



1-1 Discussion: Social Issues and the Role of Business

Briefly introduce yourself. Share your background and your thoughts about this course. Then, after completing this week's reading, respond to the following questions in your initial post:

- What do you think are the two most important issues that we face as a society and why?
- What are some ways that the business community might be able to help solve those two critical social issues?
- Do you believe businesses only care about profit or do you believe they care about stakeholders? Justify your arguments with examples.

In responding to your peers, think about how their arguments compare and contrast with your arguments and identify any new information learned from reading their posts.

To complete this assignment, review the [Discussion Rubric](#) document.

Rubrics

 [Discussion Rubric: Undergraduate](#)

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From Jeff W: PLEASE let me know what state you are from - need...

Jeffrey Williams posted Jun 20, 2020 8:06 AM [★ Subscribe](#)

Hey Folks,

Whether you introduce yourself in the Getting Started forum, or in this Week 1 forum, please make sure to tell me what state you are from.

I need this for grading purposes, because after Week 1, all submission are due Sundays @ 11:59 in "your local time zone."

If I don't know where you are from, I will assume East Coast, so please let me know.

AND - I also like to know where y'all are from, how many states we come from, etc. And I am guessing that having spent time in the U.S. Army and with the amount business travel that I do (or DID before COVID-19), I have probably been in your state!

And I will guess we are from thirteen or more states, can't wait to find out...!

Jeff

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Discussion 1

Rachele Riel posted Jun 30, 2020 1:45 PM [★ Subscribe](#)

Hi Class,

My name is Rachele and I am currently working on my bachelor's in healthcare administration. I live in Las Vegas, Nevada and have been here for over 15 years. This class looks interesting because it will give me a better idea of social issues from a business's perspective. Two important things I'm learning, especially in today's day and age, society worries about equal rights and climate change.

The two ways a business community can contribute to any kind of change is to promote job equality and look for ways to help lessen their carbon footprint. Equal pay and equal family leave, maternity leave for women and men is a great example. A business can lessen a carbon footprint by promoting recycling. Restaurants can do their part by separating left over food discards to pig farms like they do here in Las Vegas and train their employees to separate recyclables as well. Every little bit helps.

I believe most businesses care about making a profit, no body works for "free," not the owner, the employee, or even the supplier. If I had to choose if a business cares about profit over stakeholder's I would choose profit. Only because without any profit an employer wouldn't be able to pay those who have made income for themselves or their stakeholders. Keeping the lights on and doors open for any business is just as important as keeping the lights on at home.

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Discussion 1: Social Issues

Donnetta Chance posted Jun 30, 2020 12:41 AM [★ Subscribe](#)

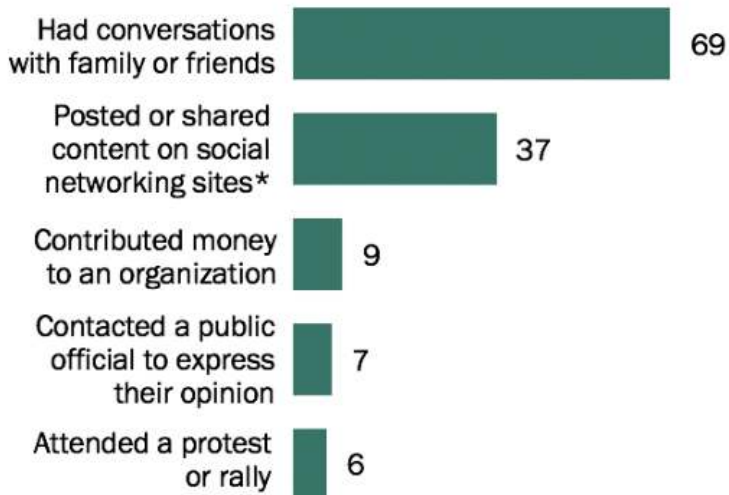
Hello everyone

I am Donnetta Chance, you can call me Dee. I need approximately 25 credits before I graduate with a BS in Business Management with a concentration in Leadership Organization. I have been taking online course on and off since the early 90's. I have worked hard and look forward to the day when I can say I DID IT. My son graduated in 2014 from Texas Tech. From him I get the strength to keep trying and never give up. I have a strong support system where my husband and children support me and look forward to the day as well.

