



SYLLABUS

MGMT 308 (001) and (005) – Ethical, Political, and Social Environment of Business

Fall 2014

August 18 – December 5, 2014

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Meeting Days & Time: Section 004 – Tuesdays & Thursdays, 5:30am-6:45am
Section 005 – Tuesdays & Thursdays, 12:30pm-1:45pm

Classroom: GSM 232

COURSE DESCRIPTION

This course addresses the influence of environmental change on the structure and operation of the organization. Social, political, economic, ethical and technological systems are examined as they relate to each other and to the management of small- and large-scale organizations.

Prerequisite: ENGL 102

COURSE PREVIEW

This course focuses on the interconnections that exist between business, society, and the natural environment and aims to provide you, future managers, with the skills necessary to deal with the ethical dilemmas that are naturally present in the workplace. Upon successful completion of this course, you should be able to:

- Identify and analyze ethical dilemmas
- Recognize your own ethical values
- Conduct stakeholder analyses in connection with strategic decision-making
- Evaluate competing interests in the connections between business, society, and the natural environment

- Recognize the variety of ways through which business creates social, environmental, and economic value
- Grasp the managerial challenges of socially responsible business
- Discern successful Corporate Responsibility and Sustainability programs
- Identify the opportunities and challenges of globalization for business and society

REQUIRED COURSE MATERIALS

1. Lawrence, Anne and Weber, James (2013). Business and Society: Stakeholders, Ethics, Public Policy. 14th Edition. McGraw-Hill Higher Education. (This book is also available as an ebook at www.coursesmart.com or for rent from Amazon.com)
2. Coursepack available from Harvard Business Review at <https://cb.hbsp.harvard.edu/cbmp/access/28151640>
3. Additional readings available on UNM Learn
4. Students should also regularly read business news publications such as Business Week, The Wall Street Journal, The Economist, Fortune, and Financial Times

COMMUNICATION

All communication regarding this course will be done through UNM Learn (<https://learn.unm.edu/>). Please make sure to check your UNM Learn account frequently. Not having checked your UNM Learn email and updates is not an excuse for being unprepared or misinformed about course activities.

CLASS ORGANIZATION AND STUDENTS' RESPONSIBILITIES

This is a discussion-based class and student participation is an essential component. You are expected to read required material and come to class prepared to participate. Your comments should not just summarize the readings but use critical thinking to add your own interpretation, impressions, disagreements, or comments to the ideas in the readings.

Many of the topics discussed in this class can have multiple interpretations and the answer to certain questions many times is "it depends." Feel free to challenge or build upon any material presented by the readings or the instructor. But, in doing so, make sure that you show respect for the viewpoints and opinions of your colleagues and the instructor. Disrespect in any form will not be tolerated.

COURSE REQUIREMENTS AND STUDENT EVALUATION

Grades will be based on:

	Activity	Grade Percentage
Individual	Class Participation & Professionalism	20%
	Quizzes (top 7 scores of 9 quizzes)	20%
	Individual Paper	20%
	Current Events Presentation	8%
	Course Reflection Survey	2%
Group	Group Assignment	30%
Total		100%

Grading Scale

A+	98 – 100%	B+	88 – 89.9%	C+	78 – 79.9%	D+	68 – 69.9%
A	93 – 97.9%	B	83 – 87.9%	C	73 – 77.9%	D	65 – 67.9%
A-	90 – 92.9%	B-	80 – 82.9%	C-	70 – 72.9%	F	0 – 64.9%

INDIVIDUAL COMPONENTS

Class Participation & Professionalism

Professional behavior is a basic requirement in the business world as well as in this class. A good way to think about professionalism is to consider whether or not what you are doing would be acceptable during a meeting.

- **Arriving to class on time / early departures** – late arrivals and/or early departures are distracting and impolite. As a business professional, you should arrive on time to meetings and stay until the meeting ends. Therefore, the same is expected of you during classes.
- **Preparing thoroughly for each class** – this course requires extensive discussion and critical thinking of issues. There will be some lectures on key concepts, but students should come prepared to share knowledge and debate different perspectives.
- **Participating constructively** – grades for class participation will depend on both quality and frequency of participation. Quality is much more important than frequency. Students will receive good class participation grades when:
 - their participation shows evidence of thoughtful analysis
 - their participation demonstrates that they have been listening to and responding to others' viewpoint
 - they are able to influence the class to consider important avenues that has been neglected
 - they are able to engage constructively in debating points with other students.
- **Class attendance** – attendance of all classes is extremely important. This course relies heavily on class discussion and it is very difficult to participate if you are not present. I will take attendance and penalties will be applied to cases of excessive absences (see the Missed Class Policy below).
- **Respecting your colleagues and the professor** – common courtesy goes a long way in the business world and in this class. Disrespect in any form will not be tolerated.
- **Restricting use of computer** – you may use laptop computer or tablet **only** for taking notes. You may not use your laptops or tablets in class for email, checking/preparing for another class, shopping, web-browsing, chatting, checking your facebook or twitter, etc. Violations will results in reductions in your grade.
- **Not using phone during class**

This is by no means an exhaustive list of what constitutes professional behavior, but it serves the purpose of illustrating the expectations for this course. The grading rubric for your Professionalism & Participation grade is attached to this syllabus.

