Curricular Action  
Signature Page  
(use for forms 1, 2, 3, 4A, 4R, 6, and 8)  

Description of Action: New Course  
Program or Course Title: Business and Society  
Subject Area & Course # (if applicable) BEINDP 101  

<table>
<thead>
<tr>
<th>Proposal Sponsor</th>
<th>Signature</th>
<th>Submission Date</th>
<th>09/25/14</th>
</tr>
</thead>
<tbody>
<tr>
<td>James Bronson</td>
<td>John Smith</td>
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<table>
<thead>
<tr>
<th>Chair of Sponsoring Department</th>
<th>Signature</th>
<th>Approval Date</th>
<th>09/25/14</th>
</tr>
</thead>
<tbody>
<tr>
<td>JAMES W. BRONSON</td>
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<thead>
<tr>
<th>Chair, College Curriculum Committee</th>
<th>Signature</th>
<th>Approval Date</th>
<th>OCT 01 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>STIGER GLOVER</td>
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<tr>
<th>Dean of College</th>
<th>Signature</th>
<th>Approval Date</th>
<th>OCT 7 2014</th>
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</thead>
<tbody>
<tr>
<td>Lois Smith</td>
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</table>

For Undergraduate Actions:  
If a course is to be considered as a Diversity option:  
☐ Recommended  ☐ Not Recommended  
Chair, Diversity Committee ___________________________
Date

If a course is to be considered as a General Education option:  
☐ Recommended  ☐ Not recommended  
Chair, General Education Committee ___________________________
Date

If a course is to be considered as ☐ an Honors course or ☐ Honors option  
☐ Recommended  ☐ Not recommended  
Honors Council ___________________________
Date

Action taken by UCC:  
☐ Received & Recorded  ☐ Approved  ☐ Not approved  
Chair, University Curriculum Committee ___________________________
Date

Action taken by Faculty Senate:  
☐ Received & Recorded  ☐ Approved  ☐ Not approved  
Chair, Faculty Senate ___________________________
Date

Action taken by Graduate Council:  
☐ Received & Recorded  ☐ Approved  ☐ Not approved  
Graduate Council ___________________________
Date

Received:  
Provost and Vice Chancellor ___________________________
Approval Date ___________________________

☐ Consultation page is attached (if applicable)
University of Wisconsin-Whitewater  
Curriculum Proposal Form #3  
New Course

Effective Term: 2157 (Fall 2015)

Subject Area - Course Number: BEINDP 101  
Cross-listing:

Course Title: (Limited to 65 characters) Business and Society

25-Character Abbreviation: Bus and Society

Sponsor(s): James Bronson, John Smith

Department(s): BEINDP

College(s): Business and Economics

Consultation took place: ☐ NA ☐ Yes (list departments and attach consultation sheet)  
Departments:

Programs Affected:

Is paperwork complete for those programs? (Use "Form 2" for Catalog & Academic Report updates)  
☐ NA ☐ Yes ☐ will be at future meeting

Prerequisites: Business major (students in BBA degree)

Grade Basis: ☒ Conventional Letter ☐ S/NC or Pass/Fail

Course will be offered: ☒ Part of Load ☐ Above Load

☐ On Campus ☐ Off Campus - Location

College: Business and Economics  
Dept/Area(s): BEINDP

Instructor: TBD

Note: If the course is dual-listed, instructor must be a member of Grad Faculty.

Check if the Course is to Meet Any of the Following:

☐ Technological Literacy Requirement ☐ Writing Requirement

☐ Diversity ☐ General Education Option: None

Note: For the Gen Ed option, the proposal should address how this course relates to specific core courses, meets the goals of General Education in providing breadth, and incorporates scholarship in the appropriate field relating to women and gender.

Credit/Contact Hours: (per semester)

Total lab hours: 0 Total lecture hours: 45 YB, per attached email

Number of credits: 3 Total contact hours: 45 YB

Can course be taken more than once for credit? (Repeatability)  
☒ No ☐ Yes If "Yes", answer the following questions:

No of times in major: No of credits in major:

No of times in degree: No of credits in degree:

Revised 10/02
Proposal Information: (Procedures for form #3)

Course justification:

Based on the College of Business and Economics’ assurance of learning results and conversations with the Dean’s Advisory Council and several program/major advisory boards, the College has determined that exposing the BBA students to the College’s values, goals, and academic focus earlier in the curriculum would benefit students and enhance their understanding of not only business professions, but also their understanding of societal issues that surround business. After a workshop was held in August, 2013, to discuss the possibility of offering a course to introduce incoming students to topics in the areas of multiculturalism, ethics, leadership, professionalism, critical thinking, and creative problem solving as they relate to business, it was recommended to develop a course and to offer it at the freshman level.

Relationship to program assessment objectives:

This course is directly related to the College’s assessment (assurance of learning) objectives which include that we want our students to be “ethical and able to identify ethical issues,” “globally aware,” and “critical thinkers,” among other objectives.

