

MGT 4345
Social Responsibility of Management
Credit: 3 hr
Location: SHB 335
Department of Management & Marketing
Spring 2018

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Course Objectives

- 1) Understand the definition of corporate social responsibility and the arguments for and against corporate social responsibility
- 2) Understand the role of government in regulating business and the resources available to business to influence government
- 3) Understand the impact of globalization on society and the arguments of protesters and supporters of globalization
- 4) Understand the structure of corporate governance and explain the criticisms and supporting arguments for CEO compensation
- 5) Understand basic principles of ethical conduct and factors that influence managerial ethics

Textbook: 1) *Business, Government and Society, 13th ed.* by Steiner & Steiner – in bookstore. Readings as listed on pages 2-3 and in tentative schedule.

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.

Grades:

Exams (2)	200 points
Quizzes (10)	200 points
Participation	25 points
Attendance	25 points

Exams: There will be two exams worth 100 points each. There are no makeup exams. Exams are closed book.

Quizzes: Several quizzes will be given during the semester at the beginning of class and will cover reading material assigned such as articles and case studies. Each quiz is worth 20 points, and there are no makeups. Students who are late to class and miss the quiz will receive a zero for the quiz grade.

Participation: Since this is a senior-level class, students are expected to come prepared and contribute to class discussions. Each student is required to make a minimum of five (5) thought-provoking statements

during the semester. Simple agreement with another point of view or stating the obvious does not qualify as a thought-provoking statement. Whether or not a statement is thought-provoking is entirely up to the instructor to decide. The instructor will moderate class discussions to allow every student to participate and will encourage discussion from every student since much of the learning in this class will occur from intellectual discussion of current, and sometimes controversial, topics. Students may check the number of thought-provoking statements credited to them at the end of each class period.

Attendance: Students who have 3 or fewer absences will receive 25 points for attendance. Being tardy or leaving early counts for at least ½ absence. Sleeping, texting, or working on outside projects during class counts as an absence. **There are no excused absences**, so please plan your doctor appointments, car maintenance, and other life issues accordingly. University policy allows the deduction of one full letter grade for students missing more than 3 hours in a 45-hour semester. The policy in this class is more lenient, but it will be enforced.

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: <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 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.

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.

Readings Required for Class

1. Wealth – <http://www.swarthmore.edu/SocSci/rbannis1/AIH19th/Carnegie.html>
2. Pinto Madness – <http://www.motherjones.com/politics/1977/09/pinto-madness?page=1>
3. The Rashomon effect article can be found on blackboard under course documents.
4. The Social Responsibility of Business is to Make a Profit – <http://www.colorado.edu/studentgroups/libertarians/issues/friedman-soc-resp-business.html>

5. Here's a Better Way for Companies to Tackle big Social Problems by J. Browne. To access article:
 - a) Go to Library (NGL) link on SHSU home page.
 - b) Click on articles & more.
 - c) Choose Business
 - d) Choose **Business Source Complete** database.
 - e) In search field, type the title of the article – Here's a better way...
 - f) Click on Select a field and choose TI title.
 - g) In the next search field, type the name of the author – Browne
 - h) Click on Select a field and choose AU author.
 - i) Select Browne's article written in 2016
6. An Experiment in India Shows How Much Companies Have to Gain by Investing in Their Employees - by Adhvaryu, Garg, Kala & Nyshadham. To access article, follow directions from #5 on Here's a Better Way..., but change title and author in the appropriate fields.
7. Parable of the Sadhu by McCoy, 1983. To access article, follow directions from #5 on Here's a Better Way..., but change title and author in the appropriate fields.
8. Opening the market for lower cost hearing aids: Regulatory change can improve the health of older Americans by J. Blustein & B. Weinstein. To access article:
 - a) Go to Library (NGL) link on SHSU home page.
 - b) Click on articles & more.
 - c) **Academic Search Complete** automatically pops up. Click on Go.
 - d) In search field, type the title of the article – regulatory change can improve...
 - e) Click on Select a field and choose TI title.
 - f) In the next search field, type the name of at least one author – Blustein
 - g) Click on Select a field and choose AU author.
 - h) Select the article written in 2016
9. Legal action against health claims on foods and beverages marketed to you by L. Rutkow, J. Vernick, et al. To access article, follow directions from #8 on Opening the market...., but change title and author in the appropriate fields.
10. World's First multinational by Robins, 2004. To access article, follow directions from #8 on Opening the market...., but change title and author in the appropriate fields.
11. Bhopal Disaster: still waiting for the cleanup by Joe Jackson and Maeve McLoughlin, 2008. To access article, follow directions from #5 on Here's a Better Way..., but change title and author in the appropriate fields.
12. On the Folly of Rewarding A While Hoping for B by Kerr, 1975. To access article, follow directions from #5 on Here's a Better Way..., but change title and author in the appropriate fields. Choose the article written in 1975, not the one in 1995.

