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## MGMT 440.01: Business and Society

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## **MGMT 440, Business and Society**

### **Fall Term 2002**

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Office: GBB 340      Home E-mail address: [JSKSE@aol.com](mailto:JSKSE@aol.com)  
Office Hours: MWF 9:00 – 10:00 a.m., W 12:00 – 2:00 p.m.,  
F 1:00 – 2:00 p.m., and by appointment  
Office Phone: 243-6599  
Office Email address: [susan.anderson@business.umt.edu](mailto:susan.anderson@business.umt.edu)  
Course web site: [www.business.umt.edu/faculty/sma/default.asp](http://www.business.umt.edu/faculty/sma/default.asp)

**Texts:** Business and Society: Corporate Strategy, Public Policy, Ethics, Tenth Edition, by Post, Lawrence, and Weber.

**Content and Course Objectives:** In this course, we will use a systems approach to analyze the relationship between business organizations, their external environment, and various stakeholders. We will discuss ethics, business' responsibility to society, public issues management, various social issues, and business decision-making. It is hoped that this analysis will help participants:

1. Gain a better understanding of the complex system, in which businesses operate,
2. Develop the ability to examine business issues from a variety of perspectives,
3. Practice making business decisions that have ethical and social implications,
4. And apply innovative thinking to solve problems and create strategic advantage.

**Grading:** A=90% (450 pts.), B=80% (400 pts.), C=70% (350 pts.), D=60% (300 pts.)

Quizzes (Q)	90 points
Class Simulations, Exercises, & Assignments	90 points
Ethics Paper	100 points
Service Learning Project	100 points
Final Group Project	120 points

**Expectations for Hours Spent on This Course:** The School of Business expects students to spend about 45 hours in and out of class for each credit they earn. As a 3 credit class, MGMT 440 should require about 135 hours on average, 3 hours per week in class and 6 hours out of class. Because this is an experiential class, there are a number of projects that require careful scheduling. Please keep these factors in mind when selecting courses and your course load.

**Quizzes:** There will be 9 quizzes during the term. Each one will be worth 10 points. Quizzes will be given on any readings assigned, classroom handouts, and guest speakers since the last quiz. Quiz dates are shown on the course schedule. There will be **no** make-up quizzes (see note 5 for make-up options).

**Handouts:** You are responsible for knowing the information contained in all handouts including this syllabus. You may be quizzed on the information. Handouts will be given for each major project that will clearly specify project requirements. Read the requirements carefully and ask questions if you do not understand. You will lose points on the project if you do not complete the requirements.

**Class Exercises and Assignments:** There will be 9 class exercises and assignments during the term. Each one will be worth 10 points. Regular attendance in class will insure that you are able to participate in the in-class exercises. Some exercises require attendance for more than 1 day to obtain full credit.

No late assignments will be accepted (see the next note for make-up options). Each research assignment will have a due date and must be turned in on or before that date. You may also email assignments or send them in with friends in case of unplanned absences.

Exercises and assignments will often require students to do library or Internet research before class to prepare for the exercise. Out-of-class research assignments will be handed out one week in advance and will be posted on the course web site on the day they are handed out. Assignments should be formatted as a professional paper and must include complete citations when requested. See the page 4 of this syllabus for information on how to write a citation.

**Missed Quizzes, Assignments and Exercises:** If you are absent on the day of a quiz or exercise or you fail to turn in an assignment, you may make-up for the absence by attending and reporting on a University or community lecture that discusses a social issue (or your chosen career). To obtain credit, you must turn in a 1-2 page paper summarizing the presentation or event, discussing how the issue might impact business (or your future), and discussing your opinions on the subject covered (i.e. do you agree with the speaker, why or why not?). The papers are due within 3 weeks of the quiz, assignment or exercise that you missed. A list of pre-approved lectures is attached. All other make-up lectures must be approved by the instructor.

You may also make-up for one quiz, assignment, or exercise by doing more than 15 hours on your Service Learning Project.

**Late Papers and Projects:** I will deduct 5 points per class period for any project that is late. Projects are considered late once I leave the classroom on the day assigned. This rule applies to all Proposals, the Ethics Paper, the Service Learning Paper, the Service Learning Hours Sheet, and the Group Project Paper. You may turn in assignments before you leave for planned absences.

**Final Group Project Presentations:** You are required to attend the presentations given by all groups even those during finals week. You will lose 10 points for each day of final presentations that you miss.

**Resources:** Links to a variety of web-based resources are located on the course web site. They may be helpful when you are completing your homework. Reading the newspaper, Internet news sites, or newsmagazines may also be helpful when completing homework and preparing for class.

#### **Tentative Schedule:**

Key for the Schedule: Q = Quiz date, A = Date an assignment is due, E = Date of an in-class exercise.

