DEPARTMENT OF MANAGEMENT
SPRING 2019

BUSINESS & SOCIETY-MGMT 4304-93L

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Office Hours: Mondays 10:00AM-1:00PM, and by appointment


COURSE OBJECTIVES:
This course primarily focuses on studying the various issues associated with the interrelationships between businesses and society. Recognizing that contemporary businesses are important part of the economic and socio-cultural dimensions of today’s society, this course examines how this interrelationship evolves over time. It is becoming increasingly evident that not only the larger society influences the conduct of businesses but also businesses in turn play important role in shaping societal issues. As future managers, students taking this course will be exposed to the various challenging economic, legal, ethical, technological and philanthropic topics that arise from such an interrelationship between business and society. The following are the major goals of the course:

1. Demonstrate a critical examination of various stakeholders and their demands on the firm including its operation, performance and standing in society.

2. Explain the meaning and characteristics of business ethics including common ethical challenges managers face in today’s society in the context of evolving technological and social landscape.

3. Describe the major components of social responsibility of business organizations and how these responsibilities shape managerial decision-making.

4. Apply major ethical decision-making approaches in managerial decision-making.

5. Explain the importance of effective corporate governance practices in business organizations as it relates to managing firm reputation and relationship with external stakeholders.

6. Describe how firms use a stakeholder approach in dealing with important entities both inside and outside the organization.
**STUDENT LEARNING OUTCOMES:** The following table summarizes important skills and competencies, along with their specific measures, students will be able to acquire by taking this course.

<table>
<thead>
<tr>
<th>BBA Learning Goals</th>
<th>VCOBE Learning Objectives:</th>
<th>Measurement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Critical thinking and problem-solving</td>
<td>✔</td>
<td>Discussion Postings, Individual report</td>
</tr>
<tr>
<td>Professional attitudes</td>
<td>✔</td>
<td>Discussion Postings, Individual report</td>
</tr>
<tr>
<td>An appreciation for the role of business in a free enterprise economy</td>
<td>✔</td>
<td>Exams, Individual report</td>
</tr>
<tr>
<td>Basic quantitative and analytical skills</td>
<td>✔</td>
<td>Individual report</td>
</tr>
<tr>
<td>Written communication skills</td>
<td>✔</td>
<td>Individual report</td>
</tr>
<tr>
<td>Oral communication skills</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Global awareness</td>
<td>✔</td>
<td>Exams, Individual report</td>
</tr>
<tr>
<td>Ethical decision-making</td>
<td></td>
<td>Individual report, Exams</td>
</tr>
<tr>
<td><strong>MGMT Major Learning Goals</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Students will understand the process for developing and implementing strategies that will ensure the viability of the firm.</td>
<td>✔</td>
<td>Exams, Individual report</td>
</tr>
</tbody>
</table>

**ONLINE COURSE EVALUATION:**

“Students are required to complete an ONLINE evaluation of this course, accessed through your UTRGV account ([http://my.utrgv.edu](http://my.utrgv.edu)); you will be contacted through email with further instructions. Online evaluations will be available **April 10 – May 1** for the regular spring semester. Students who complete their evaluations will have priority access to their grades.”

**E-MAIL POLICY:** University policy requires all email communication between the University and students be conducted through the students' official University supplied e-mail account. Therefore, please use your UTRGV assigned e-mail for any correspondence with UTRGV faculty and staff.
COURSE ORGANIZATION & ONLINE TOOLS

Course Structure:
This course will be delivered entirely online through the course management system Blackboard Learn. You will use your UTRGV account to login to the course from the My UTRGV site and under applications click on Blackboard Learn. This course provides an in-depth overview of the strategic formulation, implementation and evaluation processes in modern business organizations. Each week, we will cover book chapters covering specific strategic topics. There will be corresponding discussion topics involving short business cases on the covered topics. The course will involve three multiple choice exams (including final exam), two individual case analyses and five required discussion postings. The course is organized into weeks of instruction, as outlined in the Course Schedule and Due Dates below. Each week is listed by its main topic and contains required readings, discussion forum assignments, and individual case analyses.

