

MGT 480
Social Responsibility of Management
Fall, 2007

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Textbooks: 1) *Management* ISBN: 0-390-75863-9. Special order book. It is a condensed version of *Business, Government and Society, 11th ed.* by Steiner & Steiner. 2) *MGT 480 Social Responsibility of Management Course Pack*. Special order book. It can be purchased online from University Readers (www.universityreaders.com).

Course Description: This course will study the relationship between business, government, and society, and discuss whether business has an obligation to help society. There will be a strong focus on history in examining the ethical, environmental, and cultural implications of business activity on the societies in which they operate. The main objective is to learn the different societal attitudes held about business activity and how those attitudes impact business operations.

Class format: The class will consist of lectures and class discussion. Several cases and readings will be assigned during the semester to illustrate corporate social responsibility. Students are expected to read the assigned material before class so that meaningful discussions in class can take place.

Grading

Exam 1	50 points	A = 450 points
Exam 2	50 points	B = 400-449 points
Exam 3	50 points	C = 350-399 points
Final exam	50 points	D = 300-349 points
Case Study	50 points	F = 299 or less
Article summaries	200 points	
Quizzes (on cases, articles)	50 points	

Exams: There will be four exams worth 50 points each. The final exam is comprehensive. If you miss an exam for any reason, the final exam will count twice. If you make a higher grade on the final than on one of the first three exams, the final grade will substitute for one of the lower grades. If you miss more than 1 exam, it will receive a grade of zero.

Case study: Students will be assigned to 9 groups, and each group is responsible for presenting a case study to the class. The group is to give a brief background of the case – no more than 5 minutes. (It is assumed that students have already read the case, so rehashing all of the facts in the text is unnecessary.) The next 15 to 20 minutes should be used to completely answer the questions at the end of the case. The case study

presentation is worth 50 points, and one grade will be assigned to the entire group. Any student who is not prepared for the presentation will cause the entire group to lose points. Sample answers to case questions and the template used to grade case study presentations are on separate pages in the syllabus.

If any member of a case study group does not participate in group meetings/preparation for the class presentation, the other group members should write a letter to the instructor at least one day before the presentation is due telling the name of the group member who has done unacceptable work. The letter must be signed by all remaining group members. The non-participating member will receive a zero on the case presentation.

Article reviews: Each student will write four article reviews worth 50 points, 40 points for content and 10 points for writing and grammar. The article reviews must be submitted electronically to an English teacher, Ms. Barbara Jones, on the due dates in the tentative schedule. Ms. Jones will review the papers, mark any writing errors and return the paper to the student for corrections. The student will make the corrections and then re-submit the paper to Ms. Jones who will grade the paper. The student will then submit a hard copy of the paper to the instructor to grade for content.

An example of an article review is presented on another page. Article reviews should answer 3 questions:

1. What message is the author(s) trying to get across to the reader?
2. Do you agree or disagree with the author? Give at least one factual-based reason for your answer.
3. How does the article relate to the chapter?

Article reviews should be double-spaced with 12 pt. Times New Roman font and should be no longer than 1 page. For each question, put the number of the question, and then answer it. **DO NOT COPY THE QUESTION.** Copying the question only takes up valuable space needed to fully answer the questions. ***Reviews that do not follow these instructions will receive an automatic zero.*** Also, **NO LATE PAPERS WILL BE ACCEPTED.**

Procedure for submitting article summaries for grading:

1. Student submits paper into the digital dropbox on blackboard by noon on the due date for initial editing assignment to the English teacher, Ms. Jones.
2. Ms. Jones reviews and shows errors to be corrected within eight hours.
3. Students make corrections using information provided by Ms. Jones, and resubmit to Ms. Jones by noon on day two for edit grade.
4. Ms. Jones reviews paper again and assigns edit grade for paper.
5. Students then print a hard copy of paper and hand in to Dr. Lilly on the due date to be graded for content. (or email it to lilly@shsu.edu)

Please note: Dr. Lilly will NOT access papers in the digital dropbox. Ms. Jones will handle all issues concerning the digital dropbox and can be reached at eng_baj@shsu.edu if students have questions about the dropbox or the edit grade.

Quizzes: Several quizzes will be given during the semester and will cover reading material assigned such as articles and case studies. Each quiz is worth 5 points.

