

MGMT 308 - BUSINESS RESPONSIBILITIES IN SOCIETY

Business has a great impact on society and changes it in many ways. At the same time, business is shaped and limited by forces in society. In this course we will study this interaction. In addition, we will study ideas, theories, and concepts that are useful in evaluating the social responsibility of corporations and the ethics of their managers.

Textbook: George A. Steiner and John F. Steiner, *Business, Government, and Society: A Managerial Perspective*, 12th edition. New York: McGraw-Hill, 2009.

Exams: There are two exams in the class, a midterm and final. They will consist of objective questions. The exams cover the text and are non-cumulative. **NO MAKE-UP EXAMS!**

Quizzes: On days when case studies are assigned for presentation and discussion there MAY BE a short quiz on them. This quiz will consist of 3 multiple-choice questions and will be given at the beginning of class. The purpose of the quizzes is to encourage reading of the cases before class discussion and to reduce the amount of material covered on the two regular exams. **No make-up quizzes are given.**

Cases: Each student will be assigned to a single case study in the textbook with one or two other students. Each should (1) individually research this case study, (2) write a paper with a body of 6-8 pages (not including footnotes, endnotes, introduction, and other pages which are not written text) analyzing the case, and (3) present an argument about the case in class.

CASE PAPER: The paper will be graded on the following 5 elements.

1 CLEARLY STATE YOUR POSITION! A “Pro” or “Con” position will be assigned by the professor. Give your position and a brief analysis of the major issues in the case. These are the issues raised in questions at the end of the case. They are points of controversy and dispute about which reasonable persons might differ. What is it that you will prove?

2 USE THE TEXTBOOK. Focus on applying specific concepts from the text to support your position. The purpose of this section is to make a connection between conceptual or theoretical material in the text and real situations as exemplified in case studies. So, in this section you should introduce specific concepts, principles, theories, conceptual frameworks, or ideas derived from the text and apply them to issues of corporate social responsibility, business ethics, or government regulation raised in your case. YOU MUST CITE CHAPTER AND PAGE NUMBERS YOU ARE USING. Also, citations from the case itself DO NOT count.

3 ADDITIONAL RESEARCH (e.g., periodicals, books, newspapers, Internet) is required on the case topic. This information is not derived from a summary of the case study in the textbook, but is additional information that must include both (1) background information not found in text and (2) updated information on the case as close to the present as you can find.

It is also very important that you include footnotes (or endnotes) AND a bibliography indicating your sources of information. You should have at least five separate sources listed in your bibliography (or sources cited) and, of course, more are desirable. As a general rule, the more citations and sources you read, the more information, ideas, and views you can incorporate in your written analysis. Use a variety of sources including books, the INTERNET, scholarly or professional journals, mass circulation magazines, and newspapers. For a higher grade go beyond reliance on popular magazines and newspapers.

NOTE: You may NOT use open source wiki systems such as Wikipedia.org as references sources.

4 MAKE SPECIFIC RECOMMENDATIONS (at least 3) on actions that will better support your case in the future (e.g., one approach is to pretend you are a management consultant). This should be a major section in your paper.

5 The case papers will also be graded on basic elements of good style which include grammar, spelling, double spacing, numbering pages, and using a proper footnote or endnote form (you may choose which to use). PLEASE REVIEW THE FOLLOWING WEBSITE FOR APPROPRIATE CITATION REQUIREMENTS:
<http://www.calstatela.edu/library/research/IL8.htm>

6 Title pages, tables of contents, and folders or binders are NOT necessary.

Case papers are due the 8th week of the quarter (see schedule). Late papers will receive a 10% penalty each week they are late.

Class Presentation should be as follows:

1 Before speaking, each person should (1) write their name on the board, (2) introduce yourself, and (3) give a phrase or single sentence that clearly summarizes their position on the case. If there are three or more persons there can be three positions or, more likely, two people can support one position and one person the opposing view.

