This is a small, working and sharing seminar that will consider the recent evolution of three interrelated social movements: socially responsible investing (SRI), socially responsible consuming (SRC), and corporate social responsibility (CSR). They all share one thing in common --- the belief that in order to survive a capitalist economy must operate on the basis of what has been called the “double bottom line.” Traditional economists argue that the only business of business is to maximize return to shareholders. The problem with this view is that it overlooks the fact that companies are social institutions that have other constituencies in addition to shareholders and owners (employees, suppliers, customers, residents of communities in which the company operates), and if they do not meet the many needs of these other constituencies, needs that go far beyond profit alone, the consequences for the company and the larger economy and society can be serious, if not fatal. Recent abuses in the corporate world only accentuate this conclusion. In addition, an economic order without a social and moral base can threaten the very survival of a society. However, combining social with economic judgments raises a number of important questions (see Examples of Possible Topics for Papers on page 2). We will be considering these issues in detail.

We will begin the semester by reading and responding to the shared readings below. During the first week, everyone should select a topic for research and analysis during the semester. Rather than asking seminar participants to write a 30-page term paper by the end of the course, you will be asked to write three shorter, sequential papers during the semester. About a third of the way through the course, the first 10-page, double-spaced paper will be due which discusses the significance and nature of the selected topic. This will be followed by a second paper that examines and analyzes the selected topic. At the end of the semester, a final paper will draw conclusions from each of the first two papers. When you hand in papers 2 and 3, please include copies of the previous papers. You will be asked to share each of these papers in class with one another in order to get the widest possible input. Your term project should also use the concepts and theories developed in the class. Since this is a small class that depends upon the widest possible involvement of all, please let me know if you have to miss a meeting for health or other reasons.

Shared Readings

Derber, Corporation Nation (St. Martins Press)
Chatterjee, Iraq Inc.: A Profitable War (Seven Stories)
Office Hours

Monday, 1:00 p.m. to 2:00 pm. and Wednesday, 9:30 a.m. to 10:30 a.m., or by arrangement in 422 McGuinn (x23346)

Examples of Possible Topics for Papers

- Automation & Technology - The Human Impact
- Can a Corporate Conscience Pay Off in the Bottom Line?
- Case Studies of Corporate Responsibility
- Codes of Corporate Conduct - Types & Implementation
- Community-Based Banking & Revolving Loan Funds
- Contract, Part-Time & Temporary Labor
- Derivatives, Leveraging and Other Unusual Investment Devices
- Does SRI and CSR Enhance Return and Effect Corporate Behavior?
- Ecotravel & Environmental Tourism: Pros & Cons (see my wife's web page at the GOOD MONEY web site (http://www.goodmoney.com/ecotravl.htm)
- Employee Stock Ownership Plans (ESOPs) and Stock Options
- Family-Friendly Companies
- Holding Corporations Accountable
- Land Trusts
- Outsourcing
- Regulations and Moral Hazard
- Shareholder Action
- Special Problem Areas in SRI & SRC: for example Animal Rights, Energy & the Environment, Defense Contractors & War Work (Reconversion), Minority Issues

Take a look at my GOOD MONEY Page on the Web (listed below) for these and other ideas. Be sure to check out the many links to other web pages.
Grading of Term Projects

The term projects will be graded on three things:
(1) The way in which concepts and theories from the class and shared readings can be used to analyze the problem/issue you have selected to study.
(2) The quality and originality of your paper(s).
(3) The relevance of the issues discussed to the larger field of corporate social responsibility.

Important Dates

January 20 – Introduction to Course. Begin reading Derber.
January 27 – Class will meet one hour later at 1 p.m. Discuss possible Term Projects. Tentative title & description due.
February 10 – Discuss Derber. Begin reading Chatterjee.
March 3 – Spring Vacation.- No Class
March 10 – Discuss first papers.
March 17 - Discuss Harvard Business Review
April 7 – Second paper(s) due.
April 14 – Discuss second papers.
May 5 – Last Class.
May 12 – Final paper(s) due.

Other Ways to Contact Me

✍ The best e-mail address to use is GOODMONEY1@aol.com. You can send a copy to lowry@bc.edu.
✍ Also, visit my GOOD MONEY Pages for Socially & Environmentally Concerned Investors, Consumers and Businesspeople on the World Wide Web @ http://www.goodmoney.com

-Page 3 of 4-
Major Topics to Be Considered

The Concept of Incorporation
   State/Corporation Social/Cultural Contract
   The Need for a New Paradigm

Origins of the Modern Corporation
   Late 1700s/Early 1800s – Local Corporations/Social Contract
   Civil War – Lincoln’s Fears
   1886 Santa Clara Co. vs. Southern Pacific
   Robber Barons and Noblesse Oblige
   Early 1930s – Berle and Means/Regional and National Corporations
   Change from Ownership to Management
   New Deal – Economic Regulation
   WWII – Military/Industrial Complex
   Post WWII – Multi- and Transnational Corporations
   Late 1900s – Privatization and Corporate Excess

Special Problems and Responses
   Privatization, Corporatization and the Corporate Mystique
   History & Nature of Socially Responsible Investing and Consuming
   World Trade Organization (IMF & World Bank)
   “Free Trade” Zones and Agreements

Micro-Sociological Theories of Corporate Deviance
   Means-Ends
   Unanticipated Consequences of Managerial & Social Policy
   Faulty Decision-Making

Macro-Sociological Theories of Corporate Deviance
   Historical Changes in the Nature of Work & Labor
      Bureaucracy and the Irrationality of Rationality
      Craft Work to Scientific Management
      From Taylorism Through Fordism to McDonaldization
      The Myth of Efficiency
   Accumulation of Corporate Power: Military-Industrial Complex

Snow Days

If it snows the evening or morning before a class, check your e-mail before coming to class.