Attendance policy: Students are allowed to miss 4 class periods without any penalty. The fifth absence will result in 10 points being deducted from the total points accumulated. The sixth absence will result in 20 points being deducted from the total points accumulated. The seventh absence will result in 30 points being deducted from the total points accumulated. Eight absences will result in an automatic grade of F for the class. A tardy counts as ½ of an absence, leaving early counts as either ½ of an absence or a full absence, depending upon how long a student is in the classroom. Students who sleep, read, play computer games, text message, or work on other coursework during class will be counted absent.

You may find online a more detailed description of the following policies. These guidelines will also provide you with a link to the specific university policy or procedure: <http://www.shsu.edu/syllabus/>

Academic Dishonesty: Students are expected to maintain honesty and integrity in the academic experiences both in and out of the classroom. *See Student Syllabus Guidelines.*

Classroom Rules of Conduct: Students are expected to assist in maintaining a classroom environment that is conducive to learning. Students are to treat faculty and students with respect. Students are to turn off all cell phones while in the classroom. Under no circumstances are cell phones or any electronic devices to be used or seen during times of examination. Students may tape record lectures provided they do not disturb other students in the process.

Student Absences on Religious Holy Days: Students are allowed to miss class and other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. Students remain responsible for all work. *See Student Syllabus Guidelines.*

Students with Disabilities Policy: It is the policy of Sam Houston State University that individuals otherwise qualified shall not be excluded, solely by reason of their disability, from participation in any academic program of the university. Further, they shall not be denied the benefits of these programs nor shall they be subjected to discrimination. Students with disabilities that might affect their academic performance should visit with the Office of Services for Students with Disabilities located in the Counseling Center. *See Student Syllabus Guidelines.*

Visitors in the Classroom: Only registered students may attend class. Exceptions can be made on a case-by-case basis by the professor. In all cases, visitors must not present a disruption to the class by their attendance. Students wishing to audit a class must apply to do so through the Registrar's Office.

Tentative Schedule

Aug	21	Chap 1
	23	Chap 1
	28	Chap 2
	30	Chap 2, Case – American Fur Co., initial editing assignments due to Ms. Jones for Lafer and Marketing Myopia articles. Final editing due Sep 1.
Sep	4	Gordon Lafer article and Marketing Myopia article due to Dr. Lilly; Chap 3
	6	Chap 3, Case – Rockefeller
	11	Exam 1
	13	Chap 4, initial editing assignments due to Ms. Jones for Friedman and Mulligan articles. Final editing due Sep 15.
	18	Friedman article and Mulligan article due to Dr. Lilly; Case – KFC
	20	Chap 5
	25	Chap 5, Case – Jack Welch
	27	Clive Gilson article, Chap 6
Oct	2	Chap 6
	4	Exam 2, initial editing assignments due to Ms. Jones on Oct 6 for Edward Jones article and Poverty Business article. Final editing due Oct 6.
	9	Chap 8
	11	Edward Jones article and Poverty Business article due to Dr. Lilly; Case – HCA , initial editing assignment due to Ms. Jones for McCoy article. Final editing due Oct 13.
	16	Bowen McCoy article due to Dr. Lilly; Chap 9
	18	Chap 9, Case – Westar, initial editing assignment due to Ms. Jones for Ehrenreich article. Final editing due Oct 20.
	23	Barbara Ehrenreich article due to Dr. Lilly; Chap 10
	25	Chap 10, Case – FDA
	30	Chap 11, Case – Microsoft
Nov	1	Exam 3, initial editing assignments due Nov 3 to Ms. Jones for Daly article and Weidenbaum article. Final editing due Nov 3.
	6	Chap 12
	8	Herman Daly article and Murray Weidenbaum article due to Dr. Lilly
	13	Chap 13, Hopfl & Matilal article, Union Carbide statement
	15	Chap 13, Toxic Chemical Spill article, initial editing assignment due to Ms. Jones for Holt, Quelch & Taylor article. Final editing due Nov 17.
	20	Holt, Quelch & Taylor article due to Dr. Lilly, Case – WTO
	22	Thanksgiving holiday
	27	Chap 19
	29	Chap 19, Case – Cendant, initial editing assignment due to Ms. Jones for Kerr article. Final editing due Dec 1.
Dec	4	Steven Kerr article due to Dr. Lilly
	6	Review for final
	11	8 – 10 a.m. Final exam for 9:30 class
	13	11 a.m. – 1 p.m. Final exam for 11:00 class 6 – 8 p.m. Final exam for 6:00 class

There are nine groups of students in the class. The assignments for each group and the individual assignments for each student in each group are listed below.