Quizzes

There will be nine quizzes in this course based on the assigned readings. Quizzes will be available on UNM Learn. You will have one hour to complete each one of them and you will have only one chance to take each quiz. Quizzes are open book and you may consult the readings, slides and your notes from class. However, these are INDIVIDUAL exercises and absolutely NO COLLUSION will be tolerated. You have to complete each quiz on your own, without assistance from others.

In the weeks that have a scheduled quiz, quizzes will open 12:01am on Sundays and will close 11:59pm on Mondays. This should give you the flexibility to complete quizzes in your own schedule. The quiz schedule and the topics you should study for each quiz are available in this syllabus and on UNM Learn. Only the seven highest grades of the nine quizzes you will take this semester will be considered as part of your grade. Therefore, your two lowest quiz scores will be dropped. Absolutely no make up quizzes will be allowed.

Individual Paper

You will write an individual paper based on the documentary Inside Job. Submit your paper online via UNM Learn. **Only papers in Microsoft Word format will be accepted. Your assignment will not be considered if you submit it in any other file format (e.g. pdf, text, pages).** Specific guidelines will be available on UNM Learn.

Current Events Presentation

Students will work in pairs for this assignment. You will search for and present one current event (within 6 months of the first day of classes) that is related to class content found in the media. In your presentation, please describe the issues selected and explain how they are connected with this course. Additional instructions will be available on UNM Learn.

Course Reflection Survey

On the final week of the course, you will fill out a survey with a brief reflection on what you have learned in this course. This assignment will be completed during our last week of classes.

GROUP COMPONENT

In this assignment you will create a company and will design its social, environmental and economic responsible activities. This is a semester long assignment and you will have weekly or bi-weekly deliverables for each segment of the assignment. You will also write a final paper and make a group presentation at the end of semester.

Students will form groups during the first week of classes. Submit your deliverables, paper, and slides online via UNM Learn. **Only documents in Microsoft Word format will be**

accepted. Your assignment will not be considered if you submit it in any other file format (e.g. pdf, text, pages). The detailed assignment outline will be available on UNM Learn.

ACADEMIC HONESTY

Anderson School of Management faculty, staff and students commit to values of trust, honesty, integrity, and accountability. We will not tolerate academic dishonesty. By enrolling in any course at Anderson, the student accepts the Anderson Academic Honesty Code and affirms the following pledge:

I will not lie, cheat, fabricate, plagiarize or use any other dishonest means to gain unfair academic advantage.

Any violation of the code of conduct will be taken very seriously and appropriate sanctions will be applied. FOR FULL TEXT OF ANDERSON'S ACADEMIC HONESTY CODE, please visit <http://www.mgt.unm.edu/honesty> . The following is a brief description of acts of academic dishonesty:

- a. CHEATING: intentionally using or attempting to use unauthorized materials, assistance, information, or study aids in any academic exercise;
- b. FABRICATION: intentional, reckless, and unauthorized falsification or invention of any information or citation in an academic exercise;
- c. PLAGIARISM: intentionally, recklessly, or knowingly misrepresenting the work, words or ideas of another as one's own in any academic exercise;
- d. LYING: intentionally giving false information, submitting false documents, or intentionally misleading anyone in connection with any academic matter;
- e. UNAUTHORIZED COLLABORATION: assistance or collaboration that has not been expressly authorized by the instructor. Students who are not clear on what assistance or collaboration is permitted should assume that none is permitted, or contact the instructor promptly and directly to inquire;
- f. MISREPRESENTING GROUP CONTRIBUTION: intentionally or otherwise allowing one's name to be included as an equal contributor on or to group work when that is not the case; and
- g. FACILITATING ACADEMIC DISHONESTY: intentionally or knowingly helping or attempting to help another to violate any provision of this Code or obstructing a Code investigation. This category includes the failure to report known or suspected cases of academic dishonesty.

MISSED CLASS POLICY

Missing classes reduces significantly your chance to participate in class discussions and, many times, to work with your team on class time allotted for group assignments.

Students are expected to attend all classes and it is the student's responsibility to make sure that s/he receives credit for attending classes. **Signing in for another student is**

considered to be a serious breach of academic honesty and integrity for both the person signing in for another student and the student whose name is being signed by another student. This type of behavior will be severely punished. Repeatedly being late for classes and/or leaving early and any other types of disruptive behavior are unacceptable and will negatively impact your Class Participation & Professionalism grade. The Participation & Professionalism grading rubric used for this course is attached to this syllabus.

