



SYLLABUS

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

Spring 2015

Instructor: Prof. Wellington Spetic
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Office Hours: Thursdays – 4:00pm-5:00pm
and by appointment (office) ASM 2060.

Meeting Days & Time: Section 001 – Tuesdays & Thursdays, 9:30am-10:15am
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. You will be exposed to a variety of perspectives on business, some of which you may agree with and others that you won't. My goal is not for you to think in a particular way, but rather to be able to analyze those business relationships and external environmental pressures that affect organizations, and then to develop informed and sensible policies and practices that allow organizations to be successful *in the long term*. The course comprises five broad modules with different but overlapping topics:

Corporate Social Responsibility

- Broadly, we will examine the questions of what, if any, obligations the corporation owes to society.

Ethics

- The emphasis in this module is on ethical reasoning, including gaining an understanding of the main ethical theories. This is not an in-depth examination of business ethics. I encourage you to take the course on managerial ethics if this topic interests you.

Stakeholders

- The firm can only continue as a going concern if relevant constituencies continue to believe in its mission. It is nearly impossible to run a firm without the support of employees, customers, suppliers, or financiers. We will also consider the connection of more distant stakeholders to the firm.

Business-Government Relations

- In this module, we will begin to develop an understanding of the regulatory environment of business. This section will also provide an opportunity to think about the ways corporations influence the political process.

Business and Technology

- Advancements in information technology and communication have dramatically changed how we live. In this section, we will look at the roles that technology now plays on the business-society relations.

Business and the Natural Environment

- Society has become more concerned about how business activities impact the natural environment. We will spend some time examining these issues.

REQUIRED COURSE MATERIALS

1. Business and Society: Stakeholders, Ethics, and Public Policy.
Author: Anne T. Lawrence and James Weber
Edition: 14th, ISBN: 978-0-07-802947-9
Publisher: McGraw-Hill
2. Articles and cases available on UNM Learn
3. Students should also read regularly 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	15%
	Midterm	25%
	Final	40%
Group	Group Assignment	20%
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%

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 it has neglected; and
 - 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; 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 **only** for taking notes. You may not use your laptops in class for email, checking/preparing for another class, shopping, web-browsing, chatting, checking your facebook or twitter, etc. Violations will result 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.

Group Paper (*Inside Job* documentary)

- Working with three or four other students, this assignment requires you to write an essay on any salient issue raised in the film.
- Construct a thesis statement – a short (25 words or less) summary statement – that encapsulates your position on the issue.
- You also need to demonstrate how the movie was the inspiration for your paper. In explaining your position make sure you address both the pros and cons of the issue, if applicable. Support your arguments using facts, avoid what you “believe” or “feel”.
- You should also make reference to three concepts that we have covered in the course up to then.
- Include a conclusion summarizing the evidence presented.
- This assignment should be no shorter than 7 pages of text; that is, title page, table of contents, references, etc. do not count towards the 7 pages.

This assignment is due as indicated in the course calendar. Submit your paper via email.

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 are available in this syllabus and on UNM Learn.

Instructions for all writing assignments

- Your papers must contain proper citations. Organize your references in any style you like. The important thing is that someone else (like me) can find your information. When using internet material, please include the exact weblink for the page containing the information. Be consistent with the style you use.
- The format for all papers is a 12 point font, double spaced, with 1” margins on every side, and numbers on all pages after the title page. Use topic headings to improve the flow of your paper.
- If you don’t already own a writing handbook, buy one. The Elements of Style by Strunk and White is a good choice. Whichever one you prefer, use it well.

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 (out of your final grade) will be applied when excessive unexcused absences occur:

- 3 or fewer absences – no penalty
- 4 absences – 5 points
- 5 absences – 7 points
- 6 or more absences – 10 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

Teamwork will likely be a part of your professional life, but, 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 Learn for the 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.

TENTATIVE COURSE SCHEDULE

Wk	Date	Topic	Readings
1	Jan 13	Introduction	None
Corporate Social Responsibility			
2	Jan 15 Jan 20	The corporation and its stakeholders	L & W, Chapter 1, pp. 2-22. A Brawl in Mickey's Backyard, in class exercise.
	Jan 22	Managing public issues and stakeholder relationships	L & W, Chapter 2, pp. 24-43 Discussion Case: Coca-Cola.
3	Jan 27 Jan 29	Corporate social responsibility	L & W, Chapter 3, pp. 45-65. Discussion Case: Timberland's Model.
4	Feb 03 Feb 05	Global corporate citizenship	L & W, Chapter 7, pp. 137-155 Discussion case: Apple's Supplier.
Ethics			
5	Feb 10	Ethics and ethical learning	L & W, Chapter 4, pp. 68-88 Discussion Case: Chiquita Brands.
	Feb 12	Organizational ethics and the law	L & W, Chapter 5, pp. 91-111 Discussion Case: Alcoa's Core Values
6	Feb 17	Ethical reasoning wrap up	Case: The parable of the Sadhu.
Business and its Stakeholders			
	Feb 19	Shareholder rights and corporate governance	L & W, Chapter 14, pp. 308-330 Discussion Case: Citigroup.
7	Feb 24	Consumer protection	L & W, Chapter 15, pp. 332-353 Discussion Case: Big Fat Liability.
	Feb 26	Employees and the corporation	L & W, Chapter 16, pp. 355-376 Discussion Case: No Smoking Allowed.
8	Mar 03	Review for Midterm	None
	Mar 05	Midterm	
9	Mar 10 Mar 12	Spring Break	
10	Mar 17	No class	I will be available by email.
	Mar 19	The community and the corporation	L & W, Chapter 18, pp. 402-423 Discussion Case: Fidelity Investments.
Business and Public Policy			
11	Mar 24	Business-government relations	L & W, Chapter 8, pp. 160-180.
	Mar 26	Influencing the political environment	L & W, Chapter 9, pp. 183-207 Discussion Case: Stop Piracy Act.
12	Mar 31 Apr 02	Documentary: Inside Job	
Business and Technology			
13	Apr 07	Technology, organizations, and society	L & W, Chapter 12, pp. 260-282 Discussion Case: Online Privacy.
	Apr 09	Managing technology and innovations	L & W, Chapter 13, pp. 285-304

14	Apr 14	Documentary: Food Inc.	None
		Business and the Natural Environment	
	Apr 16	Sustainable development and global business	L & W, Chapter 10, pp. 210-232 Discussion Case: Clean Cooking.
15	Apr 21	Managing environmental issues	L & W, Chapter 11, pp. 234-257 Discussion Case: Digging Gold (Inside Job paper due)
	Apr 23	Video Case: Burt's Bees, balancing growth and sustainability	None
16	Apr 28	Guest Speaker TBA	None
	Apr 30	Course wrap up: review & LAT	None

Professionalism & Participation Grading Rubric

Grade	Criteria
13%-15%	<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 late or leave class early
11%-12.9%	<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 late or leave class early
9%-10.9%	<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.
7%-8.9%	<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 classes early.
F 0%	<ul style="list-style-type: none"> • 6 or more absences