



MGMT 308-002/003: THE ETHICAL, POLITICAL AND SOCIAL ENVIRONMENT
FOR BUSINESS

SYLLABUS – Fall 2015

These classes meet Mondays and Wednesdays in Room ASM 1065

- MGMT 308 – 002 at 11 a.m. to 12:15 p.m.
- MGMT 308 – 003 at 2 to 3:15 p.m.

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and gladly by appointment

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OVERVIEW

MGMT 308 is the Anderson School course that fulfills the AACSB accreditation requirement to provide an understanding of the ethical, political and social challenges that form the larger context for business activity. Still you may ask, “*Why does the accrediting body make coverage of this material mandatory?*”

Consider the words of the prominent New Mexico businessman for whom this school is named: Robert O. Anderson said,

“Failure to perform competently and credibly in the realm of public issues can be devastating to the prospects of any business. It is not stretching fact at all to say that business today has a new bottom line – public acceptance. Without the approval and support of society, it’s obvious that financial success is irrelevant.”

In a competitive global environment, public acceptance and ethical business practices are an essential business success strategy. Consequently, this course encourages critical thinking and the development of management behaviors that respond to how business interconnects with modern ethical, political and social systems – in the interest of sustainability.

TEXT and MATERIALS

Please come to class prepared to discuss ethical, political and social current events and issues as they pertain to business. Text and materials will include:

- **UNM Learn**: This course is a “hybrid” in the sense I’ll provide much of its materials on-line via UNM Learn. It’s very important that you access this course in Learn on a frequent (daily) basis or you’re likely to miss things and fall behind. Updates to the schedule, various articles and other resources will be provided in class or posted in UNM Learn, as appropriate.
- **TEXT**: Anne T. Lawrence and James Weber, *Business and Society: Stakeholders, Ethics, Public Policy*, 14th Edition, 2011 (New York: McGraw-Hill). We’ll read nearly all of this textbook, so you’ll get your money’s worth. Used versions are just fine, as are e-books or hardcopy versions. There are no additional “access codes” nor are you required to purchase any supplemental materials.
- **BUSINESS PERIODICALS**: In order to keep abreast of what’s happening in the “real world” of business, students are encouraged to read at least one leading business periodical regularly. I recommend perhaps the Wall Street Journal, the Economist, Financial Times or Bloomberg Business Week – these and others are available in Parish library, accessible via the Internet or can be purchased at discounted student rates. Also, for matters of local business interest, the Anderson School website has a student link to the online edition of Albuquerque Business First - <http://www.mgt.unm.edu/bizjournals/> - which is free for students.

COURSE OBJECTIVES and DESIRED LEARNING OUTCOMES

The specific learning objectives for this course are for you to:

Learn Fundamental Ethical Principles, Generalizations and Theories Regarding Business and Society:

- You’ll explore the influence that ethical, political and social forces have on the structure and operation of business organizations.
- You’ll examine the interrelationships between these forces and seek to understand how businesses must function in increasingly complex environments.

Learn to Apply Course Material to Real-World Business Challenges:

- You’ll come to recognize that building positive and mutually beneficial relationships across organizational boundaries is a growing and extremely important part of a business manager’s role.
- You’ll better understand that in a complex world, managers face the difficult challenge of achieving positive economic results while simultaneously creating value for all of the business’s diverse stakeholders.

Acquire Skills in Living your Personal Values and Working with Others as Members of a Team:

Individuals within organizations must have clarity around his/her own personal values and must have developed effective interpersonal skills to enable ethical decision making and the exercise of sound business judgment. Thus,

- You'll be asked to truly examine your own personal values and consider the important role they will play in your life and business success.
- You'll discover that organizations perform their activities and achieve their objectives through the people employed by them.
- You'll learn and practice team skills - which will be critical to your success in business.

