



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

SYLLABUS – Spring 2016

These classes meet Mondays and Wednesdays in ASM 1065

- MGMT 308 – 004 at 4 p.m. to 5:15 p.m.
- MGMT 308 – 003 at 5:30 p.m. 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 are an essential business success 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.

TEXT and MATERIALS

Please come to class *prepared* to discuss ethical, political and social current events and issues as they pertain to business. The textbook 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.
- **REQUIRED TEXTBOOK**: 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.
- **CURRENT EVENTS**: In order to keep abreast of and discuss in class 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 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 classroom discussions and activities, and the group project.

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 classroom discussions and activities, group project and individual writing assignment.

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 classroom discussions and activities, group project and individual writing assignment.

MGMT 308 Objective 3.2

Students will learn to demonstrate professional conduct within any team activities.

Learning Outcome Measures: Performance in classroom discussions and activities and in the group project.

COURSE SCHEDULE

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

COURSE CONTENT

Classroom Participation / Attendance - REQUIRED: (20%) For a full discussion of this course requirement, please see Policies and Procedures, below.

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 participate in the classroom 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.

Individual Writing Assignment - Personal Code of Ethics (PCE): (10%) Due at approximately the mid-term, more information on the format and required content of this paper will be provided later in class and posted in UNM Learn.

Team Project – Sustainability Best Practices in Key New Mexico Industries: (40%) Throughout the semester, students will work in teams to research the sustainability best practices in key New Mexico industries. As a team, you’ll be expected to identify and fully analyze the business practices within your industry and critique the performance of businesses within it from a sustainability perspective. Periodic “small stakes” assignments will build throughout the semester toward your final team report – due at semester’s end. More information on the project assignment will be provided in class and posted in Learn.

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 in Learn.

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 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 group project that includes periodic interim assignments and a final team report

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

Individual assessments

Quizzes (10 out of 12)	300 points
*Attendance and Class Participation	200 points
Individual Personal Code of Ethics	100 points

***Team assessments**

*Team Project Agreement	25 points
*Detailed Outline #1	25 points
*Detailed Outline #2	50 points
*Final Team Report	300 points

TOTAL: 1000 points

**Denotes a “peer evaluation” component which will be a critical 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 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 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 team mate. Plan ahead, meet deadlines and commitments, remain open to and respectful of others, follow up and follow through. In this class 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

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 up to including expulsion from the Anderson School can result for this or any other incident 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 rude, disruptive and unacceptable. If you anticipate the unavoidable need to arrive late or depart early, advance courtesy notice to me is expected. I reserve the right to count late-arriving or early departing students as absent from the entire class session and further, if the problem persists, may drop you from the course.

Electronic Devices - RESTRICTED: No cell phone use in class – period. Cellphones are to be kept OFF in class; whatever it is, it can wait. If you anticipate an unavoidable need to take an urgent call during class time, see me *before class* and make arrangements to step out of class. **Laptops are also not to be used in class unless specifically authorized** for legitimate work in this class such as in-class group work, quick research to enhance classroom discussions, your use of the e-textbook, etc. See me if you wish to arrange this authorization for in-classroom laptop use. Non-course related uses are not only rude and unprofessional, they are distracting to other students and to me. Students abusing this restriction on electronic devices will be asked to leave the classroom, will be marked absent for the day and if the problem recurs, shall be grounds for dropping you from the course.

Cheating, Plagiarism and Other Forms of Academic Dishonesty – STRICTLY PROHIBITED: 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/>.

Late Assignments - UNACCEPTABLE: Since the schedule for all written assignments/assessments is communicated well in advance, late work is not accepted. It’s your responsibility to keep apprised of all course deadlines.

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 staying apprised of all announcements made in class or posted in UNM Learn.

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