Mgmt. 423-Business and Society
Spring, 2010
Course Outline

Instructor: Dr. Wendy Eager
Office: 336 Riverpoint; 308 (shared faculty office) Kingston (Cheney)
Office Hrs. MW: 4:30-6 PM (R)
TR: 2-3 PM (KGS 308)

Phone: 358-2293
E-mail: weager@ewu.edu

Required Materials: 2 SCANTRON forms.

Course Philosophy and Design
This course uses the concept of social responsibility to address the role of business in society. Social responsibility is concerned with company values, responsibilities, actions, and outcomes that affect employees, investors, business partners, communities, and other stakeholders. We explore issues including: workplace ethics, government regulations and the political process, corporate governance, consumer relations, the natural environment, information technology, employee relations, and philanthropy, to better understand the relationship between business and society. This course is highly practical and explores organizational best practices to improve corporate citizenship. We will explore organizational successes and failures through in-depth case analyses. In addition, students will complete business and society simulations.

Course Objectives
Upon completing this course, a successful student should be able to:
1. Identify the economic, legal, ethical, and philanthropic responsibilities of employers toward employees, consumers and the community.
2. Apply the stakeholder management process.
3. Explain the significance of corporate governance.
4. Identify the legal, regulatory, and political forces in shaping public policy.
5. Explain the impact of the natural environment and technology on business and society.

Team Component
There are team activities in this class. There are certain conditions that I will assume this quarter regarding team performance and consideration. Each team member is expected to meet at the agreed upon times or virtually, if this is a mutually compatible solution. Team members are to engage equally in all the behind-the-scenes elements of the case analysis, simulations, etc. (including research, outlining the approach, assessment, write-up, and presentation). If at any point my assumptions are incorrect, please let me know as soon as possible.
Class Activities

Team Case Analysis: Each team will complete a detailed case analysis (7-9 pages plus bibliography) and present its cases assessment, analysis, and outside research to the class. To successfully analyze the case, you must read the case in the text, gather more background information, and conduct research to update information about the company and situation. You may also wish to contact the organization or media sources directly for information. Your assessment should evaluate what led to the problem/decision issue, how the company reacted, what should have been done to prevent the problem (if corrective measures are needed), how it should prevent such situations in the future (or maintain its current success), and whether the company is back “on track” today. The discussion questions which follow each case will help you to guide your discussion. Written reports are due on the day of the presentation.

Presentation: approx. 15 min.
Paper: 7-9 pages plus bibliography

Business and Society Simulations: Each team will participate in behavioral simulations in class. Simulations deal with real world issues such as sexual harassment, crisis management, product liability, and information technology. During these simulations, you will assume a role within an organization and deal with an organizational dilemma from the perspective of that individual. Each team member will be given a different role within the organization (e.g. director of research and development, sales manager, marketing director, etc.). The team will then collectively resolve a companywide business and society issue and make recommendations in the form of a short managerial report (one per team).

Team Paper: approx. 2 pages each

There will be no makeup simulations except in cases of emergency.

Assignments: Each student will research assigned issues and write either a summary of his/her findings or an opinion paper (as directed).

Late papers will not be accepted except in cases of emergency.

Midterm and Final Exam: Examinations will consist of multiple choice questions. The final exam is not comprehensive. The exams will focus heavily upon text content and application. If you miss an exam, you need to notify me of your circumstances.

Discussion, Professionalism, and Attendance: As with most of your senior level courses, participation and attendance are critical to fully understanding concepts and applications. You must also come to class prepared to discuss the topics, cases, and participate in the events scheduled. Participation will be noted throughout the quarter. If you miss a class period, you are responsible for finding out what you missed from a classmate.
Class Environment
Professionalism
Professional behavior is to be maintained at all times during class activities. This means that when someone is speaking or presenting their work, the classroom should be silent, with the exception of invited questions. (As in any academic environment, questions are welcome, but informal chatter becomes a distraction for all those in attendance). Cell phones should be “turned off” during class. (If you are expecting an emergency call, see me.) Text messaging should not occur during the class period. Failure to adhere to these standards will affect your grade.