The following penalties will be applied when excessive absences occur:

- 3 or fewer absences – no penalty
- 4 absences – 5 points (out of 20 points in total)
- 5 absences – 10 points (out of 20 points)
- 6 absences – 20 points (out of 20 points)

LATE ASSIGNMENT POLICY

Ten percent will be deducted from your grade for late assignments. Assignments will not be accepted more than one week after the due date. Please note that this policy will be strictly enforced.

TEAMWORK POLICY

You will have one semester-long group assignment representing 30% of your final grade for this course. Teamwork will likely be a part of your professional life and, therefore, these assignments were designed to help you develop the skills necessary for working in groups. Sometimes, working in teams can be more challenging than doing your own individual work. Dealing with these difficulties is part of your group assignments and students are responsible for finding solutions to these challenges.

Non-cooperative group members are one of the greatest problems in teamwork. **Please refer to the attached policy “How to Deal With a Non-Cooperating Team Member”** if you find it necessary to resolve such issues in your group.

ADA STATEMENT

Reasonable accommodation will be given to any individual with a legitimate disability. Please contact the instructor privately for arrangements. If you are a qualified person with disabilities who might need appropriate academic adjustments, please communicate with me as soon as possible so that we may make appropriate arrangements to meet your needs in a timely manner. Frequently, we will need to coordinate accommodating activities with other offices on campus. Course materials can be made available in alternative formats.

COURSE SUMMARY SCHEDULE

Wk	Date	Theme	Topics	Reading		
1	Aug 19	Corporate Responsibility	Why business and society?	• Syllabus (UNM Learn)		
	Aug 21		The corporation in society	• “The Corporation and Its Stakeholders”		
2	Aug 26			• “Managing Public Issues and Stakeholder Relationships”		
	Aug 28		Stakeholder Analysis	(no readings)		
3	Sept 2		CSR	• “Corporate Social Responsibility”	Deliverable 1 (due by midnight)	
	Sept 4	Ethics	Values	• “Personal-Professional Profile” (UNM Learn)		
4	Sept 9		Ethical reasoning	• “Ethics and Ethical Reasoning”	Deliverable 2 (due by midnight)	
	Sept 11		Ethics and Business Organizations	• “Organizational Ethics and the Law” • <i>Case: Zidane’s Last Red Card</i> (HBR coursepack)		
5	Sept 16	<i>Inside Job</i> (documentary)				
	Sept 18	<i>Inside Job</i> (documentary)				Deliverable 3 (due by midnight)
6	Sept 23	Business & Its Stakeholders	Corporate Governance	• “Stockholders Rights and Corporate Governance”		
	Sept 25		Consumers	• “Consumer Protection” • <i>Case: Mattel and Toy Safety</i>		
7	Sept 30		Business & Public Policy	• “Business and Government Relations”	Deliverable 4 (due by midnight)	
	Oct 2			• “Influencing the Political Environment”		
8	Oct 7		Employees and the corporation	• “Employees and the Corporation”	Individual Paper (due by midnight)	
	Oct 9	FALL BREAK				
9	Oct 14	Business & Its Stakeholders (cont’d)	Diversity	• “Managing a Diverse Workforce” • <i>Case: Ace Home Lenders</i> (UNM Learn)		
	Oct 16		Business & the Natural Environment	• “Ecology and Sustainable Development in Global Business”	Deliverable 5 (due by midnight)	
10	Oct 21			• “Managing Environmental Issues” • <i>Case: Kimpton Hotels’ EarthCare Program</i>		
	Oct 23	Technology & Ethics	Technology	• “Managing Technology and Innovation”		

Wk	Date	Theme	Topics	Reading		
11	Oct 28	<i>FOOD Inc. (documentary)</i>			Deliverable 6 (due by midnight)	
	Oct 30	Globalization, CSR and Sustainability	Global Business and Strategic CSR	<ul style="list-style-type: none"> • “The Challenges of Globalization” 		
12	Nov 4			<ul style="list-style-type: none"> • “Global Corporate Citizenship” 		
	Nov 6		Implementing CSR in Business	<ul style="list-style-type: none"> • <i>Case: Starbucks and Conservation International</i> (HBR coursepack) 		
13	Nov 11			<ul style="list-style-type: none"> • <i>Case: Timberland</i> (HBR coursepack) 		
	Nov 13		Sustainability & Innovation	<ul style="list-style-type: none"> • “Why Sustainability is Now the Key Driver of Innovation” • <i>Case: Burt’s Bees</i> (video) 		
14	Nov 18		CSR/Sustainability in Small and Medium Enterprises (SMEs)	<ul style="list-style-type: none"> • “Sustainability for SMEs” (UNM Learn) • “Strategic CSR for SMEs” (UNM Learn) 		
	Nov 20	GUEST SPEAKER		<ul style="list-style-type: none"> • TBA 		
15	Nov 25	Conclusion				
	Nov 27	THANKSGIVING				
16	Dec 1	This is Monday. There are no MGT 308 classes, but the Group Assignment is due by midnight (must submit paper and PPT slides).			Final Paper & Presentation slides (due by midnight)	
	Dec 2	Students Presentations (5)				
	Dec 4	Students Presentations (5)			Course Reflection Survey (due by midnight)	

