

# **BUSN 3251/PHIL 3335: Workplace Values and Happiness**

## **TR 11 (3251)**

**Department of Finance and Business Management**  
**Brooklyn College**

**Fall 2012**

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Tuesday and Thursday 8:30 am - 9:20 am; 12:15 pm - 1:15 pm

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**Class Meetings:** Tuesday and Thursday: 11:00 - 12:15 @505A

**Prerequisite:** PHIL 3314: Business Moral Issues

### **Discussion:**

Spiritual values include making work meaningful, respect for the creativity of employees, and improving the world. There is evidence that spiritual values can provide a firm with a competitive edge in the global marketplace. Moreover, studies are finding that people are no longer defining success in terms of money and power; they are using terms such as engagement, consciousness, wholeness, and altruism. In this class, we will discuss such topics as corporate social responsibility, happiness in workplace, natural environment, social environment, economics environment, philanthropy, and marketing integrity.

### **Course Objectives:**

- Understand how to integrate the spiritual values of creativity, integrity, social responsibility, economic justice, and improving the world into the workplace
- Explore the latest research on subjective well being/happiness and the important role that spirituality and meaningful work play in happiness.
- See the link between competitive advantage and the spiritual workplace
- Understand how happiness in the workplace affects employees' productivity, creativity and innovativeness.

### **Recommended Books:**

Happier: Learn the Secrets to Daily Joy and Lasting Fulfillment (Hardcover)

by Tal Ben-Shahar \$14.93

[http://www.amazon.com/Happier-Learn-Secrets-Lasting-Fulfillment/dp/0071492399/ref=sr\\_1\\_1?ie=UTF8&s=books&qid=1250823024&sr=8-1](http://www.amazon.com/Happier-Learn-Secrets-Lasting-Fulfillment/dp/0071492399/ref=sr_1_1?ie=UTF8&s=books&qid=1250823024&sr=8-1)

Delivering Happiness: A Path to Profits, Passion, and Purpose

by Tony Hsieh \$13.71

[http://www.amazon.com/dp/0446563048/?tag=googhydr-20&hvadid=12988105787&hvpos=1t1&hvexid=&hvnetw=g&hvrnd=1063810635306974447&hvpone=13.71&hvpstwo=&hvqmt=b&ref=pd\\_sl\\_7h5l3c22is\\_b](http://www.amazon.com/dp/0446563048/?tag=googhydr-20&hvadid=12988105787&hvpos=1t1&hvexid=&hvnetw=g&hvrnd=1063810635306974447&hvpone=13.71&hvpstwo=&hvqmt=b&ref=pd_sl_7h5l3c22is_b)

Authentic Happiness: Using the New Positive Psychology to Realize Your Potential for Lasting

Fulfillment (Paperback) by Martin Seligman \$10.20

[http://www.amazon.com/Authentic-Happiness-Psychology-Potential-Fulfillment/dp/0743222989/ref=pd\\_bbs\\_sr\\_1?ie=UTF8&s=books&qid=1210904818&sr=8-1](http://www.amazon.com/Authentic-Happiness-Psychology-Potential-Fulfillment/dp/0743222989/ref=pd_bbs_sr_1?ie=UTF8&s=books&qid=1210904818&sr=8-1)

Emotional Intelligence: Why It Can Matter More Than IQ (Paperback) by Daniel Goleman \$11.90

[http://www.amazon.com/Emotional-Intelligence-Matter-More-Than/dp/055338371X/ref=pd\\_sim\\_b\\_img\\_1](http://www.amazon.com/Emotional-Intelligence-Matter-More-Than/dp/055338371X/ref=pd_sim_b_img_1)

Good to Great: Why Some Companies Make the Leap... and Others Don't (Hardcover) by Jim Collins \$16.50

[http://www.amazon.com/Good-Great-Companies-Leap-Others/dp/0066620996/ref=pd\\_bbs\\_sr\\_1?ie=UTF8&s=boks&qid=1210906595&sr=1-1](http://www.amazon.com/Good-Great-Companies-Leap-Others/dp/0066620996/ref=pd_bbs_sr_1?ie=UTF8&s=boks&qid=1210906595&sr=1-1)

### Assignments and Grading:

- Every written assignment must be submitted electronically to the Blackboard before the due date.

A+	98-100	B+	87-89	C+	77-79	D+	67-69
A	94-97	B	84-86	C	74-76	D	64-66
A-	90-93	B-	80-83	C-	70-73	D-	60-63

(From Brooklyn College Bulletin)

### Journal Reviews (60%)

Format: Double space, MS Word, 12 point Times New Roman, 1" margin all around

#### Assignment #1: 20% (Due: 9/16)

Write a report based on the following four materials. Demonstrate what you learned from those materials. Provide your thoughts on the findings. 1,500-2,000 words.