We are all brought up with certain biases that we were exposed to. Today people say whatever they feel without realizing that words have consequences and repercussions. Part of this is social media platforms where we do not have interactions with individual. We have interactions with computer screens. Where I grew up you did not say things that you could not back up. Social has very few consequences behind your words. Gone are the days for simple kindness, courtesy, and respect. Take for instance the President Donald Trump, he received negative marks for his handling of the demonstrations to protest the death of George Floyd. Pew Research reported that six-in-ten Americans fell that he has been delivering the wrong message regarding the protest it was also reported that seven-in-ten Americans say they have had conversations about race in the past month. When they were asked about Trump's handling of race relations more generally, about half (48%) say he has made race relations worse; 19% say he has made progress toward improving race relations, 19% say he has tried but failed to make progress and 12% say the president hasn't addressed the issue.

About seven-in-ten Americans say they've had conversations about race in the past month

% saying they have ___ about/focused on race or racial equality in the last month



*Based on social media users.

Source: Survey of U.S. adults conducted June 4-10, 2020.

"Amid Protests, Majorities Across Racial and Ethnic Groups Express Support for the Black Lives Matter Movement"

PEW RESEARCH CENTER

All profitable companies are in business to make a profit. I do not believe that most businesses only care about profit. Starbucks banned employees from wearing Black Lives Matter. Starbucks listened to its shareholders and started a \$1 million Neighborhood grant to create a more inclusiveness in the communities that they serve. In addition, the also launched an internal series of conversations to help with understanding. The company that I work for has a very similar initiatives and programs simply because it is the right thing to do.

The second critical social concern that I see is COVID-19. In the beginning of COVID, it was said that only old people test positive. I do not know about you, but I see posting and updates from people in the DFW on who died and how old there were. The age population that is leading the positive test cases are those under 30. It is their choice not to take the necessary precautions to protect themselves. Corona is creating a new normal where we must learn to live with it and not die from it. As my Grandmother always said live by faith not by fear. Do your part to protect the ones that you love. Thanks for reading my post. I am going to do my best to network with as many of you as I can over the next few weeks.

[image_3451254853159349197...](https://www.pewresearch.org/wp-content/uploads/2020/06/Amid-Protests-Majorities-Across-Racial-and-Ethnic-Groups-Express-Support-for-the-Black-Lives-Matter-Movement.pdf) (163.58 KB)

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Last post **yesterday at 2:18 PM**
by Rachele Riel

1-1 Discussion: Social Issues and the Role of Business

Amy Bilisland posted Jun 30, 2020 4:20 PM [★ Subscribe](#)

Hello Class,

My name is Amy and I have lived in Georgia for the past thirteen years. I am a wife, mother of three kiddos (18, 14, & 7), and two four legged kiddos (a great dane, and a chihuahua) . Needless to say, there is never a dull moment in our home. We have a few months until we actually take our oldest son to college, and I have told him that my goal is to graduate before him over the next few years. I am really looking forward to this course. My degree is in Business Management, but I believe that it is very important for a business to be informed and stay informed where social issues are concerned. One thing that I read in the overview for Module one that is so true is about managing the crisis. We can address the issue head on with transparency, or we can do things to make it worse. It comes down to our honesty and willingness to deal with the issues ahead of time.

I think that the two most important issues that we face as a society are poverty and family violence. These two sometimes go hand in hand. Statistics show that one in every six children here in the United States live in poverty. Poverty is also related to race and ethnicity, but it also has to do with the geography of where they live. Family violence is a huge issue as well. According to the Bureau of Justice, a person is abused every nine seconds in the United States, and the costs for medical care, and mental health services costs over \$8.3 billion per year due to domestic violence. We tend to see both of these things as areas where we do not want to get involved, and choose to stand back and turn our heads to it, but is that truly the best answer? Shouldn't we stand up for these who might can't stand up for themselves?

This is where I feel that the business community might be able to help. They might not be able to solve the whole, but they could begin to take steps to help families and individuals one by one. One way they could help is by offering food drives to families less fortunate. They could have a drop off location for non perishable items that could be donated to these families. They could also offer classes to bring more awareness regarding family violence and domestic violence. Sometimes it just needs to be discussed in a more open setting to allow others the opportunity to discuss issues such as these and together as a team come up with a plan of action to help.

