



**MGMT 308 - 001: THE ETHICAL, POLITICAL, AND SOCIAL ENVIRONMENT FOR BUSINESS**

**Fall 2015**

**CRN: 13303**

**Room: 1065**

**Time: MW 9:30-10:45**

Instructor: Holly Hitzemann

Phone: 505-615-3377

Email: Please communicate via Blackboard

Office Hours: MW 8:30-9:30, 4:30-5:30 Tues 11:30-12:30 Thursday 10:30-12:30 Room 2131 or 2135

**TEXT and MATERIALS**

Anne T. Lawrence and James Weber, *Business and Society: Stakeholders, Ethics, Public Policy, 14<sup>th</sup> edition, 2014*(New York: McGraw-Hill).

Students are also expected to regularly read at least one of the following business periodicals: The Wall Street Journal, business Week, Fortune, or Forbes. Students may also view news videos on the Internet. All periodicals are available in the Parish library or accessible via the internet. Periodically you will be asked to share an article/video you have read which relates to the content of this course.

**COURSE OVERVIEW**

This course material fulfills the American Assembly of Collegiate Schools of Business (AACSB) accreditation requirement: to provide an understanding of ethical, political, social, regulatory, and environmental issues that influence or impact business decision-making.

As we examine the BP oil spill event in the Gulf of New Mexico, or the recent recalls of drugs, vehicles and other consumer products, we are graphically reminded of the importance of business ethics in today's global economy. Issues of accountability, responsibility, generational impact, and sustainability are discussed daily on nearly every media outlet. How then do we navigate to a "better" tomorrow ?

*“The tremendous power of the world’s leading corporations has both positive and negative effects. A big company may have definite advantages over a small one. It can command more resources, produce at a lower cost, plan further into the future, and weather business fluctuations somewhat better. Big companies make tougher competitors against foreign firms. Globalization of markets can bring new products, technologies, and economic opportunities to developing societies. And yet, the concentration of corporate power can also harm society. Huge businesses can disproportionately influence politics, shape tastes, and dominate public discourse. They can move production from one site to another, weakening unions and communities. These companies can also use their economic influence to collude to fix prices, divide markets, and quash competition – the direct focus of antitrust policy.”* (2005. Lawrence and Weber )

In order to define and channel management activities in a way which reflects the tide of corporate social responsibility, business students (future leaders) need to understand the underlying historical perspective and evolving issues surrounding business ethics, social and political process, and resource management. Further, assessment of one’s value platform is important, and recognizing that each person joins the discussion from a unique perspective which reflects their cultural norms.

### **COURSE OBJECTIVES**

Analyze the stakeholders and social interests facing a business, including the ability to classify the relevant stakeholders related to a particular issue.

Identify ethical issues that may affect a business and apply ethical theory to evaluate the consequences of different response options.

Understand the historical and current legal and regulatory requirements imposed on businesses and identify the government policy/political agencies that enforce these requirements.

Explain how public policy/political processes work, and how a business can influence that process.

Demonstrate an understanding of corporate social responsibility both at a regional, national and global level.

Identify the key elements in an employee’s relationship with a firm, and explain how this relationship has evolved from both a social and legal standpoint.

Explain the impact of environmental and technological changes on businesses locally, regionally, nationally, and globally.

## COURSE REQUIREMENTS AND GRADING

Class Participation and Attendance (16 sessions 5 points each)	80 points
Exams (4 – 150 points each)	600 points
Individual Papers (1 – 100 points each)	100 points
Article Presentation (1 – 20 points )	20 points
Team Debate	100 points
Team Project Power Point Presentation	100 points

To achieve all 5 **participation** points each session, actively participate in class discussion and be prepared by having read the text.

The **article/video presentation** requires search and presentation (one minute) of a relevant current article/video. Provide a print out of your article or page view of the video.

The **four on line exams** will be multiple choice/true false. See course calendar for dates.

The **paper** will be based on case studies in your text. You will be asked to provide logical and well developed answers to ONE of two different case study questions. **Choose Either**

Discussion Case: *Conflict Coltan in the Global Electronics Industry Supply Chain* (page 134)

or

Discussion Case: *Clean Cooking* (page 232)

Answer all four questions in essay format.

Each paper should be no less than 3 double spaced pages, include a reference page and title page, and cite at least one source external to the textbook. A grading rubric for the paper is attached to this syllabus.