COURSE REQUIREMENTS AND GRADING

Grading is not personal. Grades are only an imperfect reflection of the relative merit of the work submitted and cannot reflect effort, intuitive knowledge, or ability beyond that which is on paper or otherwise concretely demonstrated. Thus, your grades will be earned based on:

- Active participation in class (including attendance)
- Performance on 10 out of 12 quizzes (lowest two scores will be dropped)
- An individual writing assignment – your own Personal Code of Ethics
- A high impact community group project that includes graded periodic deliverables and a high-stakes final team report

The weighting for these grading components are as follows:

Individual assessments

Quizzes (10 out of 12)	200 points
*Attendance and Class Participation	200 points
Individual Personal Code of Ethics	200 points

***Team assessments**

*Team Project Agreement	15 points
*Project Status Brief	25 points
*First draft "Analysis"/status updates	25 points
*Team writing meeting with GA	20 points
*Final project team report	300 points
*Exit interview meeting with instructor	15 points

TOTAL:	1000 points
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**Denotes a "peer evaluation" component which will be an important factor in assessing your individual classroom participation and performance as a project team member. These peer evaluations can positively or negatively impact your grade to a substantial degree, so it's imperative you take them seriously.*

Final grades will be assigned according to the following point scale. If a particular grade is important to you, I urge you to track your progress throughout the semester, since I do not add points to “bump” a student into a higher grade range:

980-1000 points	A+
930-979 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

COURSE SCHEDULE

{Please regularly consult our course in UNM Learn for current course schedule and updates.}

COURSE CONTENT

Classroom Participation / Attendance - REQUIRED: For a full discussion, please see Policies and Procedures, below.

Quizzes: Weekly quizzes will be taken on line and will be available within each week’s learning module in the Learn course. Quizzes open each Wednesday at 5 p.m. and close promptly at 11:59 p.m. Sunday. Quizzes will be quite difficult if you fail to fully participate in classroom discussions and/or do not complete the weekly readings/activities.

Quizzes will be comprised of 10 multiple choice questions worth 2 points each. Twenty (20) minutes will be allowed and you’ll have only one attempt to take each quiz. Please ensure you have a *reliable Internet connection* before you begin, since absent a confirmed UNM or Learn system outage, technical difficulties are your responsibility to avoid.

Quizzes are open book and you may use your own notes, but quizzes are to be taken without assistance from others: do not collaborate with others in any way or attempt to share or procure quiz content or possible answers since to do so is cheating. Cheating is a clear violation of the Anderson Academic Honesty Code and as such, will be dealt with harshly up to and including a failing grade in the course and/or suspension from the Anderson School.

Tremendous flexibility is provided in the regular quiz schedule for you to determine on what day and time you will take each quiz within the prescribed quiz window. In addition, you are allowed to “drop” your two lowest quiz scores. Thus, my policy is that no accommodation will be

made to take quizzes other than during the scheduled quiz window. In other words, no make-ups are allowed.

Personal Code of Ethics (PCE): Due in WEEK 9, this short paper will challenge you to think deeply about your ethical values and to set out your own personal code of ethics as aid in ethical decision-making. More instructions on the format and required content of the paper will be provided in class and posted on-line in UNM Learn.

Team Project – Researching Nominees for the New Mexico Ethics in Business Awards: Throughout the semester, students will participate as team members to research candidates for the highly prestigious New Mexico Ethics in Business Awards. As a team, you'll be expected to identify and fully analyze the ethical practices of nominees for this award and make recommendations based on your research. "Primary" research (i.e., personal interviews with actual business leaders, stakeholders, etc.) is expected. Due to the importance of conducting on-site interviews with business representatives and their stakeholders, possibly requiring significant off campus activity, you and your project team members must be diligent and plan accordingly. Extensive resources will be provided in class and posted in our Learn course to assist you in all aspects of this team project.

NOTE: If for any reason you doubt your personal willingness or ability to work together as a team member on a project of this type, I encourage you to drop this course and plan to take MGMT 308 during another semester.

Peer Evaluation: There will be a peer evaluation component to (1) your class participation and (2) team project grades at the end of the semester. In this process, you and your team mates will be rating your own and each other's contributions throughout the semester – so plan to participate responsibly and expect to be held accountable. More information on the mechanics and timing of this evaluation will be provided in class and online.

RECOMMENDATIONS FOR SUCCESS IN THIS COURSE

1. Read the syllabus and the schedule and refer back to them regularly. It's a good idea to know and keep in view the "big picture."
2. Always clarify with me anything that's not clear or that you don't understand. The only "dumb question" is the one not asked.
3. Read each textbook chapter – preferably twice – at least once before we discuss the material in class. The value of your class time is dramatically diminished if you are not prepared.
4. Come to every class and actively participate. Particularly in a discussion-based course such as this, tremendous educational value comes from what you will gain by engaging in classroom dialogue and interaction. Missing classes *will* result in a *lower grade* – so, it's your choice and your responsibility to attend and participate.