There are business who are only concerned about the profit and the bottom dollar, but there are many out there who do care about their employees, stakeholders, and customers. They take a genuine approach into making their business the best one to work at, as well as focusing on their families. There are also businesses who take a special interest in any issues there might be in our society. For example, AGL Energy who is located in Australia not only wanted to help be an advocate to stop family violence, but they created a Domestic Violence Policy for their employees and customers. They work with other community groups to help families in these situations. They have helped with items such as establishing a hotline to call, connecting customers with additional services for support, and more. This company is a perfect example of how everyone can do some. They may not be able to reach everyone, but they may reach one and help change the cycle they are in.

I am really looking forward to digging into this class, and look forward to reading more from each of you.

Amy Bilslund

References:

Children's Defense Fund. (2020). The State of America's Children. 2020. Child Poverty. An Urgent and Preventable Crisis. Retrieved from:

<https://www.childrensdefense.org/policy/resources/soac-2020-child-poverty/>

AGL. The Hub. (2016, April 06). Interesting article on how businesses can help with family violence. Retrieved from: <https://thehub.agl.com.au/articles/2016/04/interesting-article-on-how-businesses-can-help-with-family-violence>

The Center For Family Justice. (2020). Statistics. Retrieved from:

<https://centerforfamilyjustice.org/community-education/statistics/#:~:text=3%2C500%20to%204%2C000%20children%20witness%20fatal%20family%20violence,sexually%20abused%20in%20their%20lifetime%3B%20%28Department%20of%20Justice%29>

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1-1 Discussion: Social Issues and the role of Business

Warren Smith posted Jul 1, 2020 1:36 PM [★ Subscribe](#)

Hello Classmates and Professor Williams,

My name is Warren Smith, and I live in Taylors, SC, a suburb of Greenville County, which is in the upstate of South Carolina. It has been over 30 years since I last attended school, so I am extremely excited now, because finishing college has always been a desire of mine, but sometimes the Higher Being has other plans. I have raised my young men and sent them off to school, and now it is my time to accomplish my own goal. This is my eighteenth online course, and my sons and grandsons (who keep me young) are my biggest supporters. This course should help if you are planning on starting a business or working for a company. Knowing how to communicate socially and professionally is important.

The two most important issues we face today are the state of our economy and Covid-19, and the two things go hand in hand. In fact, the economy was at a stand still for a couple of months because of the Coronavirus pandemic - this caused businesses and schools to shut down and not make any profit; this, in turn, affected the unemployment rate, medical expenses, incomes, food cost, etc. The financial strain was an issue particularly for the non-wealthy, compared to the wealthy, especially if they did not have any savings. Coronavirus is going to be around for a while, and it will be a new normal. Since there is no vaccine as yet, everyone is asked to wear a mask and practice social distancing. This proactive measure is supposed to slow down the virus spread. Since the states are reopening, which means businesses, recreational activities, beaches, etc. are reopening, the confirmed cases continue to rise. Without a vaccine, and if the proactive measures are not followed, the economic

slowdown and coronavirus will be around for a while.

Some of the ways in which I believe businesses could help are following CDC guidelines, offering employees to work remotely, offering masks and free COVID testing. Maybe, restaurants could offer once a month to sponsor a meal to nursery homes or workplaces in the medical field, or sponsor a food bank to supply food to those in need.

However, I believe that businesses mostly care about profit and stakeholders. Every business wants to gain a profit, and stakeholders have an interest in the business's activities (Vital source, pg 20). Zappos is a great example of a company that enjoys maximizing revenue and pleasing their stakeholders. They do this by providing the best possible customer service and fostering their company culture. Their goal is to inspire the world that it is possible to deliver happiness to customers, employees, vendors, stakeholders, and the community (Zappos, 2020). I am excited about taking this course and learning new ideas.

Best,

Warren

Lussier, R, Sherman, H. (2014). VitalSource Bookshelf. Business Society and Government Essentials. Strategy and applied ethics. 2nd Edition. Reference from <https://bookshelf.vitalsource.com/#/books/9780415622097/cfi/0!4/4@0.00:40.7> Zappos. (2020) website. Reference from <https://www.Zappos.com>

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Week 1 discussion

Peter Stevenson posted Jun 30, 2020 7:18 PM  [Subscribe](#)

Hi Everyone,

My name is Peter and I moved to North Carolina from Massachusetts about 3.5 years ago to work for a biologics manufacturing company in the Research Triangle Park area. I am an empty nester and am using this new found free time to complete my business degree which I expect to finish next February. Truth be told, there really isn't that much free time without kids, but having online classes makes this commitment manageable with my work schedule and I am really looking forward to learning more about how businesses fit into society.

