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## MGMT 440.02: Business and Society

Susan Anderson

*University of Montana - Missoula*

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

### **Fall Term 2002**

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Office: GBB 340      Office Hours: MWF 9:00 – 10:00 a.m., W 12:00 – 2:00 p.m.,  
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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 do 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<br>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<br/>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 &<br>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<br>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<br/>Reports Due</b> | <b>Note: Attendance is Required During All<br/>Group Presentations!</b> |
| Dec 11       | Group Project Presentations                        | <b>Group Project<br/>Reports Due</b> |   |
| Dec 13       | Group Project Presentations                        | <b>Group Project<br/>Reports Due</b> |   |
| -----        | -----  | -----                                | -----   |
| Dec 16       | Section 1 – Mon. 8:00-10:00 a.m.                   | <b>Group Project<br/>Reports Due</b> | <b>Note: Attendance is Required During All<br/>Group Presentations!</b> |
| Dec 17       | Section 2 – Tue. 8:00-10:00 a.m.                   | <b>Group Project<br/>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  
MGMT 440, Section 2

MWF 10:10 – 11:00 a.m.  
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:

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