Forums versus Email: If you have a question about course content or mechanics, I encourage you to post it to the General Help discussion forums. Doing so gives students in the course an opportunity to help one another and allows everyone to benefit from answers to your questions. Of course, don’t hesitate to email me directly if your concern is of a personal nature.

My role in discussion forums is that of a facilitator. I will occasionally correct misconceptions and/or redirect conversations that need redirecting. I may also post comments following the completion of discussion indicating my general impressions of the comments and conclusions.

SCHOLASTIC INTEGRITY:
As members of a community dedicated to Honesty, Integrity and Respect, students are reminded that those who engage in scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and expulsion from the University. Scholastic dishonesty includes but is not limited to: cheating, plagiarism, and collusion; submission for credit of any work or materials that are attributable in whole or in part to another person; taking an examination for another person; any act designed to give unfair advantage to a student; or the attempt to commit such acts. Since scholastic dishonesty harms the individual, all students and the integrity of the University, policies on scholastic dishonesty will be strictly enforced (Board of Regents Rules and Regulations and UTRGV Academic Integrity Guidelines). All scholastic dishonesty incidents will be reported to the Dean of Students. Scholastic dishonesty includes but is not limited to: cheating, plagiarism, and collusion; submission for credit of any work or materials that are attributable in whole or in part to another person; taking an examination for another person; any act designed to give unfair advantage to a student; or the attempt to commit such acts.
Since scholastic dishonesty harms the individual, all students and the integrity of the University, policies on scholastic dishonesty will be strictly enforced (Board of Regents Rules and Regulations and UTRGV Academic Integrity Guidelines). All scholastic dishonesty incidents will be reported to the Dean of Students.

**TECHNICAL REQUIREMENTS**

**Computer Hardware:**
To participate in this online course, you should have easy access to a computer less than 5-years old with high-speed internet connection. To ensure you are using a supported browser and have required plug-ins please refer to Supported Browsers, Plugins & Operating Systems for Blackboard Learn from Blackboards resource page.

**Software**
- Mozilla’s [Firefox](https://www.mozilla.org/en-US/firefox/new/) (latest version; Macintosh or Windows)
- Google [Chrome](https://www.google.com/chrome) (latest version; Macintosh or Windows)
- Adobe’s [Flash Player & Reader](https://get.adobe.com/flashplayer) plug-in (latest version).
- Apple’s [QuickTime](https://www.apple.com/quicktime) plug-in (latest version). A free download is available at
- Virus protection UTRGV Software link
- Microsoft Office UTRGV Software link

**Technical Assistance**

Blackboard Support Contact Information:
If you need Blackboard support at any time during the course or to report a problem with Blackboard you can:
Visit the Blackboard Student Help Site
Submit a Blackboard Help Ticket

**UTRGV’s Blackboard Support:**

<table>
<thead>
<tr>
<th>Brownsville Campus</th>
<th>Edinburg Campus</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location: Rusteberg Hall Room 108</td>
<td>Location: Education Building Room 2.202</td>
</tr>
<tr>
<td>Phone: 956-882-6792</td>
<td>Phone: 956-665-5327</td>
</tr>
</tbody>
</table>

**Hours of Operation:**
- Monday - Thursday, 7:30 a.m. - 7:00 p.m.
- Friday, 8:00 a.m. - 6:00 p.m.
Grading Policy:

<table>
<thead>
<tr>
<th>Description</th>
<th>Weights</th>
<th>Points</th>
<th>Course learning objective(s) measured:</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 Exams (10% each)</td>
<td>40%</td>
<td>80</td>
<td>1, 2, 3</td>
</tr>
<tr>
<td>Individual Case Analysis (Corporate Social Responsibility)</td>
<td>20%</td>
<td>40</td>
<td>1, 2, 4, 5</td>
</tr>
<tr>
<td>Individual Case Analysis (Ethical Decision-Making)</td>
<td>20%</td>
<td>40</td>
<td>1, 2, 4, 5</td>
</tr>
<tr>
<td>Discussion Postings (8 separate postings @ 5 points each)</td>
<td>20%</td>
<td>40</td>
<td>1, 3, 4, 5</td>
</tr>
</tbody>
</table>

