

Creating a business policy statement using literature as a guide

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Students present to a jury of outside business people. They develop projects based on “OLD” literature.

Sample literature list

Major Barbara (1905, Bernard Shaw)

Creating a Charitable Foundation Policy – Corporate foundations. Major Barbara – Protagonist Undershaft, Barbara’s father claims that he is doing more to help society by giving his workers jobs and a steady income than Major Barbara is doing to help them by giving them bread and soup.

Surrogate exploration/argument between Keynes and Hayek –Capitalism vs. Socialism

Enemy of the People (1882, Henri Ibsen) – Create a Whistle Blowing Policy (VW, GM, Wells Fargo) Enemy of the People – a town fully invested in town spas discovers the water is making the people sick not well – explores ideas about what happens to whistleblowers.