Sr. Professor Hasan's Syllabus for MGMT 423—Business & Society Seminar

Spring 2010: Tuesdays & Thursdays Section At Riverpoint Campus

Overview of the Course:  This seminar will provide you with a broadened awareness of the influences in the external environment that affect the business organizations, especially the larger corporations, and their social policy management decision-making.

The historic and dramatic economic and financial events of the year 2008 that changed the complexion and character of the US market capitalism for decades to come, have a significant impact on: (1) our seminar's substance dealing with multidimensional, cross-disciplinary public policy, corporate strategy, and ethical issues; and (2) the US business schools and foreign business schools curricula.

The current environment of business confronts and compels the business executives, as cautioned by President Obama to US business leaders, to consider many additional factors in decision-making beyond strictly commercial and highly leveraged financial considerations—for example mortgage meltdown, greedy use of financial derivatives with global devastating consequences; pollution control, product quality and safety; equal opportunity for women, minorities, and other groups; and workplace safety and health. In March 2010 a historic Health Care Plan for the nation was approved and signed. The economic functions of business must be seen in relation to social and political responsibilities that US business is being asked to assume by governmental institutions such as legislatures, courts and regulatory agencies, and by the collective action intermediated by such process such as media, interest groups, and the force of public opinion. As a consequence, the business firms are now held accountable to a broader community besides those interested in profits.

The new role of business management in our society has become "politicoeconomic" and the modern business managers are required to become involved in the public policy process as well as in the market process. Fixing and restoring US and global economic and financial system is pivotal.

A salient feature of our seminar is based on the role of ethics as a guide to managerial action. Ethics is the subject that deals with moral judgments and ethical reasoning based on those principles—providing guidance in the gray area between clearly acceptable and clearly unacceptable behavior. The application of ethical principles in the context of at least two different real cases will be accomplished this quarter e.g. Madoff's 50 billion scam. "New modes of thinking" are necessary to meet a new set of complex environmental challenges dealing with greenery, globalization and its limits, diversity, terrorism, complexity, and acceleration of innovative, and radical technologies of the 21st Century.
Objectives of the Seminar: 1) To develop a better diagnostic understanding, based on appropriate cross-disciplinary foundation and frameworks, and articulation of current and anticipated complex political, economic and ethical issues affecting social policy management decisions of US businesses; 2) To understand the origins of the issues and their business impact. 3) To show how business can modify its decision-making processes to better anticipate, influence, and peremptively adapt to its dynamic environment; and 4) To develop an increased sensitivity and tolerance for built-in-ambiguity in dealing with public policy issues regarding business-government-society interface.


Mandatory Weekly Assignments: 1) Students are required to study (careful reading) all chapters—1 through 18—of the text in sequence. At the end of each chapter, except chapter 1, you will find a "Case Study" to be analyzed in a brief and concise manner—two typed pages. The purpose of this writing assignment, as an integral part of your participation grade, is to provide you with opportunities to apply concepts from seminar to real world situations. The mandatory completed written assignment should address the questions posed at the end of case study; and 2) You are required to study 3 chapters a week; you should be tip top on chapters 1, 2, and 3—and are required to bring typed case analysis relating to Chapters 2 and 3 by Thursday, April 1, 2010; You may be asked to make an oral presentation of an assigned case individually or collectively as a fully-functioning team.


Text: Business, Government and Society: A Managerial Perspective

Office Hours: Tuesdays & Thursdays 12.50 PM—3.50 PM; 5:55 P.M.; after our class; and by appointment: RPT# 355; 358-2277.

Panel Presentations of One Approved Comprehensive Case Study in Corporate Social Policy—May 11 & 13, 2010
1. David and Goliath at the WTO
2. High Noon at Hewlett-Packard
4. Alcohol Advertising
5. The FDA and Tobacco Regulation

**Panel Presentation Evaluative Criteria:**

- Depth and Breadth of Research: 34%
- Quality of Corporate Social Policy Analysis: 33%
- Effectiveness of Presentation and Fielding of Questions: 33%

**Grading Criteria:**

Preparedness, Attendance & Contributions: 25%
Midterm Examination on **May 6, 2010**: 25%
Panel Presentations on Corporate Social Policy: 25%
**May 11 & May 13, 2010—All Teams**
Final Examination During Final Examination Week: 25%

{ Please Bring Green books—Good Luck! }

**Personal Note:** My goal is that we can have a term of joint learning adventure, meaningful to all of us. I trust we can work together to achieve this. Also, I expect you to have a tentative philosophy (a point of view) of social responsibility of business; Please look at the following opposing point of views:

"I owe public nothing." J.P. Morgan; Johnson & Johnson's Policy statement states: "We are responsible to the communities in which we live and work and to the world community as well." Bill Gate of Microsoft fame observes: "Philanthropy and corporate economic profitability should co-exist to have a creative capitalism."

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March 30, 2010