In addition, the College’s Mission Statement specifically states:

Our efforts to engage in high-quality instruction, research and professional activities add value by:

- providing an engaging environment for educating undergraduate and graduate students that advances critical thinking, innovative problem-solving, ethical behavior, leadership and a commitment to diversity

BEINDP 101 Business and Society aims to address all of these issues which are specifically identified and measured in our assurance of learning processes.

The course will also address these Essential Learning Outcomes associated with LEAP: Knowledge of Human Cultures, Intellectual and Practical Skills, and Personal and Social Responsibility.

Budgetary impact: This course will serve approximately 800 students per year. The College of Business and Economics has been allowed two positions which will be filled by academic staff and funded through soft dollars, plus ½ position currently devoted to teaching ITBE 141, a course that is being discontinued in fall 2015.

Course description: (50 word limit)

An introductory business course intended to introduce all business majors to the business professions and the global societal issues that surround business. Curriculum focuses on the
College’s mission statement of building professional leadership through cultural and diversity awareness, ethical responsiveness, innovative problem solving, and critical thinking.

If dual listed, list graduate level requirements for the following:
1. **Content** (e.g., What are additional presentation/project requirements?)

2. **Intensity** (e.g., How are the processes and standards of evaluation different for graduates and undergraduates?)

3. **Self-Directed** (e.g., How are research expectations differ for graduates and undergraduates?)

Course Objectives and tentative course syllabus with mandatory information (paste syllabus below):

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**BEINDP 101 BUSINESS & SOCIETY**

Syllabus

Fall 2015

**Course Description**

An introductory business course intended to introduce all business majors to the business professions and the global societal issues that surround business. Curriculum focuses on the College’s mission statement of building professional leadership through cultural and diversity awareness, ethical responsiveness, innovative problem solving, and critical thinking.

**College of Business and Economics Mission Statement**

The UW-Whitewater College of Business and Economics is an inclusive, collaborative and entrepreneurial learning community dedicated to sharing values, knowledge and skills to prepare current and future business professionals to contribute successfully and responsibly in a global business environment.

Our efforts to engage in high-quality instruction, research and professional activities add value by:
- providing an engaging environment for educating undergraduate and graduate students that advances critical thinking, innovative problem-solving, ethical behavior, leadership and a commitment to diversity
- developing and sustaining partnerships with key stakeholders that lead to mutually beneficial opportunities for students, alumni, faculty, businesses and the regional community
- developing and retaining a high-quality faculty whose members strive for excellence, are current in their fields and make scholarly contributions through discipline-based, applied and pedagogical research.
Instructor Information

Instructor: Mr. John Smith, Jr.  
Office: Winther Hall 4044  
Phone: 262-472-4704  
Email: smithjc@uw.edu

Textbook


Course Objectives

Through completion of this course, you will

1. Understand the impact of globalization on business practices.
2. Develop an awareness and appreciation for cultural differences.
3. Develop life-long critical thinking skills through thorough case analysis.
4. Distinguish different leadership styles and self-assess individual style.
5. Analyze ethical dilemmas and formulate appropriate actions within different stakeholder groups.
6. Evaluate career success and professionalism through continued career development and personal branding.

Course Format

This course is a mix of lecture, discussion, small group work, guest speakers, and outside activities and experiences.

Students are also expected to bring in outside information and experiences that augment the topics being discussed.

Class Attendance

Attendance will be taken, and will count as a percentage of your grade.

Therefore, it is essential that you attend class and arrive on time. Please notify me in advance of any preplanned absence. Furthermore, to maintain your percentage in the Attendance grading category (whether excused or not), a written, make-up article summary from *BusinessWeek* magazine may be completed and must be turned in by the next class time in order to receive credit. A minimum score of 75% on the make-up assignment must be achieved in order to receive the attendance credit.

The grading scale for this course is as follows:
Undergraduate

<table>
<thead>
<tr>
<th>Grade</th>
<th>A</th>
<th>80-83</th>
<th>B-</th>
<th>67-69 D+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grade</td>
<td>A-</td>
<td>77-79</td>
<td>C+</td>
<td>64-66 D</td>
</tr>
<tr>
<td>Grade</td>
<td>B+</td>
<td>74-76</td>
<td>C</td>
<td>60-63 D-</td>
</tr>
<tr>
<td>Grade</td>
<td>B</td>
<td>70-73</td>
<td>C-</td>
<td>&lt;60 F</td>
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Grading Policies