2 Each person will then speak uninterrupted for FIVE MINUTES. Five minutes is the maximum length of time that you can speak so plan your talk carefully. I will give you a 30-second warning towards the end of your presentation and then will stop you at the five-minute mark. **PLAN TO HAVE YOUR CONCLUDING COMMENTS READY AT THIS POINT.** Plan your time carefully (I strongly suggest that you rehearse yourself). **YOU WILL LOSE ONE GRADE FOR EVERY 30 SECONDS THAT YOU FINISH TOO EARLY.**

3 In this five minutes present a pointed, lively, argumentative, and persuasive talk focused on the central issue(s) in the case. You must present a point of view that is different from and opposed to that of your partner(s). Do not give an informational lecture. No matter how well you do it, this is not the assignment. The assignment is to be professional but argumentative about your position. Give a clear, persuasive talk **BASED ON PRINCIPLES AND MATERIAL FROM THE CHAPTER THAT YOUR CASE IS IN.** **YOUR PRESENTATION MUST ANSWER THE FOLLOWING QUESTION: "WHY IS THE CASE IN THIS CHAPTER?"** Finally, give us your recommendations (at least 3) that will better support your case in the future. **Don't summarize the case study**, the class has read it. In five minutes you do not have time to do this and make your arguments convincingly.

4 **DO NOT READ YOUR PRESENTATION OR EXPECT TO RELY ON NOTES!** Prepare yourself to appear to speak extemporaneously. You are NOT allowed notes to refer to. Remember that good speakers make a lot of eye contact with multiple members of the audience. Speak clearly and loud enough so that the persons furthest away can hear you.

5 **Important:** Since this assignment is intended to simulate an executive activity, you should plan to dress as if you were going to a job interview--**business attire is required.**

After the presentations, there will be an informal question-and-answer/discussion session with the class in which everyone is invited to ask questions or express views. Anyone can ask anyone a question.

Course Grades: Final grades will be determined by cumulative achievement on these items.

Midterm 50 points

Case study (Presentation and Paper, 25 points each) 50 points

Class participation 25 points

Quizzes 25 points

Final exam 50 points

Total grades will be assigned on a traditional percentage basis: A= 90-100%, B = 80-89%, C = 70-79%,

D = 60-69%, and F = below 60%.

Class Participation: The grade for class participation is based on the subjective assessment of the instructor. Components of this grade are attendance (including being on time) and the entire range of behaviors which affect and contribution to class sessions. Since this is a business school you should learn and affect behaviors that are appropriate to a business meeting or employment setting. This grade will be on a subjective 25-point scale.

Plagiarism: Plagiarism of papers, lack of appropriate citations, or cheating on tests will result in a failing grade and disciplinary action proceedings at the university level. Proper citations require both quotation marks and footnotes.

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SCHEDULE OF TOPICS, READINGS, AND CASES

FALL 2009: TUESDAY, 6:10-10 PM

Office Hours: Tuesday & Thursday 3:20-4:20 PM, Wednesday, 4-6 PM

Session	Date	Chapter	Topic (for reading before class)	Case Presentation to Class
1	Sept 29		Introduction to the Class	
		1	The Study of Business, Government & Society	
2	Oct 6	2	The Dynamic Environment	The American Fur Company (Read this case for discussion in class and be prepared for a quiz.)
		3	Business Power	John D. Rockefeller and the Standard Oil Trust
3	13	4	Critics of Business	A Campaign Against KFC
		5	Corporate Social Responsibility	
4	20	6	Implementing Social Responsibility	General Electric Under Jack Welch
		7	Business Ethics	Marc Kasky Versus Nike Inc
5	27	8	Making Ethical Decisions in Business	The Trial of Martha Stewart HCA--Healthcare Company
		9	Business in Politics	Westar Goes to Washington
6	Nov 3	1-9	MIDTERM EXAM will cover Chapters 1-9. Case studies are not covered.	
7	10	10	Regulating Business	The FDA and Tobacco Regulation
		11	Multinational Corporations	Union Carbide Corporation and Bhopal
		12	Globalization	World Trade Organization and Its Critics
		13	Industrial Pollution & Environmental Policy	Owls, Loggers, and Old Growth Forests
8	17		ALL WRITTEN CASE STUDIES ARE DUE!	
		14	Managing Environmental Quality	Harvesting Risk
		15	Consumerism	Advertising Alcohol
		16	The Changing Workplace	Workplace Drug Testing
		17	Civil Rights	Adarand v. Pena
9	24		Furlough Unity Day	
10	Dec 1	18	Corporate Governance Review	High Noon at HP
	Dec 8 TUES 7:30-10 PM		FINAL EXAM will cover Chapters 10-18 and lectures. Will not cover case studies.	