5. In the project and any other group work, strive to be a good teammate. Plan ahead, meet deadlines and commitments, remain open to and respectful of others, follow up and follow through. In the business world, your success will depend heavily upon your ability to work well with others.
6. Contact me promptly if you encounter any difficulties – don't wait until you're hopelessly under water to signal for help.

POLICIES AND PROCEDURES

Class Participation / Attendance - EXPECTED: You're expected to attend all class sessions, have carefully prepared in advance by reading/reviewing all assigned material and then actively participate in class. Classroom participation is an important part of refining critical thinking and reasoning skills and thus, is an essential aspect of this course. Attendance and classroom participation constitutes 20% of your grade, with points coming from regular involvement and quality contributions.

Since scheduling conflicts can arise and unforeseen events occur, you are allowed three absences before any penalty is assessed, therefore, no differentiation between excused and unexcused absences is made – there are no “excused” absences. It's your responsibility to ensure that you receive credit for your attendance and my records shall be definitive in assessing any participation penalties (see below). If absences must occur, it's also your responsibility to be proactive in keeping up with missed activities, assignments or announcements.

You may register only your own attendance/participation in class (via sign-in sheets, individual or group worksheets, etc.). I consider signing in for someone else to be a serious form of academic dishonesty on the part of both the student falsely representing the participation/attendance of another *and* on the part of the student whose absence is being concealed (see Academic Honesty provisions below). Severe penalties shall result for this or any other type of academic dishonesty, so don't do it.

Excessive absences will be subject to the following penalties at the end of the semester:

- 3 or fewer absences – no penalty
- 4-5 absences – 50 points
- 6-7 absences – 100 points
- 8 or more – 200 points

Finally, please remember that the **peer evaluation** component referenced above shall also apply to final classroom participation scores and can therefore further impact your participation grade.

Tardiness / Early Departures - UNACCEPTABLE: Being late to class or departing early is disruptive and unacceptable. If such behavior becomes recurrent, you will be marked as absent from the entire class session and further, may be dropped from the class.

Late Assignments - UNACCEPTABLE: Since the schedule for all written assignments/assessments is communicated well in advance, late work is unacceptable and shall be subject to the loss of one full letter grade (10%) for each day the work is late. A “day” will accrue

at 11:59 p.m. on the date the assignment is due in class, and each additional day will accrue at 11:59 p.m. every day thereafter.

Electronic Devices - RESTRICTED: While I do not prohibit the use of electronic devices in the classroom, they are to be used only for legitimate work in this class – such as note-taking, accessing posted assignments and e-book materials, perhaps quick research in classroom group discussions, etc. Other uses are not only rude and unprofessional, they are distracting to other students and to me, the instructor. No use shall be made for talking or texting, or for purposes of socializing, shopping, random Internet browsing, doing work for your business, job, or other courses, or for cheating (again, please see Academic Honesty provisions below). Students abusing this privilege will be asked to leave the class and will be marked absent for the day.

Academic Integrity - EXPECTED: Anderson School of Management faculty, staff and students commit to values of trust, honesty, integrity, and accountability. We will not tolerate academic dishonesty at the Anderson School. 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 Academic Honesty Code will be taken very seriously and appropriate sanctions will be applied. FOR THE FULL TEXT OF THE CODE, please visit:
<http://www.mgt.unm.edu/honesty>.

Pillmore Center for Ethics: My office is located in the Eric Pillmore Center for Ethics (located in GSM 234) and is a valuable resource that can enhance your educational experience. It provides a library of materials on business ethics and an excellent forum for consultations with your instructor on your team projects. In order to protect the center's users, resources and equipment, open hours are limited to my office hours, my GA's office hours, or gladly by appointment.

Disabilities: Reasonable accommodation will be given to any individual with learning disabilities or special needs. If this applies, please immediately contact the Accessibility Resource Center which will assist you and me in making needed accommodations. The Center's contact is:

Accessibility Resource Center
Mesa Vista Hall room 2021
505-277-3506
<http://as2.unm.edu>

Revisions to Syllabus: The course syllabus provides a general plan for the course. If changes to the syllabus or course expectations become necessary, the change will be announced in class and/or posted in UNM Learn. Students are responsible for all announcements made in class or posted in UNM Learn.

Be responsible, do your best and have fun!