Quiz Schedule and Topics – Fall 2014

(20 points each)

Aug 30, Sept 1 & 2	Quiz 1	<ul style="list-style-type: none"> • “The Corporation and Its Stakeholders • “Managing Public Issues and Stakeholder Relationships” • “Corporate Social Responsibility”
Sept 7 & 8	Quiz 2	<ul style="list-style-type: none"> • “Ethics and Ethical Reasoning” • “Organizational Ethics and the Law” • Case: Zidane’s Last Red Card (HBR coursepack)
Sept 14 & 15		<i>No quiz</i>
Sept 21 & 22	Quiz 3	<ul style="list-style-type: none"> • “Stockholders Rights and Corporate Governance” • “Consumer Protection” • Case: Mattel and Toy Safety
Sept 28 & 29	Quiz 4	<ul style="list-style-type: none"> • “Business and Government Relations” • “Influencing the Political Environment”
Oct 5 & 6	Quiz 5	<ul style="list-style-type: none"> • “Employees and the Corporation” • “Managing a Diverse Workforce” • Case: Ace Home Lenders (UNM Learn)
Oct 9		FALL BREAK
Oct 12 & 13		<i>No quiz</i>
Oct 19 & 20	Quiz 6	<ul style="list-style-type: none"> • “Ecology and Sustainable Development in Global Business” • “Managing Environmental Issues” • Case: Kimpton Hotels’ EarthCare Program • “Managing Technology and Innovation”
Oct 26 & 27	Quiz 7	<ul style="list-style-type: none"> • “The Challenges of Globalization” • “Global Corporate Citizenship”
Nov 2 & 3	Quiz 8	<ul style="list-style-type: none"> • Case: Starbucks and Conservation International (HBR coursepack) • Case: Timberland (HBR coursepack)
Nov 9 & 10		<i>No quiz</i>
Nov 16 & 17	Quiz 9	<ul style="list-style-type: none"> • “Why Sustainability is Now the Key Driver of Innovation” • Case: Burt’s Bees (based on video showed in class on Apr 17) • “Sustainability for SMEs” (UNM Learn) • “Strategic CSR for SMEs” (UNM Learn)

Professionalism & Participation Grading Rubric

Grade	Criteria
F 0 points	<ul style="list-style-type: none"> • 6 or more absences
D (65%-69.9%) 13-13.9 points	<ul style="list-style-type: none"> • 5 absences • Present, not disruptive. • Tries to respond when called on, but does not offer much. • Demonstrates very infrequent involvement in discussion. • Is frequently late for classes and/or leaves class early.
C (70%-79.9%) 14-15.9 points	<ul style="list-style-type: none"> • 4 absences • Demonstrates adequate preparation: knows basic case or reading facts, but does not show evidence of trying to interpret or analyze them. • Offers straightforward information (e.g., straight from the case or reading), without elaboration or very infrequently (perhaps once a class). • Does not offer to contribute to discussion, but contributes to a moderate degree when called on. • Demonstrates sporadic involvement. • Is sometimes late for class and/or leaves class early.
B (80%-89.9%) 16-17.9 points	<ul style="list-style-type: none"> • Up to 3 absences • Demonstrates good preparation: knows case or reading facts well, has thought through implications of them. • Offers interpretations and analysis of case material (more than just facts) to class. • Contributes well to discussion in an ongoing way: responds to other students' points, thinks through own points, questions others in a constructive way, offers and supports suggestions that may be counter to the majority opinion. • Demonstrates consistent ongoing involvement. • Does not arrive in class late or leave class early
A (90% & up) 18-20 points	<ul style="list-style-type: none"> • Up to 3 absences • Demonstrates excellent preparation: has analyzed case exceptionally well, relating it to readings and other material (e.g., readings, course material, discussions, experiences, etc.). • Offers analysis, synthesis, and evaluation of case material, e.g., puts together pieces of the discussion to develop new approaches that take the class further. • Contributes in a very significant way to ongoing discussion: keeps analysis focused, responds very thoughtfully to other students' comments, contributes to the cooperative argument-building, suggests alternative ways of approaching material and helps class analyze which approaches are appropriate, etc. • Demonstrates ongoing very active involvement. • Does not arrive in class late or leave class early