**The final project presentation** will be approximately a 7-10 minute PowerPoint which highlights key discovery on a topic relevant to this course. There will be a topic selection raffle during our second week. Print a black and white copy of your PowerPoint (3 slides per sheet).

Final grades will be assigned as follows:

930-1000	points	A
900-929	points	A-
880-899	points	B+
830-879	points	B
800-829	points	B-
780-799	points	C+
730-779	points	C
700-729	points	C-
680-699	points	D+
650-679	points	D
Below 650	points	F

## POLICIES AND PROCEDURES

Class participation and attendance is critical to learning this subject matter. More than three unexcused absences may result in an administrative withdrawal or a failing grade for the course. Contact me if you know you will be absent **more than one consecutive class** due to illness, work conflict, or other emergency. If your absence falls on a paper or exam due date, no consideration for makeup or tardy work submitted will be considered unless I have had prior notice via email or phone. Tardy work will not be accepted after two days post due date. Tardy papers will incur a 25 point deduction. Exams cannot be taken after their start date, but given the nature of your absence, I may consider your submission of a paper to make up these points.

### ***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.

Plagiarism or cheating will result in a failing grade for the course. With regard to plagiarism, it is expected that **no more than 40% of any paper** will be cited work. The balance of the writing must be your original thought. Remember to cite sources in text, as well as on your reference page. I prefer APA format, but if you are more used to another style, simply be consistent.

See “Academic and Classroom Misconduct Process” in the [UNM Student Handbook](#). **Any student cheating on any exam will be subject to the University of New Mexico policies regarding cheating, as per the honor code, all cheating on exams or the final will result in receiving an F for the course.** In addition, the University reserves the right to take disciplinary action, up to and including dismissal, against any student who is found guilty of academic dishonesty or otherwise fails to meet these standards.

### **ACADEMIC INTEGRITY**

**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>

Course Calendar: As the session progresses, a guest speaker may be included in our sessions, and/or I may slightly modify a session by adding or deleting a video. All paper due dates and exam due dates are firm.

**All announcements/changes will be posted in Blackboard as a pop-up announcement: It is the student's responsibility to check Blackboard often (3-4 times per week) for Instructor Announcements**

- **If you are having technical problems with Blackboard, you can contact**

<http://online.unm.edu/help/learn/students/>

This course falls under all UNM policies for the last day to drop courses, etc. Please see <http://www.unm.edu/studentinfo.html> or the [UNM Course Catalog](#) for information on UNM services and policies. Please see the [UNM academic calendar](#) for course dates, the last day to drop courses without penalty, and for financial disenrollment dates.

**COURSE CALENDAR (subject to minor change)**  
**Fall 2015**

<b>Week/Day</b>	<b>Graded Activity</b>	<b>Topic</b>
Week 1 Aug 17	Participation	Chapter 1: The Corporation and Its Stakeholders Syllabus Introductions Watch the World <b>Ethics Survey</b>
Week 1 Aug 19	Participation	Chapter 1 continued Team Formation
Week 2 Aug 24	Participation	Chapter 2: Managing Public Issues and Stakeholder Relationships <b>Final Project/Debate Selection</b> <b>Must be present for team sign up</b>
Week 2 Aug 26	Participation	Chapter 3: Corporation's Social Responsibilities <b>Discuss Individual Paper</b>
Week 3 Aug 31	Participation	Chapter 4: Ethics and Ethical Reasoning <b>Ethics Presentation/ Daniels Initiative</b>
Week 3 Sept 2	Participation	Chapter 5: Organizational Ethics and the Law <b>Team Meetings</b>
Week 4 Sept 7	Holiday	Holiday

