The format for this paper is fairly open ended. You may choose to focus on one social or environmental issue that you care about, or have learned about, and then explain how this learning process has shaped you. Alternatively, you may choose to present a number of interesting points that you are taking from class and explain how you may incorporate them into your specific future career (whatever you wish that to be). It is also your choice as to what time period you are reflecting on (i.e. this semester, your senior year, your entire college experience, or you whole life). Most importantly, this assignment is an opportunity to reflect upon your own personal journey of learning. Citations are not necessary, but you may wish to reference relevant academic articles and articles from the popular press if they are integral to making your point.

Below are the topics we have learned since the paper also ask to present a number of interesting points that you are taking from class. Oher interesting point may be the activity we did in class to make every one participate, the study environment, and the real business cases we read.

* [Week 2: Corporate Social Responsibility](https://ilearn.sfsu.edu/ay1718/course/view.php?id=1221#section-2)
  + [[](https://ilearn.sfsu.edu/ay1718/mod/resource/view.php?id=50797)Chapter 1: Social Responsibility Framework\_Business & Society: A Strategic Approach to Social Responsibility and Ethics, Ferrell, Thorne, & Ferrell, Chicago Business PressFile](https://ilearn.sfsu.edu/ay1718/mod/resource/view.php?id=50797)
  + [[](https://ilearn.sfsu.edu/ay1718/mod/resource/view.php?id=50799)Friedman\_The social responsibility of business is to increase its profits\_NYMag\_1970File](https://ilearn.sfsu.edu/ay1718/mod/resource/view.php?id=50799)
  + [[](https://ilearn.sfsu.edu/ay1718/mod/resource/view.php?id=50798)Case Uber Faces Ethical and Regulatory Challenges (Case 1 in 6th Ed. Of Ferrell textbook, pg. 428)File](https://ilearn.sfsu.edu/ay1718/mod/resource/view.php?id=50798)
  + [Video: Uber Timeline, CNNURL](https://ilearn.sfsu.edu/ay1718/mod/url/view.php?id=160421)
  + [Uber vs Lyft - Which Pays Better? - Ridesharing ComparisonURL](https://ilearn.sfsu.edu/ay1718/mod/url/view.php?id=164347)
* https://ilearn.sfsu.edu/ay1718/theme/image.php/ilearn32/core/1510145144/spacer

[Week 3: Strategic Management of Stakeholder Relationships](https://ilearn.sfsu.edu/ay1718/course/view.php?id=1221#section-3)

* + [[](https://ilearn.sfsu.edu/ay1718/mod/resource/view.php?id=123510)Case Monsanto Attempts to Balance Stakeholder Interests (Case 1 in 5th Ed. Of Ferrell textbook, pg. 428)File](https://ilearn.sfsu.edu/ay1718/mod/resource/view.php?id=123510)
  + [[](https://ilearn.sfsu.edu/ay1718/mod/resource/view.php?id=124066)Creating Shared Value\_Porter - KramerFile](https://ilearn.sfsu.edu/ay1718/mod/resource/view.php?id=124066)
  + [[](https://ilearn.sfsu.edu/ay1718/mod/resource/view.php?id=124429)The Moral Voice of Corporate America\_NYT\_DAVID GELLESAUG\_2017File](https://ilearn.sfsu.edu/ay1718/mod/resource/view.php?id=124429)
  + [Monsanto VideoURL](https://ilearn.sfsu.edu/ay1718/mod/url/view.php?id=170948)
* https://ilearn.sfsu.edu/ay1718/theme/image.php/ilearn32/core/1510145144/spacer

[Week 4: Corporate Governance](https://ilearn.sfsu.edu/ay1718/course/view.php?id=1221#section-4)

* + [[](https://ilearn.sfsu.edu/ay1718/mod/resource/view.php?id=124388)Enron Ethics--Or Culture Matters More than Codes\_Sims \_ Brinkmann\_Journal of Business Ethics\_2003File](https://ilearn.sfsu.edu/ay1718/mod/resource/view.php?id=124388)
  + [[](https://ilearn.sfsu.edu/ay1718/mod/resource/view.php?id=124432)The CEOs Won’t Save Us\_New Republic\_David Dayen\_2017File](https://ilearn.sfsu.edu/ay1718/mod/resource/view.php?id=124432)
  + [Film: Mugshots: Enron - Wall Street Scammers (44 minutes)URL](https://ilearn.sfsu.edu/ay1718/mod/url/view.php?id=177505)
* https://ilearn.sfsu.edu/ay1718/theme/image.php/ilearn32/core/1510145144/spacer

[Week 5: Legal, Regulatory, and Political Issues](https://ilearn.sfsu.edu/ay1718/course/view.php?id=1221#section-5)

* + [[](https://ilearn.sfsu.edu/ay1718/mod/resource/view.php?id=123805)Case 8 Coping with Financial and Ethical Risks at American International Group (AIG) (p.493 in 5th Ed. of textbook)File](https://ilearn.sfsu.edu/ay1718/mod/resource/view.php?id=123805)
  + [[](https://ilearn.sfsu.edu/ay1718/mod/resource/view.php?id=124093)The Great American Bubble Machine\_Taibbi\_rolling Stone 2009File](https://ilearn.sfsu.edu/ay1718/mod/resource/view.php?id=124093)
* https://ilearn.sfsu.edu/ay1718/theme/image.php/ilearn32/core/1510145144/spacer