**Total Points Possible**

100% 200 points

Final grade will be based on the percentage of total points earned and are assigned as follows:

A = 90%-100% (180 points)
B = 80-89% (160 points)
C = 70-79% (140 points)
D = 60%-69% (120 points)
F = Below 60% (<120 points)

**EXAMS:** There will be four exams during the semester (Exam I, Exam II, Exam III and the final exam). Each exam will consist of multiple choice questions drawn from the topics covered in the lecture. The final exam will cover the general themes covered during the semester. Study guides and reviews will be available before exams. Make-up exams are allowed only if you can reasonably prove (via paper documentation) that you have encountered unforeseen circumstances during the normal scheduled time and hence couldn’t take the exam.

**INDIVIDUAL CASE ANALYSES:** The main purpose of these assignments is to enhance your communication, analytical and critical thinking and problem-solving skills. You will be required to prepare two individual case analysis reports as part of course requirements. The first case analysis covers issues on corporate social responsibility. It will be due April 5th, 11:59pm. The second case analysis primarily involves issues of ethical decision-making in a global context. It will be due April 26th, 11:59pm. For each case students prepare a report using the detailed guideline provided by the instructor. This guideline will be available in blackboard. Each case analysis report represents 20 percent of the overall course grade. Both assignments should be submitted using SafeAssign in Blackboard Learn.
**WEEKLY DISCUSSION POSTINGS:** There are **EIGHT** discussion questions during the semester accounting for **20%** of the overall course grade (40 points). Each post will be graded out of 5 maximum points. You are required to post your comments and thoughts on **ALL** of these discussion topics. Each week’s posting is due on **Fridays at 11:59pm**. The instructor evaluates your discussion posting using the rubric below. You may consider this rubric in preparing your postings.

<table>
<thead>
<tr>
<th></th>
<th>Poor D-F (&lt;70%)</th>
<th>Acceptable C (70-79%)</th>
<th>Good B (80-89%)</th>
<th>Excellent A (90-100%)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Relevance</strong></td>
<td>The discussion posting is not at all relevant to the assigned topic</td>
<td>The discussion posting is somewhat relevant to the assigned topic</td>
<td>The discussion posting is relevant to the assigned topic</td>
<td>The discussion posting is not only relevant to the assigned topic but also updates the topic using recent examples</td>
</tr>
<tr>
<td><strong>Originality/Insightfulness</strong></td>
<td>The discussion posting has little or no original and insightful content</td>
<td>The discussion posting has some original and insightful content</td>
<td>The discussion posting has original and insightful content</td>
<td>The discussion posting has very original and insightful content</td>
</tr>
<tr>
<td><strong>Quality of Communication</strong></td>
<td>The discussion posting has extensive typographic &amp; grammar mistakes; the writing is unprofessional</td>
<td>The discussion posting has significant typographic &amp; grammar mistakes</td>
<td>The discussion posting has occasional typographic &amp; grammar mistakes</td>
<td>The discussion posting has no typographic &amp; grammar mistakes</td>
</tr>
</tbody>
</table>

**COURSE POLICIES**

**Late Work Policy**
Be sure to pay close attention to deadlines—there will be no make-up assignments or quizzes, or late work accepted without a serious and compelling reason and instructor approval.

**Viewing Grades in Blackboard**
Points you receive for graded activities will be posted to the Blackboard Grade Book. Click on the My Grades link on the left navigation to view your points. Your instructor will update the online grades each time a grading session has been complete—typically within 5 days following the completion of an activity. You will see a visual indication of new grades posted on your Blackboard home page under the link to this course.
Naming and Submitting Documents
Before you submit a document, name your file according to the format below. Avoid special characters and spaces in file names. Use a single underline _ to separate words.