<table>
<thead>
<tr>
<th>Assignments/Assessments</th>
<th>LEAP ELO</th>
<th>Weight</th>
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</thead>
<tbody>
<tr>
<td>1. Career Analysis Written Report</td>
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<tr>
<td>Academic Statement Assessment</td>
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<td></td>
</tr>
<tr>
<td>2. Leadership Analysis –</td>
<td></td>
<td></td>
</tr>
<tr>
<td>What type of leader are you? - Written Paper</td>
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<td>20%</td>
</tr>
<tr>
<td>3. Global Competence Aptitude Assessment</td>
<td>Knowledge of Human Cultures and the Physical and Natural World</td>
<td>20%</td>
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<tr>
<td>What's your global leadership capability? - Written Paper</td>
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<tr>
<td>4. Case Study Analysis – Ethical Dilemma</td>
<td>Personal and Social Responsibility</td>
<td>20%</td>
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<tr>
<td>Group Analysis Paper</td>
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<tr>
<td>5. Global Business Corporate Philanthropy Project Evaluation</td>
<td>Intellectual and Practical Skills</td>
<td>20%</td>
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<tr>
<td>6. Attendance</td>
<td></td>
<td>5%</td>
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Student Honor Code

UW-Whitewater's College of Business and Economics students are expected to subscribe to the College's Student Honor Code:

As members of the University of Wisconsin - Whitewater College of Business & Economics community, we commit ourselves to act honestly, responsibly, and above all, with honor and integrity in all areas of campus life. We are accountable for all that we say and write. We are responsible for the academic integrity of our work. We pledge that we will not misrepresent our work nor give or receive unauthorized aid. We commit ourselves to behave in a manner that demonstrates concern for the personal dignity, rights and freedoms of all members of the community. We are respectful of college property and the property of others. We will not tolerate a lack of respect for these values.
## Fall 2015 Tentative Cass Schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Class Activities/ Assignment Due Dates</th>
</tr>
</thead>
</table>
| 1    | Career Success/ Professionalism | Academic Statement  
                                        First Draft Due                                                               |
| 2    | Critical Thinking          | Analyzing the logic of an Article                                            |
| 3    | Critical Thinking          | A Template for Problem Solving                                                |
| 4    | Critical Thinking          | Case Analysis  
                                        Group Paper Due                                                               |
| 5    | Leadership                 | Leadership self-analysis  
                                        An Agent of Change                                                            |
| 6    | Leadership                 | Group problem solving with different leadership models                       |
| 7    | Leadership/Guest Speaker   | Corporate Philanthropy Project  
                                        Evaluation - Introduction  
                                        Leadership Style Paper Due                                                   |
| 8    | Ethics                     | Values-Based Decision Making                                                  |
| 9    | Ethics                     | Ethical issues in the Global Business Environment                             |
| 10   | Ethics/Guest Speaker       | Transparency International – Global Coalition against corruption             |
| 11   | Global Competence          | Supply Chain Management – Global Awareness                                    |
| 12   | Global Competence/Guest Speaker | Social Responsibility                                                        |
| 13   | Multicultural Competence   | Global Competence Aptitude Assessment Paper Due                               |
| 14   | Multicultural Competence   | Leadership for Diversity  
                                        Intercultural Capability                                                      |
| 15   | Multicultural Competence/Guest Speaker | Collaboration Across Cultures  
                                        Role-Play Exercise                                                             |
| 16   | Career Success/Professionalism | Academic Statement Changes?  
                                        Corporate Philanthropy Project Evaluation Due                                 |
University Policies

Cheating/Plagiarism:

It is expected that students in this class will perform to the best of their abilities and in an honest and sincere manner. Cheating, plagiarism, the use of unauthorized materials or any other form of academic misconduct will result in a severe penalty as permitted in UWS Chapter 14.

The University of Wisconsin-Whitewater is dedicated to a safe, supportive and non-discriminatory learning environment. It is the responsibility of all undergraduate and graduate students to familiarize themselves with University policies regarding Special Accommodations, Academic Misconduct, Religious Beliefs Accommodation, Discrimination and Absence for University Sponsored Events (for details please refer to the Schedule of Classes; the "Rights and Responsibilities" section of the Undergraduate Catalog; the Academic Requirements and Policies and the Facilities and Services sections of the Graduate Catalog; and the "Student Academic Disciplinary Procedures (UWS Chapter 14); and the "Student Nonacademic Disciplinary Procedures") (UWS Chapter 17).

Disabilities Policy: In compliance with the Americans with Disabilities Act (ADA), all qualified students enrolled in this course are entitled to “reasonable accommodations.” Please notify the instructor during the first week of class of any accommodations needed for the course.

Incomplete Policy: Students will not be given an incomplete grade in the course without sound reason and documented evidence as described in the Student Handbook. In any case, for a student to receive an incomplete, s/he must be passing and must have completed a significant portion of the course (more than two thirds).

LanSchool: LanSchool Classroom management software has been installed in this computer lab and may be utilized by the instructor to limit applications and web access, monitor student computer activity, remote to student workstations and assist students with classroom and lab materials. Because of the functionality of the software, history of computer use including web browsing history is available to the instructors. Please assume that the software is active at all class times.
References