Tentative Schedule

Jan 18	<ul style="list-style-type: none"> Class introduction 	Mar 20	<ul style="list-style-type: none"> Case – Martha Stewart Reading – <i>Parable of the Sadhu</i> by B. McCoy
23	<ul style="list-style-type: none"> Chap 1 – The Study of Business, Government, and Society 	22	<ul style="list-style-type: none"> Chap 8 – Making Ethical Decisions
25	<ul style="list-style-type: none"> Chap 2 – The Dynamic Environment 	27	<ul style="list-style-type: none"> Case – Tangled Webs
30	<ul style="list-style-type: none"> Chap 3 – Business Power 	29	<ul style="list-style-type: none"> Chap 9 – Business in Politics
Feb 1	<ul style="list-style-type: none"> DVD – The Corporation 	Apr 3	<ul style="list-style-type: none"> Case – Citizens United
6	<ul style="list-style-type: none"> Case – John Rockefeller Reading – <i>Wealth</i> by A. Carnegie 	5	<ul style="list-style-type: none"> Chap 10 – Regulating Business
8	<ul style="list-style-type: none"> Chap 4 – Critics of Business 	10	<ul style="list-style-type: none"> Case – Good and Evil on the Rails Reading – <i>Opening the market...</i> by J. Blustein Reading – <i>Legal action against health...</i> by L. Rutkow
13	<ul style="list-style-type: none"> Case – KFC Reading – <i>Pinto Madness</i> by M. Dowie 	12	<ul style="list-style-type: none"> Chap 11 – Multinational Corporations
15	<ul style="list-style-type: none"> Reading – <i>The Rashomon Effect</i> by P. Werhane Chap 5 – Corporate Social Responsibility 	17	<ul style="list-style-type: none"> Chap 12 - Globalization
20	<ul style="list-style-type: none"> Reading – <i>The Social Responsibility of Business...</i> by M. Friedman Reading – <i>Here's a Better Way for Companies...</i> by J. Bowne Reading – <i>An Experiment in India...</i> by A. Adhvaryu, et al. 	19	<ul style="list-style-type: none"> Case – Union Carbide
22	<ul style="list-style-type: none"> Chap 6 – Implementing Corporate Social Responsibility 	24	<ul style="list-style-type: none"> Reading – <i>World's First Multinational</i> by N. Robins Reading – <i>Bhopal disaster...</i> by Jackson & McLoughlin
27	<ul style="list-style-type: none"> Case – Mark Kasky v. Nike 	26	<ul style="list-style-type: none"> DVD – Globalization is Good
Mar 1	Exam 1 – chap 1-6	May 1	<ul style="list-style-type: none"> Chap 18 – Corporate Governance
6	<ul style="list-style-type: none"> Chap 7 – Business Ethics 	3	<ul style="list-style-type: none"> Reading – <i>On the Folly of Rewarding A...</i> by S. Kerr
8	<ul style="list-style-type: none"> DVD – A Dangerous Business 	7 - 9	Final Exam
13-15	Spring Break ☺		