1. David Myers' article
2. The New Science of Happiness (Time)
3. Martin Seligman's Video  
[http://www.ted.com/index.php/talks/martin\\_seligman\\_on\\_the\\_state\\_of\\_psychology.html](http://www.ted.com/index.php/talks/martin_seligman_on_the_state_of_psychology.html)
4. WSJ and Time articles about income and happiness

#### Assignment #2: 10% (Due: 10/2)

Write a report on Denmark. Analyze its culture and compare it against US culture using Hofstede's model. How can Americans be happier? About 1,000 words

1. CBS 60 Minutes video clip  
<http://www.cbsnews.com/stories/2008/02/14/60minutes/main3833797.shtml>
2. ABC 20/20 video clip  
<http://www.youtube.com/watch?v=tSPzYe6Ny-U>

#### Assignment #3: 10% (Due: 10/9)

Write a report on philosophical view on happiness. About 1,000 words

1. Philosophical view on happiness: three key theories and Aristotle's Eudaimonia

#### Assignment #4: 20% (Due: 11/2)

Write a report about corporate social responsibility based on Friedman's video, The Future of Food, and Beyond Selfishness. Discuss what you think about Friedman's attitude, Monsanto's business strategy, and Mintzberg's opinions. Do you think corporations have a responsibility to develop a better (happier) social environment? 1,500 – 2,000 words.

1. Milton Friedman's video clips  
[http://www.youtube.com/watch?v=ev\\_Uph\\_TLLo](http://www.youtube.com/watch?v=ev_Uph_TLLo)  
<http://www.youtube.com/watch?v=iPqdRqacpFk&NR=1>
2. Friedman's article on the NYT.
3. "The Future of Food"  
<http://www.hulu.com/watch/67878/the-future-of-food>
4. "Beyond Selfishness"

#### Attendance and Participation (10%)

- You are required to attend every class meeting.
- Participation is an important element of this course. Learning depends heavily upon thorough participation. The primary emphasis should be on **the quality of participation**, not quantity. The quality of participation, as reflected in careful reading of assigned material, thoughtful reflection, and clear and concise comments, is extremely important. However, one cannot make quality contributions without some quantity.

#### Presentation (20%)

- Find a company that contributes to our society in one (or more) of following ways:
  - Maximize customer values
  - Develop excellent work environment
  - Protect our natural and/or social environment
- Write about the company, its history, operations, personnel, altruistic activities and so on.
- Prepare PowerPoint presentation slides (the file should be submitted to the instructor).

#### Final Exam (10%)

- Exam questions will be made based on lectures and lecture notes. Detailed information about the exam will be provided in class.

#### **Outline: (The schedule is subject to change.)**

DATE	DESCRIPTION
8/28	Introduction
8/30	What is happiness?
9/4	What is happiness?
9/6	<b>No class</b> 1. David Myers' article 2. The New Science of Happiness (Time)
9/11	Discussion
9/13	<b>No class</b> 3. Martin Seligman's Video <a href="http://www.ted.com/index.php/talks/martin_seligman_on_the_state_of_psychology.html">http://www.ted.com/index.php/talks/martin_seligman_on_the_state_of_psychology.html</a> 4. WSJ and Time articles about income and happiness
9/18	<b>No Class</b>
9/20	Discussion  Assignment #1 Due: write a report based on the above five materials. Demonstrate what you learned from those materials. Provide your thoughts on the findings. 1,500-2,000 words.

9/25	<b>No class</b>
9/27	<b>No class</b> 5. Online video CBS Sunday Morning The Pursuit of Happiness <a href="http://www.cbsnews.com/stories/2006/07/02/sunday/main1773845.shtml">http://www.cbsnews.com/stories/2006/07/02/sunday/main1773845.shtml</a>
10/2	<b>No Class:</b> CBS 60 Minutes video clip <a href="http://www.cbsnews.com/stories/2008/02/14/60minutes/main3833797.shtml">http://www.cbsnews.com/stories/2008/02/14/60minutes/main3833797.shtml</a>
10/4	<b>No Class</b> ABC 20/20 video clip <a href="http://www.youtube.com/watch?v=tSPzYe6Ny-U">http://www.youtube.com/watch?v=tSPzYe6Ny-U</a>
10/9	Discussion Assignment #2 Due: write a report on Denmark. Analyze its culture and compare it against US culture using Hofstede's model. How can Americans be happier? About 1,000 words
10/11	<b>No Class</b> Philosophical view on happiness: three key theories and Aristotle's Eudaimonia
10/16	Discussion Assignment #3 Due: write a report on philosophical view on happiness. About 1,000 words
10/18	<b>No Class:</b> Watch Milton Friedman's video clips <a href="http://www.youtube.com/watch?v=ev_Uph_TLLo">http://www.youtube.com/watch?v=ev_Uph_TLLo</a> <a href="http://www.youtube.com/watch?v=iPqdRqacpFk&amp;NR=1">http://www.youtube.com/watch?v=iPqdRqacpFk&amp;NR=1</a>
10/23	Discussion
10/25	<b>No Class:</b> Read Friedman's article on the NYT.
10/30	Discussion
11/1	<b>No Class:</b> Online video Watch Monsanto's documentary at Hulu.com "The Future of Food" <a href="http://www.hulu.com/watch/67878/the-future-of-food">http://www.hulu.com/watch/67878/the-future-of-food</a>
11/6	<b>No Class:</b> Read "Beyond Selfishness"
11/8	Discussion Assignment #4 Due: Write about corporate social responsibility based on Friedman's video, The Future of Food, and Beyond Selfishness. Discuss what you think about Friedman's attitude, Monsanto's business strategy, and Mintzberg's opinions. Do you think corporations have a responsibility to develop a better (happier) social environment? 1,500 – 2,000 words.
11/13	<b>Consultation</b>
11/15	Discussion
11/20	Consultation
11/22	<b>No Class (TG)</b>
11/27	Discussion
11/29	Presentation
12/4	Presentation
12/6	Presentation
12/11	Presentation
12/18 10:30~12:30	<b>Final Exam</b>