Course website (containing Syllabus, Course Goals and Class Presentation Grading Check-List) is at:
<http://instructional1.calstatela.edu/rlemos>

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CSU Employee Furloughs – Impact on Classes

This year across this campus and around the CSU system some class days will be cancelled because of furloughs. A furlough is mandatory un-paid time off; faculty and staff on each CSU campus are being “furloughed” two days per month.

These cancelled class days are marked on your syllabus above. It is important to recognize that these days off are **not** holidays. Instead, they are concrete examples of how massive state budget cuts have consequences for you as students and for me as a faculty member.

The CSU has suffered chronic underfunding for at least 10 years. This year the budget cuts are the worst in the history of our university system — \$584 million or 20% of our budget.

The CSU administration is attempting to deal with these cuts with huge increases in your student fees (32%), eliminations of your classes, and lay-offs of faculty and other university employees.

In addition to paying higher fees, you will be affected by reduced services and classes. The library will have shorter hours. Many campus support services will be decreased or eliminated. It will be more difficult to get signatures to meet deadlines. Classes you need may have been cut from the class schedule or are full.

If you would like to take action, you may want to consider filling out and sending the Complaint Form on next page.

Got Classes? We don't.

If you're frustrated that you're paying more for classes & an education that you're not receiving, please fill out this complaint form and return it to: Music Bldg. 107 or email to restorecsula@gmail.com. We will forward copies to your University President, CSU Chancellor Reed, Gov. Arnold Schwarzenegger, & state legislative leaders.

Class Availability Complaint Form

I, (please print) _____ could not get into the following classes because they were over-enrolled or because they were cancelled due to budget cuts:

Course	Schedule Number	Title	Instructor	Required for Graduation?
				<input type="checkbox"/> Yes <input type="checkbox"/> No
				<input type="checkbox"/> Yes <input type="checkbox"/> No
				<input type="checkbox"/> Yes <input type="checkbox"/> No

In addition:

- My classes are extremely overcrowded & I'm concerned about the quality of my education as a result of this.
- I wasn't given sufficient notice to pay for an additional fee increase after I had already registered for classes. This has resulted in delaying my registration for classes that I need to graduate on time.
- Student, Staff and Faculty Comments** (Please see the back):

Signature: _____ Date: _____

Cell Phone (or best number): (_____) _____ Home Zip Code: _____

Email: _____

Campus: _____ Major: _____

Class level: _____ Expected Grad. Date: _____
(freshman, junior, etc.)

- Contact Me about upcoming activities in the fight against the CSU budget cuts and improving the quality of my education.**

TO: Students, Staff and Faculty

CC: **Gov. Arnold Schwarzenegger, Chancellor Charles Reed, President James Rosser, Provost Desdemona Cardoza, Dean Alfredo Gonzalez, College Deans**

SUBJECT: Please take a few moments to help **CFA** show proof of the real life impacts of the State budget cuts to higher education. Describe the ways that your education, your livelihood, your life are being affected by the current fee hikes, course cancellations, faculty lay offs, furloughs, and program budget cuts. **There is no risk of retaliation or negative consequence for making your voice heard.** Your willingness to speak out may move our administrators to rethink priorities and show leadership as true advocates for higher education for all.

In the space provided here, please write the ways that the budget cuts are impacting you.

Please check:

Student Staff Faculty

Department Name:

SAVE THE CSU

You may email your completed form to: restorecsula@gmail.com

OR

Drop your completed form in the door bin at the Music Building, Rm. 107.

THANK YOU