

University of Washington, Tacoma

**TCORE 113: Business and Society
Course Packet**

Winter 2014

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Table of Contents

Course Overview by Unit of Study

Unit #1: *Why study the relationship of business, government and society?*..... 3
Unit #2: *Why can't we all just get along? Business v. Labor*..... 4
Unit #3: *What happens when the whole world starts shopping together?*..... 5

Team Oral Presentations

Team Oral Presentation Directions (for assigned Case Study)..... 6
Team Oral Presentation Grading Rubric..... 7

Video Review Questions

Capital and Labor..... 8
TR and Wilson..... 9

A Vital Progressivism.....10
The Twenties.....11
FDR and The Depression.....12

Globalization and Economics 13
Global and Popular Culture14
Growing up in the Digital Age – Review Questions.....15

Grading

Grade Distribution Chart..... 16

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 typed 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 insight 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
<p><i>Chapter Questions:</i></p> <p>Answers to end-of-chapter discussion questions are typed and well written. Content is complete and demonstrates a clear understanding of learning objectives. * <i>this criteria will reflect the “check scale” basis for final grading.</i></p>	/20
<p><i>Research Support:</i></p> <p>A minimum of one additional research article is provided to support the discussion. Article is relevant and useful.</p>	/10
<p><i>Verbal Communication:</i></p> <p>Ideas are communicated verbally in a professional manner. Student was easy to understand and vocal qualities of rate and volume were appropriate.</p>	/20
Criteria - Team	
<p><i>Effective use of visual aides:</i></p> <p>Slides were professionally prepared. They were easy to read, not cluttered, and visually appealing. There were minimal mechanical errors in written aspects.</p>	/30
<p><i>Creativity in presentation style:</i></p> <p>Considerations: Use of handouts, video clips, role play</p>	/10
<p><i>Unity in Presentation</i></p> <p>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.</p>	/10
Total Score Earned	/100

VIDEO RESPONSE WORKSHEET
Capital and Labor

Name _____
TCORE 113: Business and Society

Who was JP Morgan?

How was he different than other capitalists of his time including Andrew Carnegie and JD Rockefeller?

What is the meaning of flash and run photography?

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?

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
Global and Popular Culture

Name _____
TCORE 113: Business and Society

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?

GRADE DISTRIBUTION:

<u>Assessment</u>	<u>Graded</u>	<u>Value</u>	<u>Unique Aspects</u>
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