There are dozens of issues I consider to be important in society at this moment, but if I had to pick just two I think that living in a “post truth” world and the unequal opportunities for women and minorities top the list. I believe it was Senator Daniel Moynihan said that “Everyone is entitled to their own opinions, but you are not entitled to your own facts” (“Daniel Patrick Moynihan - Wikiquote”, 2019) however more than ever, what people cite as facts may not have a bearing in truth. To be honest, some people don’t seem to care whether or not what they say is true, just as long as it triggers another group of people and they get a reaction. Unfortunately, it is getting more and more difficult to discern truth from partial truth, and even to discern that from fiction, something that has been demonstrated clearly from the last presidential election through to this day. When it comes to opportunities for women and minorities, I think that some gains have been made however I cannot see a viable argument to say that there is true equality at this point making entire communities less advantaged and businesses less profitable.

Businesses can influence many areas if they want to although larger businesses certainly have more influence than smaller ones. For example, there has been a number of concerns raised recently about Facebook and whether or not they are allowing political and other influential figures to knowingly spread misinformation and racist propaganda on their platform. Ben and Jerrys, a company well known for their philanthropy and commitment to social justice, have pulled their adds from Facebook (and Instagram) as a way of bringing attention to this issue and also to deny Facebook revenue (DW.2020). While Ben and Jerrys were not alone in doing this, they did succeed in at least having Facebook revisit their policies around this kind of negative speech, and having them moderate it in some small fashion. In regards to opportunities for women and minorities, a company has many strategies that will help a diverse mix of people reach their full potentials. For example, having a mentorship program, select rotational opportunities, executive trainings, community outreach etc. can all help to ensure that all levels of work in any one site are fully reflective of the community in which the company is based.

I believe that businesses care about profit – the have to otherwise they will likely not be in business for too long. Having said that, I believe that businesses also care about their stakeholders too and that by caring about their stakeholders they become more successful. The example above with Ben and Jerrys is one where a company has spent a long time cultivating their brand to reflect the values that are important to them, and they are backing up those values with their money and corporate actions. A quick look at [Ben and Jerrys](#) shows that they are aligning their business with any number of social justice causes which indicates that these causes plus the people who support them are stakeholders in the eyes of Ben and Jerrys. One of their values is sustainable financial growth which is described as “to operate the Company on a sustainable financial basis of profitable growth, increasing value for our stakeholders and expanding opportunities for development and career growth for our employees.” (“Ben & Jerry's is a values-led company”, 2020). Within the financial mission statement of this company is the acknowledgement of increasing value for stakeholders rather on just profit, and I think this philosophy is more common than not.

References:

Ben & Jerry's is a values-led company. (2020). Retrieved 30 June 2020, from <https://www.benjerry.com/values>

Daniel Patrick Moynihan - Wikiquote. (2019). Retrieved 30 June 2020, from https://en.wikiquote.org/wiki/Daniel_Patrick_Moynihan#:~:text=Everyone%20is%20entitled%20to%20his%20own%20opinion%2C%20but,to%20the%20Movies%20edited%20by%20Mark%20C.%20Carnes.

(DW. 2020). Retrieved 30 June 2020, from <https://www.dw.com/en/ben-jerrys-joins-facebook-instagram-ad-boycott/:~:text=The%20US%20ice%20cream%20company%20Ben%20&%20Jerry's,lack%20of%20action%20on%20racist%20and%20inflammatory%20posts>.

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Last post **9 hours ago** by Amy
Bilsland

1-1 Discussion: Social Issues and the Role of Business

Mark Carrano posted Jun 30, 2020 9:01 PM [★ Subscribe](#)

Hello Professor Williams and Class,

My name is Mark Carrano and I live in Long Island, New York with my wife and 2 children. I have been taking classes at SNHU for the last 2yrs in pursuit of my bachelor's degree in business administration. Going back to school after 20yrs was not an easy decision but if I have anything to regret in life it was not finishing way back when I started. I am currently working as a Senior GM in the beverage alcohol industry at a Fortune 500 company. Responsible for a team of 14 outside sales individuals. Like most of us I'm sure the task of juggling a full-time job, family, school and a pandemic has been a challenge. Wishing all the best of luck.

