



SYLLABUS

MGMT 308 (006) – Ethical, Political, and Social Environment of Business

Spring 2016

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Office Hours: Thursdays – 3:00pm-4:00pm or
by appointment (office ASM 2125).

Meeting Days & Time: Section 006 – Tuesdays & Thursdays, 4:00pm-5:15pm
Classroom: ASM 1065

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. Upon successful completion of this course, you should be able to:

- 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;
- Identify and analyze ethical dilemmas using different kinds of ethical reasoning. You will be able to recognize your own ethical values and apply ethical concepts to various situations; and
- Understand how improving ethical performance can be in the interests of businesses. You will be able to recognize the variety of ways through which business creates social, environmental, and economic value, grasp the managerial challenges of socially responsible business, and discern successful Corporate Responsibility and Sustainability programs.

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 sustainability issues and business.

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

Slides, quizzes, and other reading material will be posted in 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	30%
	Final	35%
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%

Final grades are fixed with one decimal place; e.g., a 92.9% is an A- and no rounding up will be available.

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.

Group Assignment

This assignment is due as indicated in the course calendar. Specific guidelines will be posted in UNM Learn.

Extra Points

There will also be **opportunities to earn extra points** during the semester. These could be in the form of online quizzes (i.e. Learn, Socrative) or other assignments (current events presentations). The former will be completed during class at any moment and at the instructor's discretion. Unless I am notified of an absence in advance, you will receive no credit if you are absent, or late, on the day of the quiz – no exceptions. Guidelines for current events presentations will be posted in Learn on the second half of the course.

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

- 4 or fewer absences – no penalty
- 5 absences – 5 points
- 6 absences – 7 points
- 7 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 19	Introduction	None
Corporate Social Responsibility			
	Jan 21	The corporation and its stakeholders	L & W, Chapter 1, pp. 2-22. A Brawl in Mickey's Backyard, in-class exercise.
2	Jan 26		
	Jan 28	Managing public issues and stakeholder relationships	L & W, Chapter 2, pp. 24-43 Discussion Case: Coca-Cola.
3	Feb 02	Corporate social responsibility	L & W, Chapter 3, pp. 45-65. Discussion Case: Timberland's Model.
	Feb 04		
4	Feb 09	Global corporate citizenship	L & W, Chapter 7, pp. 137-155 Discussion case: Apple's Supplier.
	Feb 11		
Ethics			
5	Feb 16	Ethics and ethical learning	L & W, Chapter 4, pp. 68-88 Discussion Case: Chiquita Brands.
	Feb 18	Organizational ethics and the law	L & W, Chapter 5, pp. 91-111 Discussion Case: Alcoa's Core Values
6	Feb 23	Ethical reasoning wrap up	Case: The parable of the Sadhu.
Business and its Stakeholders			
	Feb 25	Shareholder rights and corporate governance	L & W, Chapter 14, pp. 308-330 Discussion Case: Citigroup.
7	Mar 01	Consumer protection	L & W, Chapter 15, pp. 332-353 Discussion Case: Big Fat Liability.
	Mar 03	Employees and the corporation	L & W, Chapter 16, pp. 355-376 Discussion Case: No Smoking Allowed.
8	Mar 08	Review for Midterm	None
	Mar 10	Midterm	
9	Mar 15	Spring Break	
	Mar 17		
10	Mar 22	No class	I will be available by email.
	Mar 24	The community and the corporation	L & W, Chapter 18, pp. 402-423 Discussion Case: Fidelity Investments.
Business and Public Policy			
11	Mar 29	Business-government relations	L & W, Chapter 8, pp. 160-180.
	Mar 31	Influencing the political environment	L & W, Chapter 9, pp. 183-207
12	Mar 05	Documentary: Merchants of Doubt	
	Apr 07		
Business and Technology			
13	Apr 12	Technology, organizations, and society	L & W, Chapter 12, pp. 260-282 Discussion Case: Online Privacy.
	Apr 14	Managing technology and innovations	L & W, Chapter 13, pp. 285-304

14	Apr 19	Documentary: Food Inc.	None
		Business and the Natural Environment	
	Apr 21	Sustainable development and global business	L & W, Chapter 10, pp. 210-232 Discussion Case: Timberland CEO and Activists (Merchants of Doubt assignment due)
15	Apr 26	Managing environmental issues	L & W, Chapter 11, pp. 234-257 Discussion Case: Digging Gold
	Apr 28	Video Case: Burt's Bees, balancing growth and sustainability	None
16	May 03	Course wrap up: review & LAT	None
	May 05	Final	None