Academic Integrity
Any question of Academic Integrity will be handled as stated in the EWU Academic Integrity Policy. This policy is on the EWU web site. Violations will result in a course grade of X.X.

Equal Opportunity
No person shall, on the basis of age, race, religion, color, gender, sexual orientation, gender identity, national origin or disability, be excluded from participation in, or be denied the benefits of, or be subjected to discrimination under any program or activity of Eastern Washington University.

Affirmative Action
Eastern Washington University adheres to affirmative action policies to promote diversity and equal opportunity for all faculty and students.

Student Support: The university is committed to providing support for students with disabilities. If you are a student with physical, learning, emotional, or psychological disabilities requiring an accommodation, you are encouraged to stop by Disability Support Services (DSS), TAW 124 and speak with Kevin Hills, the Manager DSS or call 509-359-6871.

Grading:

Case Analysis 75 points
Simulations 100 points (4 @ 25 pts.)
Midterm 100 points
Assignments 100 points (4 @ 25 pts.)
Final Exam 100 points
Discussion 75 points

550 points
Grading Scale (general guidelines)
90-100 3.7-4.0
80-89 2.7-3.6
70-79 1.7-2.6
60-69 .7-1.6
<60 0

Tentative Schedule*

Mar. 29 & 31
Overview and Introduction; Expectations
Team Formation and Case Assignments
Ch. 1 Social Responsibility Framework
Video: The Stonyfield Story
Ch. 2 Strategic Management of Stakeholder Relationships

Apr. 5 & 7
Video: Vail Resorts Crisis Management
Simulation: Soy-Dri (Practice)
Case 1: Home Depot Implements Stakeholder Relations
Case 6: PETCO Develops Stakeholder Relationships

Apr. 12 & 14
Case 8: Wal-Mart: The Challenge of Managing Relationships with Stakeholders
Assignment 1 Due
Ch. 3 Corporate Governance
Case 13: Tyco International: Leadership Crisis

Apr. 19 & 21
Ch. 4 Legal, Regulatory and Political Issues
Case 10: The Fall of Enron: A Stakeholder Failure
Ch. 5 Business Ethics and Ethical Decision-Making
Case 9: The Coca-Cola Company Struggles with Ethical Crises

Apr. 26 & 28
Ch. 6 Strategic Approaches to Improving Ethical Behavior
Case 2: Texas Instruments Creates a Model Ethics and Compliance Program
Video: Managing Social Responsibility at Oxfam International
Mid-Term Exam
May 3 & 5
Ch. 7 Employee Relations
Case 7: Nike: From Sweatshops to Leadership in Employment Practices
Simulation: Sexual Harassment: Cordoza v. Foodservice, Inc., Creative Marketing Solutions, and Harrison
Assignment 2 Due

May 10 & 12
Ch. 8 Consumer Relations
Case: 5: The Healthcare Company: Learning from Past Mistakes
Case 12: Martha Stewart: A Brand in Crisis
Simulation: National Farm and Garden, Inc.

May 17 & 19
Ch. 9 Community Relations and Strategic Philanthropy
Case 4: Starbucks's Mission: Responsibility and Growth
Ch. 10 Environmental Issues
Case 3: New Belgium Brewing Company
Video: New Belgium Brewery Story

May 24 & 26
Assignment 3 Due
Simulation: Deer Lake Marina: Forever Proud?
Ch. 11 Technology Issues
Case 11: Verizon: The Legacy of WorldCom and MCI
Case 14: Global Crossing: Inflated Sales Leads to Bankruptcy

May 31 & June 2
Holiday
Simulation: Videopolis
Assignment 4 Due
Ch. 12 The Social Audit

June 7
Final Exam

*Subject to change in order to accommodate special situations that may arise in class.