Two social issues that I feel society is facing today are the impact of social media platforms/technology and the privacy and security threat that those platforms inflict. Social networking reaches up to 82% of the internet's population and accounts for 1 in every 5 minutes spent online (It's a Social World, 2011). Social networking and our social media play such a large role in current societal issues that we see today. With all the social issues that we face today, social networking and the social media help to bring all the current topics to our doorstep...good or bad. There is a place for this and a benefit in many aspects, but it also creates many issues such as, cyber-bullying, relaying false information, inappropriate content and even as extreme as the coordination of terrorist groups. Please don't get me wrong, I'm not against social networking, in fact I'm responsible of browsing through social media platforms myself but I do believe it needs to be closely monitored. I also believe that it consumes people very easily and creates a lack of personal communication. The skill set of communicating to someone face to face is diminishing. Majority of the people who work for me are between 23-30 and the preferred method of communication is email or even text and when they are forced into a live meeting setting, they often are challenged with direct conversation.

Privacy and security concerns is another issue surrounding our society and is currently at an all-time high. As people increase the amount of information on social media websites, the need for heightened security and privacy controls also increases. The potential for abuses and privacy violations is just too high when employers have access to an individual's social media accounts. With the increase in the use of internet over the past decade, sensitive consumer data is collected, analyzed, and shared, the threat of cyberattacks and data breaches grow. When privacy and security is concerned, businesses should have a

process in place that will protect their employees and their consumers personal data. By enforcing the right data protection platform and training individuals to implement these precautionary measures would help protect from sensitive data.

Businesses have a responsibility to their stakeholders, internal and external. Stakeholders are dependent on the business' success for their own revenue or profit. Stakeholders, as opposed to shareholders, tend to focus on corporate responsibility over corporate profitability. Stakeholders believe that an organization should strive to achieve satisfaction among all parties involved, as opposed to solely pursuing the highest profit. However, I believe that profit is equally important and plays a significant role in the overall success and accomplishment of an organization.

Thank you.

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Last post **4 hours ago** by Peter Stevenson

Discussion 1-1

Jenna Melo posted Jul 1, 2020 11:34 AM [★ Subscribe](#)

Hi class!

My name is Jenna and I am a wife of a disabled vet and mother to 3 amazing children (16,10 & 4). We just moved back to southern NH after being stationed in KS the previous 4 years. I have been taking classes on and off for the past 10 years, as my primary focus has been my husbands' career and caring for our children. I am finally in the home stretch for my bachelor's in business administration

with a concentration in HR. With this being my final class needed to graduate, I am both excited and scared as to what the future holds. I currently work as a retail store manager of a rather small company that is expanding very quickly and was just informed that I am in the running for District Area Sales Manager of NH, MA, ME and VT!

The society is facing a lot of critical issues. However, I think the two most important issues include climate change and poverty. Climate change is a critical issue facing the society because it is linked with a number of adverse effects on individuals and organizations, as well as other living things on the planet. Specifically, climate change has resulted in the emergence of chronic and deadly diseases, and an increase in extreme weather conditions, and strict environmental laws that affect many businesses. Climate change is affecting all aspects of society. Also, poverty is a critical issue as it directly affects the health and wellbeing of individuals. The high rate of poverty continues to increase in both developed and developing countries, making it one of the major threats to humans. Individuals, organizations, and governments should help in addressing the two issues.

The business community can help in solving the critical issues by mainly by actively engaging in corporate social responsibility (CSR) activities or initiatives. By embracing CSR, the business community can adopt green operations and systems, which can help in reducing climate change significantly. In addition, the community can initiate anti-poverty initiatives that can assist in addressing the problem of poverty. CSR makes companies be sensitive to the needs of all stakeholders, leading to a reduced climate change and poverty. Also, the business community can assist in addressing the problems by engaging in ethical activities and practices. For instance, a manufacturing company should not release harmful waste in water bodies to reduce operating costs. CSR and business ethics, therefore, can help in reducing the problems of climate change and poverty.

Finally, I believe that businesses mainly care about profit and not stakeholders. The operations and strategies of many businesses are largely aimed at maximizing profit, even though they seem to benefit stakeholders and the society. For instance, the determination to make profits made Facebook to unapologetically engage in many malpractices, especially concerning fake news and the violation of the privacy of users. The company has been insensitive to its impacts on the global democracy. At the

same time, even though ITC Ltd tries to engage in CSR activities, its tobacco products have resulted in many deaths. Unfortunately, it continues to produce cigarettes, indicating that it mainly cares about its profits.

