

BUSINESS & SOCIETY

WEEK 7

- 17. Managing a Diverse Workforce
- 18. The Community and the Corporation
- 19. Managing Public Relations

Case studies: 400, 423, 444

17. Managing a Diverse Workforce

Trends

- More women at work
- Immigration
- Increased racial diversity
- Older workforce

17. Managing a Diverse Workforce

Issues

- Women V men – glass ceilings
- Minorities – positive discrimination



17. Managing a Diverse Workforce

Role of business

- Respect employment laws – balance of powers
- Avoid harassment
- Balance work and life (family)
- Child care
- Work flexibility (for the employee!)



18. The Community and the Corporation

Civic engagement

Civic engagement means working to make a difference in the civic life of our communities and developing the combination of knowledge, skills, values and motivation to make that difference. It means promoting the quality of life in a community, through both political and non-political processes.

Source:

http://www.nytimes.com/ref/college/collegespecial2/coll_aasc_u_defi.html

18. The Community and the Corporation

Desired business participation

It is expected by communities that business:

- Pay taxes
- Provide jobs
- Follow laws
- Support schools
- Support arts
- Support local health schemes
- Support parks and recreation
- Contribute to social assistance

18. The Community and the Corporation

Desired business participation

It is expected by businesses that communities:

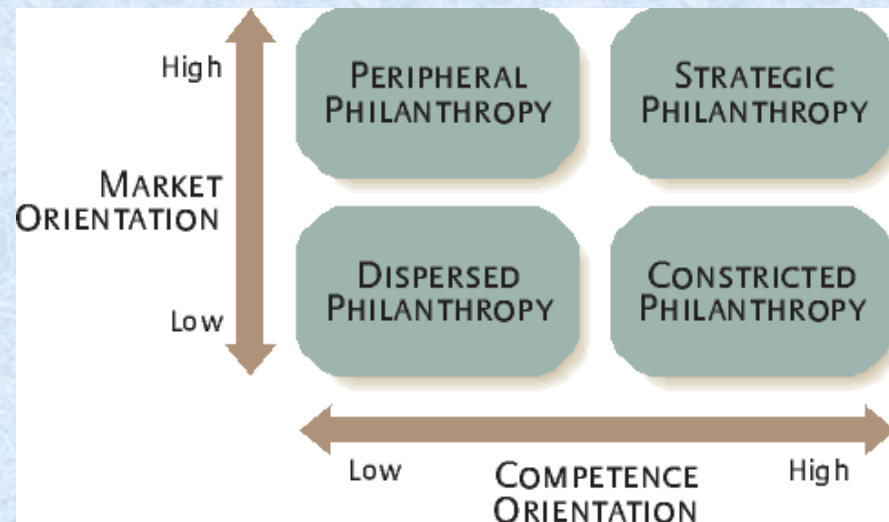
- Have quality education
- Provide recreational opportunities
- Provide cultural services
- Provide adequate infrastructure
- Provide public safety
- Carry out equitable- progressive taxation
- Provide quality health services

18. The Community and the Corporation

Issues

Economic development

Corporate giving – philanthropy (e.g. [CECP](#))



19. Managing Public Relations

Organizational structure

- Public relations department
- Public relations program
- Use of technology – e.g. blogs

19. Managing Public Relations

Influencing public opinion

Means:

- Announcements – communiqués
- Advertisements



19. Managing Public Relations

PR and crisis

Approaches:

- Be diplomatic and cover the damage as long as you can ...
- Be straightforward and pay it all from you own pocket ...
- Tell them that the law will deal with it!

All the rest is just theory!!!



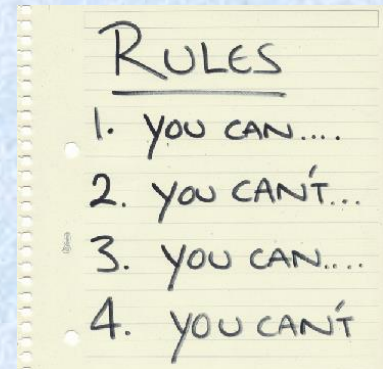
19. Managing Public Relations

Readings

<http://www.prsa.org/>

<http://www.aboutpublicrelations.net/>

Overall: is there corporate ethics as expressed through CSR etc. or is it just another fad to follow just to congratulate CEOs on that they are doing a great job?



Consider

Morality makes stupid.-- Custom represents the experiences of men of earlier times as to what they supposed useful and harmful - but the *sense for custom* (morality) applies, not to these experiences as such, but to the age, the sanctity, the indiscussability of the custom. And so this feeling is a hindrance to the acquisition of new experiences and the correction of customs: that is to say, morality is a hindrance to the development of new and better customs: it makes stupid.

from Nietzsche's *Daybreak*, s. 19 (*praised be the philosophers!*)

Case studies

