

Spring 2-1-2004

MGMT 440.01: Business and Society

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MGT. 440—Business and Society

Spring Semester 2004—MWF 11:10 a.m.—12; 12:10—1:00 p.m.

Instructor: Dr. Lynda Brown

Contact information: GBB 370; office hours MWF 10a.m.—11 a.m. and by appointment; x 4309; 728-5557;

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Texts: 1) **Business and Society: Corporate Strategy, Public Policy, Ethics**, tenth edition, by Post/Lawrence/Weber, McGraw-Hill Irwin, 2002.

2) **Harvard Business Review on Corporate Responsibility**, Harvard Business School Press, 2003. (Consists of 8 articles)

Case: ENRON (to be provided)

Course objectives:

- to examine issues such as the contemporary role of business in our society, the nature of corporate responsibility, business ethics, the complex roles of government and business in a global economic community, and sustaining ecological development
- to examine ways business acknowledge and respond to challenging social and public issues
- to examine how breakthroughs in areas such as e-business and medicine (bioengineering) create social and ethical challenges as well as how we live and work
- to examine the role of business related to stakeholders: consumers, employees, stockholders and the public in general
- to allow you as a student to examine these issues from a perspective that is of particular interest to you as a future manager and employee
- to challenge your analytical skills and to improve your ability to communicate your ideas and questions verbally and in writing

Schedule:

MONDAY

1/26 Introduction to class

1/28 Chapter 1

1/30 Introduce project; Chapter 2

FRIDAY

2/2	Chapter 2	2/4	Chapter 19	2/6	Media assignment
2/9	Chapter 3	2/11	Chapter 4	2/13	# 1, #2 HBR Articles Outline
2/16	President's Day: No Class		Review		<u>Test: 1, 2, 3, 4, 19, HBR articles</u>
2/23	Chapter 16	2/18	2/25 #3, #4 HBR Articles Outline	2/27	Chapter 5
3/1	Chapters 5, 6	3/3	#5, #6 HBR Articles Outline	3/5	Chapter 5, 6
3/8	Chapter 7		<u>Test: 16, 5, 6, 7, HBR 4 articles</u>	3/12	Group meetings
3/15	Chapter 8		Chapter 9 2/20		Chapter 20
3/22	#7, #8 HBR Articles Outline	3/24	Chapter 10, 11	3/26	Groups


Spring Break: 3/29—April 2


4/5	Chapters 10, 13/10	4/7	<u>Test: 8→11, 20, HBR 2 articles</u>	4/9	Chapter 14
4/12	Enron outline due 3/17	4/14	Chapters 12, 13/19	4/16	Chapters 12, 13
4/19	Chapter 15		Chapter 15		Chapter 17
4/26	Chapter 18		<u>Test: 12→14, Enron; 15→18</u>	4/30	Groups
5/3	Oral/written group project	5/5	Oral/written group project	5/7	Oral/written group project

5/10—5/14 Finals Week

4/21

4/23

4/28

**Assignments: Articles for HBR Written Outline and In-class discussion:
I WILL PROVIDE A DETAILED DESCRIPTION OF WHAT I EXPECT IN THESE OUTLINES**

- 1) *Can a Corporation Have a Conscience?* IN CLASS: Fri. Feb. 13
- 2) *What's a Business For?* IN CLASS: Fri. Feb. 13
- 3) *The Competitive Advantage of Corporate Philanthropy;* IN CLASS Wed. Feb. 25
- 4) *The New Corporate Philanthropy* IN CLASS Wednesday Feb. 25
- 5) *The Virtue Matrix* IN CLASS Wed. Mar. 3
- 6) *From Spare Change to Real Change* IN CLASS Wed. Mar. 3
- 7) *The Path of "Kyosei"* IN CLASS Mon. Mar. 22
- 8) *Serving the World's Poor* IN CLASS Mon. Mar. 22
- 9) ENRON outline: IN CLASS Mon. Apr. 12

If you don't turn in an outline at the beginning of class before the discussion, you will receive ZERO CREDIT FOR THE ASSIGNMENT. If you are going to miss class, the assignment is due BEFORE the start of class. THERE WILL BE NO EXCEPTIONS out of fairness to your other class members!!!

Grading:

1) 4 tests are worth **50 points** each; you may drop the lowest test score. Total for tests: **150 points**
There are NO make up tests! If you miss a test, that score will be the one you drop.

2) One page outline for each article: I will provide the content for the outline.
Each outline receives a letter grade which translated into points are: A=5; B=4; C=3; D=2; F=0)
Remember: you have 9 of these outlines (TOTAL **45 points**);

3) In-class participation points (total **15**): **Don't underestimate how much these extra points and the outlines are worth in the end! (Outlines and extra points are worth more than one test or the final project.)**

3) Final Project: Group oral and written project (outline to be provided) **50 points**