



**MGMT 308-002 – ONLINE**

**THE ETHICAL, POLITICAL, AND SOCIAL ENVIRONMENT FOR BUSINESS**

**SYLLABUS – Spring 2016**

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**NOTE:** PLEASE REFER TO WEEKLY LEARNING MODULES AND THE COURSE SCHEDULE FOR THE MOST CURRENT INFORMATION ON ASSIGNMENTS AND ACTIVITIES

**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 a critical business sustainability strategy. Consequently, this course encourages critical thinking and the development of management behaviors that effectively respond to how business interconnects with modern ethical, political and social systems – in the interest of sustainability.

### **TEXTBOOK and MATERIALS**

- **REQUIRED TEXTBOOK:** Anne T. Lawrence and James Weber, *Business and Society: Stakeholders, Ethics, Public Policy*, 14<sup>th</sup> Edition, 2011 (New York: McGraw-Hill). Reading assignments in this textbook start immediately and we will read 17 of its 19 chapters, so you'll get your money's worth.
- **DISCUSSIONS ON COURSE MATERIALS:** *Be prepared to actively participate* in online group Discussions that will address course material and current ethical, public policy and environmental issues for business. In addition, various articles and media links will be regularly posted in Learn as required reading/viewing/listening, thereby enhancing topics for your weekly Discussions and may be the subject of quizzes or the final exam, as appropriate.
- **CURRENT EVENTS:** To stay current on business and society issues and be prepared to interject them into group Discussions, students are also expected to read at least one major business periodical regularly – examples include: *The Wall Street Journal*, *Bloomberg Business Week*, *the Economist*, or *Forbes* (all are available in Anderson's Parish Library or accessible via the Internet). 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 LEARNING GOALS, OBJECTIVES and DESIRED LEARNING OUTCOMES**

The learning goals, objectives and desired learning outcomes for this course are:

**Anderson BBA Goal 1:** Students will exhibit understanding of broad business concepts and principles.

**MGMT 308 Objective 1:**

Students will understand the effects that ethical, political and social forces, in increasingly complex environments with many diverse stakeholders, have on the general expectations placed on business and the optimal operations for individual businesses.

**Learning Outcome Measures:** Performance on weekly course quizzes, in weekly group Discussions, written synopses of those Discussions, on the individual writing assignment and final exam.

**Anderson BBA Goal 2:** Students will exhibit critical thinking skills to address diverse business challenges and opportunities.

**MGMT 308 Objective 2:**

Students will be able to identify and define issues, and opportunities for dealing with them successfully, in the overall business-society relationship.

**Learning Outcome Measures:** Performance on weekly quizzes, in weekly group Discussions, written synopses of those Discussions, on the individual writing assignment and final exam.

**Anderson BBA Goal 3:** Students will learn to model business professionalism and demonstrate effective written and oral communication skills.

**MGMT 308 Objective 3.1**

Students will learn to effectively communicate management concepts, plans and decisions in written works.

**Learning Outcome Measures:** Performance in weekly group Discussions, written synopses of those Discussions, and on the individual writing assignment.

**MGMT 308 Objective 3.2**

Students will learn to demonstrate professional conduct within group/team activities.

**Learning Outcome Measures:** Performance in weekly group Discussions and on the written synopses of those Discussions.

**COURSE SCHEDULE**

*Please refer to the weekly Learning Modules and Course Schedule posted in UNM Learn – these will keep you up to date on weekly tasks, assignments and upcoming due dates.*

**COURSE CONTENT**

**Discussions: (40%)** On a weekly basis, students are expected to *prepare in advance* for group Discussions by carefully reading all assigned materials, viewing videos, listening to audio segments and then *actively participate* in online group “Discussions.” Consistent and conscientious participation in these group Discussions is an important part of refining critical thinking skills and thus is an essential aspect of this course. Your participation in weekly Discussions will constitute 40% of your grade, with points coming from consistent, regular involvement and quality contributions. Please refer to the Discussion Guidelines (posted in “Discussion Resources” and incorporated herein by reference) for important additional information on Discussion requirements and protocols.

**Peer Evaluations:** There will be a peer evaluation component to your group Discussion grade at the end of the semester which may significantly affect your grade. In this process, you and your peers will be rating your own and each other’s contributions in the group Discussion work – so plan to participate responsibly and expect to be held accountable. Because of the considerable impact this peer evaluation may have on your grade, please recognize that your performance in your Discussion group from *day one*

must be *exemplary*. More information on the mechanics and timing of this evaluation will be provided in a Discussion Resources sub-folder entitled “Peer Evaluations.”

**Quizzes: (30%)** Weekly quizzes will be available via a link within each weekly module. Each quiz will have 10 questions selected at random from a large test bank. Each question will be worth three points, for a total maximum score of 30 points per quiz. Twenty minutes will be allowed and you’ll have only one attempt to take each quiz, therefore, please ensure you’re using a reliable and secure Internet connection before you begin. Please do not attempt to take quizzes on your smart phone, not a “smart” idea. In the event of any confirmed Learn system interruption or outage occurring during the taking of an online quiz, some accommodation may be made, subject to instructor discretion. However, a student’s failure to utilize a secure and reliable Internet connection for taking timed online quizzes is not a system failure for which accommodation will be made.

