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MGMT 440.01: Business and Society

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MGMT 440, Business and Society Spring Term 2003

Instructor: Susan Anderson Home Phone: 543-4321. No calls after 10 p.m., please.
Home E-mail address: JSKSE@aol.com
Office: GBB 340 Office Hours: MWF 9:00 – 10:00 a.m., MW 12:00 – 2:00 p.m.,
and by appointment
Office Phone: 243-6599
Office Email address: susan.anderson@business.umt.edu
Course web site: 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	70 points
Ethics Paper	100 points
Service Learning Project	120 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 7 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. When requested, assignments should be formatted as a professional paper and must include complete citations. See page 4 of this syllabus for information on professional papers and how to write a citation.

Grade Improvement Options including Make-Up for Missed Quizzes, Assignments, and Exercises: You may replace two quiz, assignment, or exercise grades 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 professional 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 lecture you attended and are due by May 9. A list of pre-approved lectures is attached. All other community lectures must be approved by the instructor to obtain credit.

You may also replace two quiz, assignment, or exercise grades by doing extra hours on your Service Learning Project.

Late Papers and Projects: I will deduct 5 points per class period for any major 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 or email them to me.

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 sites, or news magazines 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.

<u>DATE</u>	<u>SUBJECT/ACTIVITY</u>	<u>ITEMS DUE</u>	<u>READINGS</u>
Jan 27	Introduction		
Jan 29	Systems Approach & Stakeholder Analysis		Chapter 1, Inland Bank Case on page 26
Jan 31	Public Issues & Decision Making		Chapter 2
-----	-----	-----	-----
Feb 3	Socially Responsible Business		Chapters 3 & 4
Feb 5	Corporate Citizenship	Q1	
Feb 7	Service Learning Project Day		
-----	-----	-----	-----
Feb 10	Group Decision Making	E1	
Feb 12	Ethical Introduction	Service Learning Project Proposal	Chapter 5 & 6
Feb 14	Ethical Analysis		
-----	-----	-----	-----
Feb 17	Presidents' Day – No Class		
Feb 19	Ethics Project Day	A1	
Feb 21	Ethical Analysis	Q2	
-----	-----	-----	-----
Feb 24	Ethics Project Day		
Feb 26	Ethics Paper Discussion	Ethics Papers	
Feb 28	The Market and Public Policy		Chapter 7

<u>DATE</u>	<u>SUBJECT/ACTIVITY</u>	<u>ITEMS DUE</u>	<u>READINGS</u>
Mar 3	Relations with Government		Chapter 8
Mar 5	Group Project Introduction	Q3	
Mar 7	Public Policy Exercise	E2	
-----	-----	-----	-----
Mar 10	Mergers and Antitrust		Chapter 9
Mar 12	Corporate Governance		Chapter 14
Mar 14	Group Project Time	Q4	
-----	-----	-----	-----
Mar 17	Commons Simulation	E3, Final Project Proposals Due	
Mar 19	Commons Simulation	E3 cont.	
Mar 21	Lessons from the Commons		Chapter 10 & 11
-----	-----	-----	-----
Mar 24-28	Spring Break – No Class		
-----	-----	-----	-----
Mar 31	Environmental Issues & Ethics	A2	
Apr 2	Sustainable Strategies	Q5	
Apr 4	Sustainable Business		
-----	-----	-----	-----
Apr 7	Managing Technology	Service Learning Project Due	Chapter 12 & 13
Apr 9	Digital and Electronic Technology		
Apr 11	Biotech and Genetic Engineering	Q6	
-----	-----	-----	-----
Apr 14	Group Project Time	E4	
Apr 16	Consumer Issues and Rights		Chapter 15 & pages 452-465
Apr 18	Consumer Protection & Marketers' Responsibility	Q7	
-----	-----	-----	-----
Apr 21	Employee Issues and Rights		Chapter 17 & 18
Apr 23	Understanding Other Cultures	E5	
Apr 25	Diversity in the Workplace	Q8	
-----	-----	-----	-----
Apr 28	Globalization		Chapter 20
Apr 30	The Future	Q9	
May 2	Group Project Time		
-----	-----	-----	-----
May 5	Group Project Presentations	Group Project Reports Due	Note: Attendance is Required During All Group Presentations!
May 7	Group Project Presentations	Group Project Reports Due	
May 9	Group Project Presentations	Group Project Reports Due	
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May 16	Section 1 – Fri. 10:10 a.m. - 12:10 p.m.	Group Project Reports Due	Note: Attendance is Required During All Group Presentations!
May 12	Section 2 – Mon. 10:10 a.m. - 12:10 p.m.	Group Project Reports Due	

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
Digital and Electronic 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
Diversity in the Workplace	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.

GBB 119
GBB 119

Office Hours:

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

Office Phone: 243-6599

For assistance outside of class and office hours:

Phone: 543-4321
or Email: jskse@aol.com