<table>
<thead>
<tr>
<th>The name of your…</th>
<th>…should follow the format:</th>
<th>Example:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual Case Analysis</td>
<td>LastNameFirstInitial_case.doc</td>
<td>SmithJ_case.doc</td>
</tr>
</tbody>
</table>

Participation
Online courses require your active participation. Here are some tips for success:

- In discussion forums, you learn from one another by posing questions, justifying your comments, and providing multiple perspectives. When you prepare for discussions through thoughtful reflection, you contribute to your own successful learning experience as well as to the experience of your peers.
- Log in to the course frequently (at least several times per week for long semesters and daily for summer sessions) and check the announcements. This will keep you apprised of any course updates, progress in discussions, assignment information, and messages requiring immediate attention.
- Be aware of and keep up with the Course Schedule in the Syllabus.

Complete Assignments
All assignments for this course will be submitted electronically through Blackboard unless otherwise instructed. Assignments and discussions must be submitted by the given deadline or special permission must be requested from instructor before the due date. Extensions will not be given beyond the next assignment except under extreme circumstances.

Communication Skills
All students must have adequate writing skills to communicate content in a professional and concise manner. Students must be proficient in their written presentations including strategies for developing ideas, citing scholarly references, writing style, wording, phrasing, and using language conventions. Students must follow APA guidelines, use non-racist and non-sexist language, and include sufficient references to support their thesis and ideas in the paper.

Time Commitment
Online courses are typically just as time intensive, and may be more rigorous than traditional courses. As you begin this course, you would be wise to schedule 8 or more hours per week for studying materials and completing assignments. Falling behind in this course is particularly problematic because the concepts we cover are cumulative.
This means that not becoming proficient with information and objectives presented and assessed in a particular week can lead to low scores for that week as well as in subsequent weeks.

**Understand When You May Drop This Course**

It is the student’s responsibility to understand when they need to consider de-enrolling from a course. Refer to the UTRGV Course Schedule for dates and deadlines for registration. After this period, a serious and compelling reason is required to drop from the course. Serious and compelling reasons includes: (1) documented and significant change in work hours, leaving student unable to attend class, or (2) documented and severe physical/mental illness/injury to the student or student’s family.

**STUDENTS WITH DISABILITIES:** Students with a documented disability (physical, psychological, learning, or other disability which affects academic performance) who would like to receive academic accommodations should contact Student Accessibility Services (SAS) as soon as possible to schedule an appointment to initiate services. Accommodations can be arranged through SAS at any time, but are not retroactive. Students who suffer a broken bone, severe injury or undergo surgery during the semester are eligible for temporary services. **Brownsville Campus:** Student Accessibility Services is located in Cortez Hall Room 129 and can be contacted by phone at (956) 882-7374 (Voice) or via email at ability@utrgv.edu. **Edinburg Campus:** Student Accessibility Services is located in 108 University Center and can be contacted by phone at (956) 665-7005 (Voice), (956) 665-3840 (Fax), or via email at ability@utrgv.edu.

**SEXUAL HARASSMENT, DISCRIMINATION, and VIOLENCE:** In accordance with UT System regulations, your instructor is a “responsible employee” for reporting purposes under Title IX regulations and so must report any instance, occurring during a student’s time in college, of sexual assault, stalking, dating violence, domestic violence, or sexual harassment about which she/he becomes aware during this course through writing, discussion, or personal disclosure. More information can be found at www.utrgv.edu/equity, including confidential resources available on campus. The faculty and staff of UTRGV actively strive to provide a learning, working, and living environment that promotes personal integrity, civility, and mutual respect in an environment free from sexual misconduct and discrimination.

**MANDATORY COURSE EVALUATION PERIOD:**

Students are required to complete an ONLINE evaluation of this course, accessed through your UTRGV account (http://my.utrgv.edu); you will be contacted through email with further instructions. Students who complete their evaluations will have priority access to their grades. Online evaluations will be available **April 10 – May 1** for the Spring 2019 semester.
**STUDENT SERVICES:** Students seeking academic help in their studies can use university resources in addition to an instructor’s office hours. University Resources include the Learning Center, Writing Center, Advising Center and Career Center. The centers provide services such as tutoring, writing help, critical thinking, study skills, degree planning, and student employment.