[Week 6: Business Ethics and Ethical Decision-Making](https://ilearn.sfsu.edu/ay1718/course/view.php?id=1221#section-6)

* + [[](https://ilearn.sfsu.edu/ay1718/mod/resource/view.php?id=124385)IBMs Business with Hitler-An Inconvenient PastFile](https://ilearn.sfsu.edu/ay1718/mod/resource/view.php?id=124385)
* https://ilearn.sfsu.edu/ay1718/theme/image.php/ilearn32/core/1510145144/spacer

[Week 7: Strategic Approaches to Improving Ethical Behavior](https://ilearn.sfsu.edu/ay1718/course/view.php?id=1221#section-7)

* + [[](https://ilearn.sfsu.edu/ay1718/mod/resource/view.php?id=124390)Confucian Trustworthiness\_KoehnFile](https://ilearn.sfsu.edu/ay1718/mod/resource/view.php?id=124390)
  + [[](https://ilearn.sfsu.edu/ay1718/mod/resource/view.php?id=197670)Tesla Inc Code of Conduct & EthicsFile](https://ilearn.sfsu.edu/ay1718/mod/resource/view.php?id=197670)
* https://ilearn.sfsu.edu/ay1718/theme/image.php/ilearn32/core/1510145144/spacer

[Week 8: Employee Relations](https://ilearn.sfsu.edu/ay1718/course/view.php?id=1221#section-8)

* + [[](https://ilearn.sfsu.edu/ay1718/mod/resource/view.php?id=124057)What the Gig Economy Looks Like Around the World - The AtlanticFile](https://ilearn.sfsu.edu/ay1718/mod/resource/view.php?id=124057)
  + [[](https://ilearn.sfsu.edu/ay1718/mod/resource/view.php?id=124383)Foreign Assignment\_Gender IssuesFile](https://ilearn.sfsu.edu/ay1718/mod/resource/view.php?id=124383)
  + [Film: Joseph Stiglitz - The Costs of Inequality (16:10)URL](https://ilearn.sfsu.edu/ay1718/mod/url/view.php?id=204336)
  + [Film: Bill Moyers on Inequality Paul Krugman, Thomas Piketty (24:30)URL](https://ilearn.sfsu.edu/ay1718/mod/url/view.php?id=177686)
* https://ilearn.sfsu.edu/ay1718/theme/image.php/ilearn32/core/1510145144/spacer

[Week 9: Consumer Relations - Midterm Exam](https://ilearn.sfsu.edu/ay1718/course/view.php?id=1221#section-9)

* + [[](https://ilearn.sfsu.edu/ay1718/mod/resource/view.php?id=124064)Liability\_Tort Liability-Consumer Relations\_HuberFile](https://ilearn.sfsu.edu/ay1718/mod/resource/view.php?id=124064)
* https://ilearn.sfsu.edu/ay1718/theme/image.php/ilearn32/core/1510145144/spacer

[Week 10: Community Relations and Strategic Philanthropy](https://ilearn.sfsu.edu/ay1718/course/view.php?id=1221#section-10)

* + [[](https://ilearn.sfsu.edu/ay1718/mod/resource/view.php?id=190459)Why trying to help poor countries might actually hurt them - The Washington Post\_2015File](https://ilearn.sfsu.edu/ay1718/mod/resource/view.php?id=190459)
  + [Nine Charts about Wealth Inequality in America\_Urban InstituteURL](https://ilearn.sfsu.edu/ay1718/mod/url/view.php?id=217263)
* https://ilearn.sfsu.edu/ay1718/theme/image.php/ilearn32/core/1510145144/spacer

[Week 11: Technology Issues](https://ilearn.sfsu.edu/ay1718/course/view.php?id=1221#section-11)

* + [[](https://ilearn.sfsu.edu/ay1718/mod/resource/view.php?id=124268)Google and the Right to be ForgottenFile](https://ilearn.sfsu.edu/ay1718/mod/resource/view.php?id=124268)
  + [[](https://ilearn.sfsu.edu/ay1718/mod/resource/view.php?id=209495)Tech Giants, Once Seen as Saviors, Are Now Viewed as Threats, New York Times Oct 2017File](https://ilearn.sfsu.edu/ay1718/mod/resource/view.php?id=209495)
  + [Big data meets Big Brother as China moves to rate its citizensURL](https://ilearn.sfsu.edu/ay1718/mod/url/view.php?id=218568)
* This week

[Week 12: Sustainability Issues](https://ilearn.sfsu.edu/ay1718/course/view.php?id=1221#section-12)

* + [[](https://ilearn.sfsu.edu/ay1718/mod/resource/view.php?id=196914)Economic growth and sustainability- are they mutually exclusiveFile](https://ilearn.sfsu.edu/ay1718/mod/resource/view.php?id=196914)
* https://ilearn.sfsu.edu/ay1718/theme/image.php/ilearn32/core/1510145144/spacer

[Week 13: Social Responsibility in a Global Environment](https://ilearn.sfsu.edu/ay1718/course/view.php?id=1221#section-13)

* + [[](https://ilearn.sfsu.edu/ay1718/mod/resource/view.php?id=123808)Case The Hershey Company and West African Cocoa Communities (pg. 493 of 6th Ed. of textbook)File](https://ilearn.sfsu.edu/ay1718/mod/resource/view.php?id=123808)