital Age

Case Studies/ Homework Questions

Union Carbide Corporation and Bhopal

Advertising Alcohol

Campaign against KFC

Oral Presentation

Team #3: Union Carbide Corporation and Bhopal

Team #4: Alcohol Advertising

Team #5: Campaign against KFC

Team Oral Presentation

Directions:

When it is your team's turn to facilitate a case discussion you will have the opportunity to be the "experts" for the day.

Responsibilities as a TEAM:

Meetings: The team will be given some time to meet during class time to work on their presentation. However, outside meetings should be scheduled to coordinate and prepare for the class presentation.

Preparing Content: Your presentation should include a concise summary of the case at hand, as well as new information that the team discovered while conducting their additional outside research. Be sure to update us on the case with any current outcomes since the textbook published the case. Tell the class why this case is important and what they need to understand about it. Case questions and answers can be integrated into the presentation, but should not make up the entire presentation.

Presenting to the Class: When it is your turn to present, you will be invited to go to the head of the class to guide the discussion for the assigned case. Each member of the team should have a speaking part in the verbal presentation. Each team has a total of 30 minutes to present, including 5 minutes at the end for questions from the audience. Please be prepared and wear professional attire. Note cards are acceptable, but should be kept to a minimum.

There will not be an opportunity to make-up the verbal portion of this assignment, except in extreme circumstances.

Responsibilities as an INDIVIDUAL:

Case Questions: Each member of the team should come prepared with <u>typed</u> answers to the end of case questions. The answers should be written in a complete and comprehensive manner.

Research Support: Each member of the team needs to research and **find a minimum of one** article that provides additional incite into the case being discussed. *Hint: The citations that are used in the chapter case are often the best place to find useful and relevant information. Please **print out a single copy** of the article and submit it to the Professor on the day of your presentation.

Evaluation Criteria for Team Oral Case Presentation

Criteria - Individual	Points earned
Chapter Questions:	/20
Answers to end-of-chapter discussion questions are typed and well written. Content is complete and demonstrates a clear understanding of learning objectives. * this criteria will reflect the "check scale" basis for final grading.	
Research Support:	/10
A minimum of one additional research article is provided to support the discussion. Article is relevant and useful.	
Verbal Communication: Ideas are communicated verbally in a professional manner. Student was easy to understand and vocal qualities of rate and volume were appropriate.	/20
Criteria - Team	
Effective use of visual aides:	/30
Slides were professionally prepared. They were easy to read, not cluttered, and visually appealing. There were minimal mechanical errors in written aspects.	
Creativity in presentation style:	/10
Considerations: Use of handouts, video clips, role play	
Inity in Presentation	/10
The team performed as though they had practiced and prepared for the class. There was a logical flow to the presentation without excessive overlap. Ideas transitioned nicely from person to person.	
Total Score Earned	/100

Name		
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Capital and Labor	TCORE 113: Business and Society
Who was JP Morgan?	
How was he different than other capitalists of his Rockefeller?	time including Andrew Carnegie and JD
What is the meaning of flash and run photograph	y?
Why was this important?	
What is the meaning of this quote? "Twice a boy and once a man is a poor miner's lot."	,

What was the importance of the anthracite strike in Northeastern PA in 1900?

How have strikes changed today? Are they still important to balance power?

A Vital Progressivism

1.) What is Progressivism?

2.) What is meant by the expression: "Kill the Indian, save the man"? What actions were taken to advance this goal?

3.) How would you describe the personality of Booker T Washington

4.) How would you describe W.E. Dubois approach to the injustices that he saw in the treatments of Blacks? What is he most famous for?

5.) How did white supremist justify the lynching and hanging of innocent blacks in the early 1900s?

VIDEO RESPONSE WORKSHEET TR and Wilson

Name ______TCORE 113: Business and Society

1.) How would you characterize the personality of Theodore Rosevelt?
2.) Why was he considered a "Renaissance Man"?
3.) What is the meaning of an "Imperial Presidency"? What are some examples of behaviors that TR showed to indicate that he was this type of President?
4.) How would you describe the personality of Woodrow Wilson? What values did he hold?
5.) What events during Wilson's presidency likely led to the devastating stroke that he suffered in 1919?

VIDEO RESPONSE WORKSHEET The 20's

Name _______ TCORE 113: Business and Society

1.) Describe Henry Ford's personality.	What was his childhood like?	How did that affect the
way he ran his business?		

2.) What caused Ford Motor Company's sales of automobiles to fall behind General Motors? What strategies did GM employ to sell cars that Ford did not?

3.) Describe what life was like in LA in the 1920s.

4.) Describe the Movie Industry in the 1920s. Who ran the movie industry? What role did they have in shaping society? What was Ford's reaction to the movie industry?

VIDEO RESPONSE WORKSHEET FDR and The Great Depression

Name ______TCORE 113: Business and Society

1 DK and The Oreal Depression	TCORE 113. Business and Society
1.) Who was FDR? How would you descr	ribe his personality and position in life?
2.) What was the meaning of the quote by	FDR, "The only thing we have to fear, is fear itself"?
3.) What is "The New Deal"? What were the New Deal? For example, what were the	some of the programs that came about as a result of e SSA and the CCC?
4.) What were the critiscims of the New D	eal?
5.) What role did Eleanor Roosevelt have i	in advancing Social Justice?

Globalization and Economics

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1: How did technological changes in the twentieth century aid the process of globalization?
2: What are some of the economic, political and environmental effects globalization can have on individuals and local communities?
3: In what ways have political, social, and economic inequities been both reduced and
reinforced by the forces of globalization?

Name

Global and Popular Culture

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1: In what ways can athletic games reflect tensions between national and global identities?
2: How have peoples in different times and places adapted popular cultural forms to reflect their cultural needs?
3: How did twentieth-century technological advances in communication and transportation shape the pace and nature of globalization?

Growing up in the Digital Age

Name _____

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1.) Do you think that growing up with the internet causes problems with today's youth? If so, please explain what concerns you have.
2.) Do you think that today's youth's are "smarter" as a result of having access to the internet 24/7? If so, in what ways?
3.) Do you think that there are certain things that can not be "taught" via the internet? If so, what? And why not?
4.) Do you think that people communicate better with one another now with the availability of mobile communication?
5.) Do you ever wish that you could turn back time and disconnect the entire world? If so, why? If not, why not?
6.) Do you know anyone that you would consider "addicted to the internet"? If so, what types of behaviors do they exhibit that makes you feel this way?
7.) Do you ever worry that you might be addicted to on-line media?

GRADE DISTRIBUTION:

<u>Assessment</u>	Graded	Value	Unique Aspects
Quiz #1	Numeric	10%	Chapt. 1 & 2
Quiz #2	Numeric	10%	Chapt. 3 & 4
Quiz #3	Numeric	10%	Chapt. 12 & 15
Final Exam	Numeric	20%	Cumulative
Video Discussions	CR/NC	15%	To be done during class
Typed responses to Cases (Best 3 of 4)	Check Scale	15%	Homework
Group Presentation	Numeric	10%	Rubric
Class Participation	Forced Distribution	10%	Forced Distribution