<p style="text-align: center;">Group 1</p> <p>Case – John Rockefeller</p> <p>Articles:</p> <ol style="list-style-type: none"> 1. Lafer – Graduate Student Unions... 2. Mulligan – A Critique of Milton... 3. McCoy – Parable of the Sadhu 4. Weidenbaum – Globalization is not... 	<p style="text-align: center;">Group 6</p> <p>Case – FDA</p> <p>Articles:</p> <ol style="list-style-type: none"> 1. Friedman – The social responsibility... 2. Grow & Epstein – The poverty... 3. Daly – Globalization and its... 4. Kerr – On the folly...
<p style="text-align: center;">Group 2</p> <p>Case – KFC</p> <p>Articles:</p> <ol style="list-style-type: none"> 1. Levitt – Marketing Myopia 2. Jones – What it’s like to be... 3. Ehrenreich – Nickeled and dimed... 4. Holt, Quelch & Taylor – How global... 	<p style="text-align: center;">Group 7</p> <p>Case – Microsoft</p> <p>Articles:</p> <ol style="list-style-type: none"> 1. Lafer – Graduate Student Unions... 2. Mulligan – A Critique of Milton... 3. McCoy – Parable of the Sadhu 4. Weidenbaum – Globalization is not...
<p style="text-align: center;">Group 3</p> <p>Case – Jack Welch</p> <p>Articles:</p> <ol style="list-style-type: none"> 1. Friedman – The social responsibility... 2. Grow & Epstein – The poverty... 3. Daly – Globalization and its... 4. Kerr – On the folly... 	<p style="text-align: center;">Group 8</p> <p>Case – WTO</p> <p>Articles:</p> <ol style="list-style-type: none"> 1. Levitt – Marketing Myopia 2. Jones – What it’s like to be... 3. Ehrenreich – Nickeled and dimed... 4. Holt, Quelch & Taylor – How global...
<p style="text-align: center;">Group 4</p> <p>Case – HCA</p> <p>Articles:</p> <ol style="list-style-type: none"> 1. Lafer – Graduate Student Unions... 2. Mulligan – A Critique of Milton... 3. McCoy – Parable of the Sadhu 4. Weidenbaum – Globalization is not... 	<p style="text-align: center;">Group 9</p> <p>Case – Cendant</p> <p>Articles:</p> <ol style="list-style-type: none"> 1. Friedman – The social responsibility... 2. Grow & Epstein – The poverty... 3. Daly – Globalization and its... 4. Kerr – On the folly...
<p style="text-align: center;">Group 5</p> <p>Case – Westar</p> <p>Articles:</p> <ol style="list-style-type: none"> 1. Levitt – Marketing Myopia 2. Jones – What it’s like to be... 3. Ehrenreich – Nickeled and dimed... 4. Holt, Quelch & Taylor – How global... 	

Example – Group 9 presents the Cendant case as a group and gets a group grade. Each individual in group 9 writes an individual article summary for each of the 4 articles assigned – those authored by Friedman, Grow & Epstein, Daly, and Kerr.

Presentation Grading Template

Information is presented in a professional manner (20 points):

_____ Presenters did not read presentation or slides to class. If any presenter reads to class, fifteen (15) points will be deducted from grade.

_____ Presenters look professional and act in businesslike manner

_____ Slides or outlines are readable and appropriate

Presentation content (20 points):

_____ Presenters demonstrate an understanding of chapter material

_____ Presenters give correct information and examples

_____ Presenters demonstrate an understanding of case information

_____ Presenters demonstrate an understanding of case questions

_____ Case answers are appropriately related to chapter content

Outside information (10 points):

_____ Presenters introduce *at least one* outside source on case (with appropriate citations or references)

_____ Outside source is appropriate for chapter and case (must be reliable source such as newspaper, book, or magazine article, and must be related to case and/or chapter)

