

Student-Focused Approach to Business Law

Designed for advanced high school students, *Dynamic Business Law* emphasizes how law applies in the context of business through comprehensive, concise coverage.

Kubasek’s notable student-focused approach enhances students’ critical thinking skills, sparks engagement, and focuses on business relevance. The program features assignable real world simulations, an interactive reading experience, and analytical assets to enhance the learning experience.

Key Features

Designed with rigorous content and exercises to engage the advanced student's interest in business law.

- Application-Based Activities that provide students with valuable practice using problem-solving skills by applying their knowledge to realistic scenarios
- *Practical Tips for Business Managers* emphasize that this book is a Business Law book, full of helpful ideas for modern business leaders
- *Case Opener* feature provides a vivid, practical introduction to the kinds of legal issues covered in the chapter

CRITICAL THINKING

The Supreme Court in *Batson v. Kentucky* provided a three-step process for determining when a strike is discriminatory: "First, a defendant must make a prima facie showing that a peremptory challenge has been exercised on the basis of race; second, if that showing has been made, the prosecution must offer a race-neutral basis for striking the juror in question; and third, in light of the parties' submissions, the trial court must determine whether the defendant has shown purposeful discrimination." What possible problems might arise that prevent a court from rightfully determining a strike is discriminatory as happened in this case? What changes would you make to the three-step process to prevent further transgressions?

ETHICAL DECISION MAKING

Which values does this decision tend to emphasize?

 **GLOBAL Context**


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Business Ethics and Swedish Advertising Law

Recall from the WH approach to ethical decision making that when businesses make decisions, they should consider all the relevant stakeholders. One relevant stakeholder is the customer, or consumer. In Sweden, consumers are assumed to be vulnerable in the marketplace, therefore, protecting the consumer is considered the job of the government. Unlike in the United States, in Sweden public policy acknowledges that "there exist large groups of consumers who, owing to low incomes, deficient education and knowledge of the market, etc., are less well equipped than the average citizen for their role as consumers." One group of consumers less equipped than the average citizen in Sweden is children.


The government considers children extra vulnerable and impressionable and thus in need of even more protection than the average consumer. Swedish laws ban all television advertising targeting children below the age of 12. The ban includes not only toy advertisements but also commercials for foods high in fat and sugar, such as sweets and fast food. Advertisements for such products can be aired if the targets of the advertisements are not children. For example, commercials for toys, sweets, and foods high in fat may be aired if they are designed to attract and inform adults as opposed to children. What may surprise many Americans is that almost 90 percent of Swedish advertising professionals are in favor of the ban on advertising to children because they recognize that such advertising is misleading since children do not understand the commercial nature and purpose of advertising.

Business Ethics Materials Score

 Dayle and Ralph work at a delivery services company called We Deliver 4 You! They are having a killing problem with a long-term client.

Observe new image on the right

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Dynamic Business Law

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Part 1: The Legal Environment of Business

Chapter 1

An Introduction to the Fundamentals of Dynamic Business Law

Chapter 2

Business Ethics and Social Responsibility

Chapter 3

The US Legal System and Alternative Dispute Resolution

Chapter 4

Administrative Law

Chapter 5

Constitutional Law

Chapter 6

Criminal Law and Business

Chapter 7

Tort Law

Chapter 8

Real, Personal, and Intellectual Property

Part 2: Contract Law

Chapter 9

Introduction to Contracts and Agreement

Chapter 10

Consideration

Chapter 11

Capacity and Legality

Chapter 12

Reality of Assent

Chapter 13

Contracts in Writing and Third-Party Contracts

Chapter 14

Discharge and Remedies

Part 3: Domestic and Internal Sales Law

Chapter 15

Formation and Performance of Sales and Lease Contracts

Chapter 16

Sales and Lease Contracts: Performance, Warranties, and Remedies

Part 4: Negotiable Instruments and Banking

Chapter 17

Negotiable Instruments: Negotiability and Transferability

Chapter 18

Holder in Due Course, Liability, and Defenses

Part 5: Creditors' Rights and Bankruptcy

Chapter 19:

Secured Transactions and Bankruptcy

Part 6: Agency

Chapter 20

Agency and Liability to Third Parties

Part 7: Business Organizations

Chapter 21:

Forms of Business Organization

Chapter 22:

Corporations: Formation and Organization

Chapter 23:

Securities Regulation

Part 8: Government Regulation

Chapter 24:

Employment and Discrimination Law

Chapter 25:

Consumer Law

Appendices

Appendix A:

The Constitution of the United States of America

Appendix B:

Sarbanes-Oxley Act of 2002

Dynamic Digital Resources

Dynamic Business Law Digital Edition features rich multimedia content that enhances the student experience and provides teachers with the tools and resources to deliver engaging lessons and activities.

- Authentic, real-life simulations
- Rich interactive multi-media
- Robust summative assessments available in both print and digital
- SmartBook 2.0 delivers personalized, adaptive learning
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