Week 4 Sept 9	Participation	Chapter 6: The Challenges of Globalization Chapter 7: Global Corporate Citizenship
Week 5 Sept 14	Participation <b>Exam 1 – (Chapters 1-6 and class notes )</b>	<b>Team Meetings</b> <b>Exam 1 – (Chapters 1-6 and class notes )</b>
Week 5 Sept 16	Participation <b>Team Debates</b>	<b>Team Debates</b>
Week 6 Sept 21	Participation <b>Team Debates</b>	<b>Team Debates</b>
Week 6 Sept 23	Participation <b>Team Debates</b>	<b>Team Debates</b> Chapter 7 cont.
Week 7 Sept 28	Participation	Chapter 8: Business-Government Relations
Week 7 Sept 30	Participation <b>Article</b> <b>Presentation/Submission</b> <b>A-G</b>	Chapter 9: Influencing the Political Environment
Week 8 Oct 5	Participation	Chapter 10: Sustainable Development in Global Business
Week 8 Oct 7	Participation <b>Exam 2 – (Chapters 7-10 and class notes )</b>	<b>Exam 2 – (Chapters 7-10 and class notes )</b>
Week 9 Oct 12	Participation	Chapter 11: Managing Environmental Issues
Week 9 Oct 14	Participation <b>Article</b> <b>Presentation/Submission</b> <b>H-Z</b>	Chapter 11 continued
Week 10 Oct 19	Participation	Chapter 12: Technology, Organizations, and Society

Week 10 Oct 21	Participation <b>Paper Due*</b> <b>Topics provided in Syllabus</b>	Chapter 12 continued <b>Team Meetings</b>
Week 11 Oct 26	Participation	Chapter 13: Managing Technology and Innovation
Week 11 Oct 28	Participation	Chapter 13 continued <b>Team Meetings</b>
Week 12 Nov 2	Participation	Chapter 14: Stockholder Rights and Corporate Governance Chapter 15: Consumer Protection
Week 12 Nov 4	Participation	Chapter 16: Employees and the Corporation <b>Team Meetings</b>
Week 13 Nov 9	Participation <b>Exam 3 – (Chapters 11-16 and class notes )</b>	<b>Exam 3 – (Chapters 11-16 and class notes )</b>
Week 13 Nov 11	Participation	Chapter 17: Managing a Diverse Workforce <b>Team Meetings</b>
Week 14 Nov 16	Participation	Chapter 18: The Community and the Corporation
Week 14 Nov 18	Participation	Chapter 19: Managing Public Relations <b>Team Meetings</b>
Week 15 Nov 23	Participation <b>Final Presentations</b>	<b>Final Presentations</b>
Week 15 Nov 25	Participation <b>Final Presentations</b>	<b>Final Presentations</b>
Week 16 Nov 30	Participation <b>Final Presentations</b>	<b>Final Presentations</b>

Week 16 Dec 2	Participation <b>Exam 4 – (Chapters 17-19 and class notes )</b>	<b>LAT Ethics Survey</b>
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## Paper Rubric: Business and Society

<b>Content:</b>	35%	<b>Instructor Comments</b>
All questions or topics required are clearly addressed. At least 60% of the writing is the author's own commentary.		
<b>Theory:</b>	20%	
Author cites textbook and at least one relevant source external to the text. Citations directly support essay.		
<b>Organization:</b>	15%	
Paper follows a logical format. Each paper contains a brief summary of the overall topics and a brief conclusion.		
<b>Format:</b>	30%	
In text citations are utilized as necessary. APA style or MLA preferred. A reference page is present A title page is present. Body is three double spaced pages. Sentences are clear and well written. Standard grammar rules are observed and spelling is correct.		
<b>Final Grade</b>		



**GRADING RUBRIC AND REQUIREMENTS**  
**FINAL PRESENTATIONS**

- |   |           |
|---|-----------|
| 1. Presentation demonstrates original thought on the topic. | 55 points |
| 2. At least 7 slides are prepared                           | 10 points |
| 3. Presentation reflects slide order shown below.           | 25 points |
| 4. Slides demonstrate good use of PowerPoint, i.e.          | 10 points |

No more than 25 words per slide  
A homogenous template used throughout  
Author name on each slide

5. Slide order (in general)
- Introduction of topic
  - 3 Main issues relevant to our course
  - Outside reference or opinion on topic
  - Personal thoughts on topic
  - Conclusion/References



<b>Rubric for Team Debate – to be scored by both instructor and class</b>		
<b>Team: Pro or Con (circle one)</b>		<b>Subject:</b>
<b>Content</b>	<b>40 pts</b>	<b>Comments</b>
Team displayed knowledge of subject, performed research to support position, and cited research as appropriate		
<b>Debate</b>	<b>40 pts</b>	
Team provided position in orderly fashion based on case questions/issues		
<b>Delivery</b>	<b>20pts</b>	
Team demonstrated good communication skills, team coordination, and was sensitive to time constraints		
<b>Total</b>		