



NORTHWEST
MISSOURI STATE UNIVERSITY
MARYVILLE | KANSAS CITY

**Booth School of Business
Business and Society**

MGMT 54413, 48 contact hours, 3 credit hours

5-Week Summer Session

Instructor: TBA
Email: TBA
Office Hours: TBA

Prerequisites: MGMT 54313 Principles of management or equivalent

Course Description: This course is designed to increase students' awareness and understanding of the economic, social, and ethical problems found in the business world in the 21st century within the framework of stakeholder management. Students will understand the interactions of various constituencies with conflicting goals.

Course Outcomes

Learning Outcomes:	
Upon completion of this course, students should be able to:	Assessment Method:
1. Recognize the various stakeholders in a business, and point out the expectations and demands placed on business firms that emanate from these stakeholders.	Discussions,
2. Appraise business responses and management approaches for dealing with social political, environmental, technological, and global issues and stakeholders.	

3. Analyze and critique ethical issues and the influence these have on society, management decision making, behaviors, policies and practices.	assignments, quizzes, and exams
4. Evaluate the extent to which social, ethical, public, environmental, and global issues must be considered from a strategic perspective.	

Materials

*Carroll, Archie B. and Buchholtz, Ann K. (2008). **Business and Society: Ethics and Stakeholder Management** (Eighth Edition). South-Western Cengage Learning.*

Textbooks can be ordered through the Northwest Missouri State University Official Bookstore using the following link: <http://nwmissouri.bncollege.com>

Course Outline and Expectations

Instructional Methods and Techniques

This course is delivered entirely as an online seminar. Participation is expected and required. Because of this instructional method, it is imperative that each student reads the assigned material and attends online prepared to discuss and participate. Students will be responsible for reading textbook material, interacting with supplemental material, engaging in discussions, and completing assignments.

Participation/Attendance

Students are responsible for interacting with the Northwest Online course site on a regular basis and meeting deadlines included in the course calendar.

Course Communication Policy

In this course, we will use the canvas communication system. Information intended for the whole class will be posted in the announcements. Individual communications will go through Canvas mail or school e-mail. Make sure you check announcements and mail frequently. If it is posted, you are assumed to know it.

I will respond to inquiries within 48 hours on weekdays, and on Monday for emails received on Friday after 12:00. In the very rare case that you don't get a response from me after 3 days, e-mail me again.

It is helpful to link canvas (announcements and mail) to your Northwest student mail. You can do that in the settings section.

Book chapters

Students are required to read the assigned book chapters according to the course schedule. **Narrated** power points for each chapter are provided in order to help students understand and organize the content in each chapter; however, **presentations are not a substitute for reading the book**. If after reading the chapter and listening to the presentation you don't understand a concept or still have questions contact the professor through e-mail.

Exams

There will be two partial exams. Each exam will include questions regarding the material in your book and information covered in the discussions. Although the final exam is not comprehensive, it will be cumulative (i.e., there are concepts and definitions in the early part of the class you are expected to know for doing well in the later part of the class).

Exams are scheduled from Sunday 12:00am to Saturday 11:59pm in the 2nd and 5th weeks. No exams will be given early, and make-up exams will be extremely rare. If a student misses an exam, it is the student's responsibility to contact the professor within 24 hours and provide the proper documentation that supports missing the exam. You will not be allowed to make up more than one exam. Exams may include essay, short answer, and/or multiple choice questions.

As an online class, the tests in this class must be completed using Respondus Monitor software and therefore, you must NOT use any form of assistance to complete the exam (book, notes, cell phone, additional computer connection, Google, another person).

Read "Things to know" for information about using Resondus Monitor software.

Threaded discussions

There will be 5 threaded discussion throughout the course (one each week). Discussions are based on the book information assigned for that week. Discussions are open every Sunday and close for discussion every Saturday at 11:59pm. Each discussion requires an initial post (6 points) due no later than Tuesday, and at least 3 replies to other people's postings no later than Saturday (9 points). Grades on discussions are assigned based on the uniqueness, critical thinking, and contribution of each comment. There is no make-up for discussions. Deadlines for postings might sound too rigorous to you, but you need to consider that other people depend on your initial posting to make comments. Make sure you read through all the discussion posts, as these may appear again on the exam.

