

## Business, Government and Society (MGMT) (2017 - 2020)

**Title:** Business, Government and Society (MGMT)

**Hours:** 50

**Number of Credits:** 5

**Type of Course:** Management, International Business (300/400 level)

**Terms:** Fall, Winter, Spring, Summer

**Language:** English

**Instructor:** Professor Marc Rocas

### Course Overview

Organizations do not exist in a vacuum. Every day, businesses and their employees face a wide range of pressures and constraints that comprise the political, social, legal, and ethical environment of business. The purpose of this course is to dramatically increase your understanding of these forces and prepare you to become a more effective member of the international business community. The course is organized into three modules:

1. **Making Ethical Decisions.** In the first few sessions, we will focus on how to make ethical decisions. Once we begin to understand the context of business, it becomes clear that employees frequently face challenging ethical dilemmas. This module will provide you with a framework to manage these dilemmas and make more informed business decisions.
2. **Managing Relationships.** Our second module looks outward to the question of how we can act as ethical leaders and manage our relationships with key stakeholders, especially employees and customers. We will focus on what it means to be an ethical leader and how managers can shape an organization's culture for the better.
3. **Building Socially Responsible Systems, Practices, and Policies.** The final module focuses on the architecture of the organization, and examines how organizations can be structured to be both efficient and ethical. We'll examine the concept of corporate social responsibility in depth, as well as government regulation, corporate governance, sustainability, and globalization.

In addition to providing you with useful knowledge in each of these three areas, this course is designed to develop your ability to **think critically** and **communicate effectively**. Assignments and class discussion revolve around these goals, with an emphasis on helping you learn how to think through complex business dilemmas and make difficult decisions when necessary.

## Course Readings, Cases, and Exercises

Each session will focus on various perspectives and challenges that are confronted in the ethical realm of organizational life. We develop tools to discern relevant ethical issues by analyzing cases and discussing key theoretical concepts. The readings provide a framework for these analyses and discussions. You should come to class prepared to summarize key points from the day's readings and contribute to case discussions.

Course materials come from three sources:

1. **Textbook.** Steiner, J. F. & Steiner, G. A. 2012. Business, Government, and Society. Boston: McGraw-Hill. Make sure you have the 13th Edition
2. **HBS Website.** Materials can be purchased and downloaded at <https://cb.hbsp.harvard.edu/cbmp/access/19036945>
3. **Professor provided.** Non-HBS readings will be posted here for download.

## Workload and Grading

Your grade is determined by three individual components and one team component.

1. **Midterm, Final, and a quiz – 45 points for the midterm and final, 10 points for the quiz (100 total).** The midterm and final exams will be held in class. They are closed book and consist of multiple choice, true/false, fill in the blank, and short answer questions. Everything from the readings *and* class discussion is “fair game” for the tests. The quizzes consist of ten multiple choice questions each and are designed to help you track your progress with the material.
2. **Participation – 20 points.** You are expected to come to class ready to participate. If you do not attend class, do not prepare adequately by completing assigned readings, multi-task in class, never speak, or are rude to other students, you are in danger of receiving a low participation grade. In-class worksheets and small assignments will also contribute to your participation grade.
3. **Individual Case Analysis – 40 points.** Complete a written analysis of the World Class Bull case, due the day the case is discussed in class. Papers should be 1000-1500 words. You must hand in a paper copy *and* an online copy.
4. **Team Presentation – 40 points.** Propose a new CSR strategy for a prominent company and provide a 500 word executive summary. I will open a document up during the second week of class for selecting the companies. Teams will be randomly assigned, and will consist of 5 or 6 people.

## Other Policies

**Attendance.** Your participation grade will inevitably be influenced by your class attendance. If you need to miss class for any legitimate reason, please email me *before* class, and you will not receive any participation penalty. Legitimate reasons for missing class include job interviews, serious illness, death in the family, etc. However, I reserve final judgment regarding the legitimacy and frequency of absences. If you have a concern, please contact me *before* the end of the quarter approaches.

**Technology in the Classroom.** Please refrain from using cell phones and other technology in class, except *during* the breaks. Current research suggests that the use of technology in the classroom not only impedes your learning, but also the learning of your classmates. For this reason, we will not allow the use of laptops or other technology in class.

**The Honor Code.** We employ the principles and procedures espoused by the Honor System to maintain academic integrity in the course. The Honor Code expressly prohibits cheating, attempted cheating, plagiarism, and lying to administration or faculty as it pertains to academic work. All papers in this course will be assessed for plagiarism.

## Research Requirement

In an effort to help you understand the scientific process of studying the management sciences, each student is required to complete two research segments. A research segment is defined as (1) participation in a research experiment conducted by faculty or (2) a written review of a research article from an approved management journal. Thus, to complete the research requirement for a course, you have 3 options:

1. complete 2 research experiments -or-
2. write 2 written reviews -or-
3. complete 1 experiment and write 1 written review

Experiments will be conducted throughout the quarter and notices regarding the times and locations of these experiments will be announced at the beginning of the course. Research experiments take one-hour complete on average. If you would rather satisfy the research requirement by writing research reviews, each written review is expected to require a similar amount of time. Please note that if you do not complete any studies, you need to complete two written reviews to satisfy the research requirement (option #2 above).

**Course Schedule:** Reading to be completed before class on the day it is assigned.

| Class | Topic  | Readings/other material |
|-------|--|-------------------------|
|       | <b>Ethical Decision Making</b>                     | TBA                     |
| 1     | Business in context                                | TBA                     |
| 2     | Business power                                     | TBA                     |
| 3     | Ethics 1   | TBA                     |
| 4     | Ethics 2   | TBA                     |
| 5     | Difficult decisions                                | TBA                     |
|       | <b>Managing Relationships</b>                      |                         |
| 6     | Ethical leadership                                 | TBA                     |
| 7     | Managing customers                                 | TBA                     |
| 8     | Managing employees                                 | TBA                     |
| 9     | Shaping the culture                                | TBA                     |
| 10    | Mid-term / Guest Speaker                           | TBA                     |
|       | <b>Building Socially Responsible Organizations</b> |                         |
| 11    | Regulating Business                                | TBA                     |
| 12    | Governance   | TBA                     |
| 13    | Corporate Social Responsibility                    | TBA                     |
| 14    | Corporate Social Responsibility                    | TBA                     |
| 15    | Innovation   | TBA                     |
| 16    | Sustainability                                     | TBA                     |
| 17    | Globalization                                      | TBA                     |
| 18    | Presentations                                      |                         |
| 19    | Presentations                                      |                         |
| 20    | Final Exam   |                         |