#### **Tentative Schedule:**

<u>DATE</u>	<u>SUBJECT/ACTIVITY</u>	<u>ITEMS DUE</u>	<u>READINGS</u>
Sept 4	Introduction		
Sept 6	Systems Approach & Stakeholder Analysis		Chapter 1, Inland Bank Case on page 26
Sept 9	Public Issues & Decision Making		Chapter 2
Sept 11	Socially Responsible Business	A1	Chapters 3 & 4
Sept 13	Corporate Citizenship	Q1	
Sept 16	Group Decision Making	E1, Service Learning Project Proposal	
Sept 18	Ethical Introduction		Chapter 5 & 6
Sept 20	Ethics Project Day		
Sept 23	Ethical Analysis	Q2	
Sept 25	Ethical Analysis		
Sept 27	Ethics Project Day		
Sept 30	Ethics Project Day		
Oct 2	Ethics Paper Discussion	<b>Ethics Papers</b>	
Oct 4	The Market and Public Policy		Chapter 7

<u>DATE</u>	<u>SUBJECT/ACTIVITY</u>	<u>ITEMS DUE</u>	<u>READINGS</u>
Oct 7	Relations with Government	A2	Chapter 8
Oct 9	Contributions and Lobbying	Q3	
Oct 11	Group Project Introduction		
Oct 14	Mergers and Antitrust	E2	Chapter 9 & 14
Oct 16	Corporate Governance	Q4	
Oct 18	Group Project Time		
Oct 21	Commons Simulation	E3, Final Project Proposals	
Oct 23	Commons Simulation	E3 cont.	
Oct 25	Lessons from the Commons		Chapter 10 & 11
Oct 28	Environmental Issues & Ethics	Q5	
Oct 30	"Sustainable" Strategies		
Nov 1	Sustainable Business Speaker		
Nov 4	Managing Technology	A3	Chapter 12 & 13
Nov 6	Digital Technology	Q6	
Nov 8	Group Project Time	<b>Service Learning Project</b>	
Nov 11	Veterans' Day Holiday– No Class		
Nov 13	Biotech and Genetic Engineering		
Nov 15	Consumer Issues and Rights	A4	Chapter 15 & pages 452-465
Nov 18	Consumer Protection & Marketers' Responsibility	Q7	
Nov 20	Employee Issues and Rights		Chapter 17
Nov 22	Understanding Other Cultures	E4	Chapter 18
Nov 25	Diversity in the Workplace	Q8	
Nov 27-29	Thanksgiving Break – No Class		
Dec 2	Globalization	Q9	Chapter 20
Dec 4	The Future	E5	
Dec 6	Group Project Time		
Dec 9	Group Project Presentations	<b>Group Project Reports Due</b>	<b>Note: Attendance is Required During All Group Presentations!</b>
Dec 11	Group Project Presentations	<b>Group Project Reports Due</b>	
Dec 13	Group Project Presentations	<b>Group Project Reports Due</b>	
Dec 16	Section 1 – Mon. 8:00-10:00 a.m.	<b>Group Project Reports Due</b>	<b>Note: Attendance is Required During All Group Presentations!</b>
Dec 17	Section 2 – Tue. 8:00-10:00 a.m.	<b>Group Project Reports Due</b>	

## MGMT 440 Student Information Sheet

Name:

Email address:

Class Rank (Junior or Senior):

Emphasis (Management, Marketing, etc.) or major if not Business:

Circle any of the courses that you have taken: BADM 257 (Law), BADM 322 (Finance), BADM 340 (Mgmt & Organization Behavior), BADM 341 (Systems & Operations), BADM 360 (Marketing Principles)

Briefly describe your current career plan.

List your previous business experience other than coursework.

Rate your current level of knowledge on the following subjects from zero (no knowledge) to five (very knowledgeable).

	No Know.					Very Knowledge
Stakeholder Analysis	0	1	2	3	4	5
Socially Responsible Business	0	1	2	3	4	5
Business Ethics	0	1	2	3	4	5
Business/Government Relations	0	1	2	3	4	5
Government Regulation of Business	0	1	2	3	4	5
Corporate Governance	0	1	2	3	4	5
Environmental Issues in Business	0	1	2	3	4	5
Sustainable Business	0	1	2	3	4	5
Managing Technology	0	1	2	3	4	5
Biotech and Genetic Engineering Issues	0	1	2	3	4	5
Consumer Rights	0	1	2	3	4	5
Employee Rights	0	1	2	3	4	5

List any questions or issues you would like to discuss in this class.

Susan Anderson

Course Schedule:

MGMT 440, Section 1	MWF 10:10 – 11:00 a.m.
MGMT 440, Section 2	MWF 11:10 a.m. – 12:00 p.m.

Office Hours:

MWF 9:00 – 10:00 a.m.,  
W 12:00 – 2:00 p.m.,  
F 1:00 – 2:00 p.m.,  
and by appointment

Office Phone: 243-6599

For assistance outside of class and office hours:

Phone: 543-4321  
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