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Last post **4 hours ago** by Peter Stevenson

Jamerson: 1-1 Discussion: Social Issues and the Role of Business

Kirstin Jamerson posted Jul 1, 2020 9:14 PM

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Hello class!

My name is Kirstin Jamerson and I am 37 years old residing in eastern NC. I am engaged and live with my 18 year old daughter who is about to finish her two year degree thanks to early college, my fiance and his 11 year old son, our 12 year old boxer, two cats, a snake and roughly 200 freshwater fish. I intend to complete my bachelors in HR with a focus in organizational leadership around February of 2022. I work full time as a retail store and sales manager for one of our nations top wireless carriers so I only take one class per semester.

It is so hard to pick what I feel are the two most important issues that we face as a society but I am going to go with the impacts of the current pandemic and what I'll call information overload. There are so many impacts of Covid and we aren't out of the woods yet. Life as we know it may never return to what we considered our "normal". The impacts to how we do business, our economy and education are evolving almost daily. Right now I believe that a great deal of American's are confused and worried about the future of our children and how we will extend fair and equal learning opportunities if we cannot fully reopen schools. Many local governments are rushing to create hybrid learning plans that still leave a lot to be desired with teachers, school systems and communities that don't even have the tools, resources and training to be effective virtual instructors. With the second issue, the information overload piece, it does have a great deal to do with social media and with media in general. It feels as if our nation gets more divided by the day and there is an ocean of unlimited fake news at your fingertips daily. Everything social quickly becomes political and people that used to read the newspaper in the morning now wake up and scroll through applications like Facebook and Twitter to see what is going on in the world where anyone can create and share content. For businesses, this viral sea of information can be a blessing and a curse as "word of mouth" has always had the power to make or break a business. Now, with the click of a button I can share a bad review with hundreds or even thousands of followers. Even if the content is biased or untrue, it can damage the reputation and trust of a business before it can be proven otherwise.

For the first issue with Covid, businesses can step up to the table to work with their local efforts to help provide resources and collaboration to navigate the changes that Covid is presenting. Where I live, city and county officials have created a team "Sampson Strong" that has a planning and execution committee to help overcome the challenges that have risen up. It includes everything from brainstorming innovative ways to drive traffic back in to local businesses to help them remain open and profitable to working with local companies to help provide internet for children in our school systems that do not have access for virtual learning. For the information overload portion, I am not sure that businesses can control much externally but we see everyday the effects of people getting fired for posting inappropriate things on social media like racial slurs. Companies can ensure that diversity and inclusion are required competencies and that they create a culture where their employees are inclined to conduct themselves professionally in and out of work as a reflection of their company values.

Sure, there may be a few businesses out there that are purely profit driven. After all, that is why most businesses are created. However, I feel like those are the businesses that fail within the first few years. I believe that the vast majority of successful businesses understand the need to be responsible to their stakeholders and their environment. A successful business that desires to maintain trust understands the need to tow the triple bottom line-people, planet, profit. One giant that can serve as an example is Apple "It's not a surprise that Apple is one of the 193 members who signed the Business Roundtable's pledge for CEOs and their companies

to do better for all stakeholders. A recent article from *Forbes* contributor Chuck Jones does a great job outlining the reasons Tim Cook doesn't get the credit he deserves. I've always been a fan of Cook's, despite his pay package, so it's nice to see that others see all the good things the CEO has done since taking the top job in August 2011. One of the biggest things Cook did when he took the reigns from Steve Jobs was to hire Lisa Jackson as the company's vice president of Environment, Policy and Social Initiatives. Jackson had just served a four-year stint as the head of the Environmental Protection Agency and was ready for a new challenge. Just like that, Apple became a company concerned about social responsibility." (Ashworth, 2019)

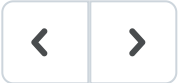
Reference:

Ashworth, W. (2019, November 5). *10 companies whose CEOs care about all stakeholders*. InvestorPlace. <https://investorplace.com/2019/10/10-companies-whose-ceos-care-about-all-stakeholders/>

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Reflect in ePortfolio



Activity Details

Task: Reply to this topic

Assessment



Discussion Rubric:
Undergraduate

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