Quizzes are open book and you may use your own notes, but quizzes are to be taken without outside assistance from anyone – do not collaborate with others in any way, share quiz content or share possible answers, since to do so is cheating – a violation of the Anderson Academic Honesty Code. Any form of cheating will be dealt with harshly (see provisions on Cheating below). Quizzes and other course work will be quite difficult if you fail to fully participate in weekly Discussions and/or do not complete the weekly readings and activities.

Tremendous flexibility is provided in the regular quiz schedule for every student to determine on what day and time he/she will take each quiz within the prescribed weekly window. In addition, all students are allowed to “drop” his/her two lowest quiz scores. Thus, my policy is that no accommodation will be made to take quizzes other than within the scheduled window. In other words, no make-ups or early quizzes are allowed – no exceptions.

**Personal Code of Ethics - Individual Writing Assignment: (10%)** – Due at approximately the mid-term, more details on this assignment will be provided soon.

**Final Exam: (20%)** This exam will be comprehensive on all course material and will be taken online during WEEK 16. More information on the final exam will be provided later in the semester.

### **PERFORMANCE MEASURES (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 over and above that which is on paper, especially when it comes to an ONLINE course format. Therefore, student grades will be earned based on:

- **Active participation in weekly group Discussions – 40%**
- Performance on 10 out of 12 quizzes (lowest two scores will be dropped) – 30%
- Individual writing assignment – 10%
- Final exam – 20%

On a 1000 point scale, the weighting for these grading components are as follows:

**Individual assessments**

Quizzes (10 out of 12)	300 points (30 points each)
Individual Writing Assignment	100 points
Final Exam	200 points

**\*Team assessments**

Group Discussions (8 of 10 weeks)	400 points (50 points each)
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TOTAL: 1000 points

*\*Denotes a “peer evaluation” component which will be a critical factor in assessing performance as a Discussion group member. These peer evaluations can positively or negatively impact your grade to a significant degree, so you must 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

**A FEW 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 keep the “big picture” in view at all times.
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 you discuss the material in your Discussion groups. The value of your Discussion group work is dramatically diminished if you are not prepared, and there are accountability mechanisms that could result in you failing or being dropped from the course if you fail to prepare and participate fully.
4. Actively participate in the course activities on a daily basis. In a discussion-based course such as this, tremendous educational value comes from what you will gain by engaging in group dialogue and interaction. Again, failing to participate fully and conscientiously in group work can have dire consequences – so, it’s your responsibility to avoid poor outcomes.
5. In any group work, strive to be a good team member. Plan ahead, meet deadlines and commitments, remain open to and respectful of others, follow up and follow through. Here in this course and in the business world beyond, 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**

**Participation is Essential:** Because such a large component of this course involves Discussion group work (40% of grade), conscientious individual participation is essential to ensure the group is successful. Any student who has not participated in course activities by the end of the first week of the course will be dropped from the class. Further, there are mechanisms throughout the semester that can penalize students who fail to participate responsibly in group work, up to and including failing the course or being dropped from it. See course materials addressing “Discussions” for more information.

**Responding to Student Email Messages:** I respond to emails as promptly as possible, but please allow 24 hours for me to respond during the week (M - F) and 48 hours on the weekend. For example, if you send me a message at 12 noon on Monday, please allow until 12 noon on Tuesday for me to respond. If you send me a message at 5:00pm on a Friday, please allow until 5:00pm Sunday for me to respond. If you don’t get a response from me within these time frames, please reach out again to ensure the message was received.

**Deadlines and Due Dates:** All deadlines and due dates are identified well in advance and therefore are not negotiable. Late work will not be accepted.

**Privacy and UNM Learn Activity Tracking Notice:** Please be aware that UNM Learn and the course website automatically record all student activities throughout the semester, including your first and last access to the course, the pages you have accessed, the number of Discussion messages you have read and sent, and all material you may post in Discussions. This data is accessed regularly by the instructor and teaching assistants to monitor and evaluate class participation and to identify students having difficulty using UNM Learn features.

**Cheating, Plagiarism and Other Forms of Academic Dishonesty:** The UNM Anderson School of Management is serious about academic honesty and integrity, therefore, the following commitment stated

in Anderson's Academic Honesty Code is expected of all: **“Anderson School of Management faculty, staff and students commit to values of trust, honesty, integrity, and accountability. We will not tolerate academic dishonesty.”**

In my classes, whether in a classroom setting or online, ethical lapses such as cheating on quizzes or exams, plagiarizing other people's work or any other form of cheating *will result in a failing grade for the course and will be reported to higher University authorities per Code requirements*. If you do not understand your academic honesty responsibilities or have questions about what constitutes cheating, plagiarism, how to report suspected cheating, etc., please contact me immediately or contact any other Anderson instructor or the Anderson School's Associate Dean. The full text of Anderson's Academic Honesty Code can be found at: <http://www.mgt.unm.edu/honesty/>.

**Inclement Weather and Course Interruptions:** Inclement weather should not be a problem in an online course. However, in the event of an unexpected course interruption (i.e., UNM Learn is down for a significant amount of time when assignments, quizzes or exams are due), please email me at [ssmith56@unm.edu](mailto:ssmith56@unm.edu) to let me know the day and time you experienced the system outage. If I'm able to confirm an actual Learn system outage or interruption, I'll respond as soon as possible, detailing how the particular assignment or assessment will be handled.

**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>

**General Information:** The course syllabus provides a general plan for the course. If changes to the syllabus, schedule or course expectations become necessary, the change will be announced and/or posted in Learn. Students are responsible to stay apprised of all course postings and announcements.

*In Summary: Be responsible, do your best and have fun!*