Locations are:
- Learning center: BSTUN 2.10 (Brownsville) or ELCTR 100 (Edinburg)
- Writing center: BLIBR 3.206 (Brownsville) or ESTAC 3.119 (Edinburg)
- Advising center: BMAIN 1.400 (Brownsville) or ESWKH 101 (Edinburg)
- Career center: BCRTZ 129 (Brownsville) or ESSBL 2.101 (Edinburg)

**Calendar of Activities—Some important dates for Fall 2018 include:**
- January 14: First day of classes
- January 17: Last day to add a course or register for spring 2019
- January 21: Martin Luther King Jr. Day – NO classes
- April 10: Last day to drop a course; will count toward the 6-drop rule
- April 19-20: Easter Holiday – NO classes
- May 2: Study Day – NO classes
- May 3-9: Final Exams
- May 10-11: Commencement Exercises

**Important Note:** Any form of academic dishonesty, including cheating and plagiarism, may be reported to the office of student affairs. **Course policies are subject to change.** It is the student’s responsibility to check Blackboard for corrections or updates to the syllabus. Any changes will be posted in Blackboard.
<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Activities/Assignment Due</th>
</tr>
</thead>
</table>
| 1    | Ch. 1: The Business & Society Relationship | Read Chapter 1  
Discussion Posting 1 Due January 18th 11:59pm |
| 2    | Chapter 2: Corporate Social Responsibility (CSR)  
- Four part definition of CSR  
- Pyramid of CSR  
- Business Case for CSR | Read Chapter 2  
Discussion Posting 2 Due January 25th 11:59pm |
| 3    | Chapter 3: Stakeholder Approach to Business  
- Who are business stakeholders?  
- Three values of stakeholders  
- Effective stakeholder management: Five questions | Read Chapter 3  
Discussion Posting 3 Due February 1st 11:59pm |
| 4    | Take Exam 1 by Friday, February 8th, 11:59pm (Covers Chapters 1, 2 & 3) | |
| 5    | Chapter 4: Corporate Governance  
- Purpose and components of corporate governance  
- Problems in corporate governance  
- Improving corporate governance | Read Chapter 4  
Discussion Posting 4 Due February 15th 11:59pm |
| 6    | Chapter 6: Risk, Issue and Crisis Management  
- Risk management and sustainability  
- Issue and crisis management | Read Chapter 6  
Discussion Posting 5 Due February 22nd 11:59pm |
| 7    | Chapter 7: Business Ethics Essentials  
- Basic business ethics concepts  
- Moral judgement | Read Chapter 7  
Discussion Posting 6 Due March 1st 11:59pm |
|      | Take Exam 2 by Friday, March 8th, 11:59pm (Covers Chapters 4, 6 & 7) | |
| 9    | Chapter 8: Managerial & Organizational Ethics  
- Managerial ethics and ethical principles  
- Best practices for improving organizational ethics | Read Chapter 8  
Discussion Posting 7 Due March 22nd 11:59pm |
| 10   | Chapter 9: Business Ethics and Technology  
- Technology & ethical challenges | Read Chapter 9  
Discussion Posting 8 Due March 29th 11:59pm |
| 11   | Chapter 11: Business, Government & Regulation  
- Pendulum of government role in business  
- Government’s regulatory influence on business | Read Chapter 11  
Individual Case Analysis (Social Responsibility)  
Due April 5th 11:59pm |
| 12   | Take Exam 3 by Friday, April 12th, 11:59pm (Chapters 8, 9 & 11) | |
|    | Chapter 15: Sustainability & The Natural Environment | Read Chapter 15  
|    | - Responsibility for sustainability issues  
|    | - Business environmentalism and sustainability | Review final exam study guide  
|    | Chapter 19: Employment Diversity & Discrimination | Read Chapter 19  
|    | - Diversity in the workforce  
|    | - Federal laws prohibiting discrimination | Individual Case Analysis (Ethical Decision-Making) Due April 26th  
|    |                                                | 11:59pm  
|    | **TAKE FINAL EXAM ON FRIDAY, MAY 3rd by 11:59pm** |                                                |

* Contents of syllabus are subject to change at instructor’s discretion.