



MGMT 308-003/004: THE ETHICAL, POLITICAL AND SOCIAL ENVIRONMENT
FOR BUSINESS

SYLLABUS – Spring 2015

These classes meet Mondays and Wednesdays in Room ASM 1065

- MGMT 308 – 004 at 4:30 to 5:15 p.m.
- MGMT 308 – 003 at 5:30 to 6:45 p.m.

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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 can be an essential sustainability 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 focus on and come to class prepared to discuss ethical, public policy and environmental current events and issues. Text and materials will include:

- **UNM Learn**: This course is a “hybrid” in the sense I will 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 are likely to miss something and fall behind. Updates to the schedule, various articles and other resources will be assigned, 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 will thoroughly read this textbook, so you will get your money’s worth from it! Used versions are just fine, as are e-books or hardcopies. There are no additional “access codes” nor supplemental materials required.
- **BUSINESS PERIODICALS**: In order to keep abreast of what’s happening in the “real world” of business, students are also expected 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 will explore the influence that ethical, political and social forces have on the structure and operation of business organizations.
- You will 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 will recognize that building positive and mutually beneficial relationships across organizational boundaries is a growing and extremely important part of management’s role.
- You will better understand that in a complex world, business managers face the difficult challenge of achieving positive economic results while simultaneously creating value for all of businesses’ 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 will be asked to truly examine your own *personal values* and consider the important role they will play in your life and business success.
- You will discover that organizations perform their activities and achieve their objectives through the *people* employed by them.
- You will 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. 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)
- The writing of your own “Personal Code of Ethics”
- A group project that includes periodic deliverables and a final team report

The weighting for these grading components are as follows:

Individual assessments

Quizzes (10 out of 12)	400 points
* Classroom Participation	200 points
Personal Code of Ethics	100 points

***Team assessments**

Team Project Covenant	20 points
Outline and contacts/sources list	30 points
Final team project report	250 points

TOTAL:	1000 points
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**Denotes a “peer evaluation” component which will be an important factor in assessing (1) classroom participation and (2) 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: (20%) For a full discussion, please see Policies and Procedures, below.

Quizzes: (40%) Weekly quizzes will be taken on line and will be available within each week’s learning module in the Learn course. Quizzes will open each Wednesday at 7 p.m. and will close promptly at 11:59 p.m. Sunday. Quizzes will be comprised of 20 multiple choice questions worth 2 points each. Forty (40) 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 any quiz so that you don’t inadvertently lose your connection and thus lose your one quiz attempt. During the first week, students will have the opportunity to take a “practice” quiz and while it’s not worth course points, it is a chance to get familiar with the process and take care of any connection/technical problems that arise prior to the first “real” quiz in WEEK 2.

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 receive quiz content or possible answers – because 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 possibly suspension from Anderson School.

Quizzes will be quite difficult if you fail to fully participate in classroom discussions and/or do not complete the weekly readings/activities. Also, 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, no exceptions. In the event of

documented Learn system interruptions or outages occurring during the taking of an online quiz, some accommodation may be made, subject to instructor discretion. A student's failure to utilize a secure and reliable Internet connection for the taking of timed online quizzes is NOT a system failure for which accommodation will be made.

Personal Code of Ethics (PCE): (10%) Due in WEEK 8 (Wed., March 4), this short paper will allow you to set out your personal code of ethics as a plan for 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 on "Sustainability" in Key New Mexico Industries: (30%) Throughout the semester, students will participate as team members in a project designed to have you explore "sustainability" challenges and opportunities faced by New Mexico businesses. You will be expected to identify and fully analyze the sustainability best practices of local businesses (or lack thereof) and make recommendations based on your research. "Primary" research (i.e., personal interviews with actual business leaders, stakeholders within the industry, etc.) is strongly encouraged. 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 now and plan to take MGMT 308 during another semester. Extensive resources will be provided in class and posted in our Learn course to assist you in all aspects of this team project.

Peer Evaluation: There will be a self and 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.

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." Check frequently for schedule or course updates in UNM Learn.
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. Missing classes *will* result in a *lower grade* – so, it's your choice and your responsibility to attend and participate. Also, and 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.

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

Classroom Participation / Attendance - EXPECTED: You are expected to attend all class sessions, have carefully read in advance all assigned material, be prepared to discuss it, 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, the offending student will be recorded as absent for the entire class period.

Late Assignments - UNACCEPTABLE: Since the schedule for all written assessments is posted/announced 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. No use shall be made for talking, texting, or for purposes of socializing, shopping, random Internet browsing, doing work for your business, job, or other courses, or to cheat (again, please see Academic Honesty provisions below). Misuse of this privilege by any student may result in a complete ban – applicable to all students – on all electronic devices in the classroom for the remainder of the semester.

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. 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 Room for Ethics: My office is located in the Eric Pillmore Room for Ethics (located in GSM 234) and is a valuable resource which 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 project. 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.