For discussions and any other written assignments, make sure you are not plagiarizing any information. It is not acceptable to copy from the book or any other document.

Read “Things to know” for a detailed guideline for threaded discussions.

Quizzes

Every week (except on the weeks with exams) you will have a quiz covering the material from the book for that specific week. . All weeks quizzes cover at least 2 different chapters. Make sure you read all chapters before taking your quiz for those weeks. Each quiz is 10 points and is open to take at your convenience from Sunday 12:00am to Saturday 11:59pm. The quiz is timed and will automatically close after the allowed time has finished, therefore you have to take it in one single intent. You are not able to retake quizzes.

Quizzes also require Respondus Monitor and webcam.

Assignments

There will be 4 different assignment throughout the course. **All assignments are in groups**, you can find your group members under the people tab of the menu. You will work with the same group for all assignments unless major issues arise in your group. Therefore, you will have the opportunity of evaluating your peer’s work. Each assignment will be based on information about the book chapters covered that week and are due every Saturday at 11:59 pm, but you can turn in your assignments earlier.

Working in teams on-line can be challenging, but it is a skill necessary in the business environment. You can work in whichever way your team feels works best for them, **as long as each one of the team members contribute to each one of the assignments.** You can use the collaboration tab with google docs or Microsoft office, you can create a discussion board inside your group homepage or you can work outside the system. Either way, only one person in the team will need to upload the final document and it will automatically appear in all the inboxes of all team members.

Peer evaluation

In order to report any performance problems with your team members, you must send an e-mail to the professor not later than the following day when the

assignment was due. The e-mail must be Peer evaluation, Assignment (number). In the e-mail you must inform me of the problems you had with your team members, and evaluate your peer's performance in a scale of 0% to 100% (for all members of the team). Each member of the team must send this e-mail individually. If a specific member does not contribute to the assignment, do not include his/her name in the assignment and send me a comment with the submission. I will consider this information, and adjust grades accordingly. In case of major issues with the teams, the professor can rearrange groups.

DO NOT DO THIS EVALUATION IF ALL MEMBERS OF THE TEAM ARE PERFORMING TO STANDARD. I don't want to get e-mails if your team is working fine.

Late work

All late work will be graded according to the following:

- Up to 24 hours late can only get 70% of the grade.
- Following days: 10% extra drop in grade for each day late after the first day.
- Once work is graded and grades uploaded, I will not accept late work.

Extra points

The relationship between business and society is always changing. Many events that happen around the world, change the social contract. Therefore, as managers you must be aware of all these changes, and understand how it will impact your business. For this purpose, we have an ongoing conversation about current events in the news. In the introduction module you will find a discussion of these events. You will have access to this discussion throughout the course and will be able to post anytime there is new information that we need to now. The "In the news" discussion closes the week before the final exam, so don't leave your contribution for the last moment.

I understand that there are many interesting things in the news, but to get credit you must post information about new information. "In the news" events refer to **NEW** developments impacting Businesses (e.g. new laws, the signing of a new treaty with other countries, financial problems, ecological disasters). News that happened a month ago do not count for credit. The maximum extra points that you can get is 20 points, distributed in 2 different contributions (up to 10 points maximum for each contribution, only 2 contributions will be graded).

Grades for contributions will be assigned **only to the first person** that brakes the news. Do not post an event if someone else already did. Let's avoid overload of information. However, if the person that posted before you has inaccurate, misleading or incomplete information, you can post your information as a reply to that post, although you might not get the maximum points. To get points for a contribution, you must 1) accurately inform of the new development, 2) provide your source (including all necessary information to corroborate information) and if

possible a link to that source (reliable sources only), and 3) explain how this will impact the Businesses.

As explained before, “in the news” points are extra points. Therefore, you are not required to contribute to this discussion, but you are required to know the information posted there. Make sure you read this discussion at least before the exams, because information posted in there will be included in the exams.

Course schedule adjustments

To allow students to get familiar with the course, the first week the initial post in the discussion and the quiz will be accepted until Thursday. All other work must be submitted according to the schedule.

For the final week, all work has to be finished by Friday. Therefore in the last week the exam, quiz, assignment and discussion are due on Friday midnight.

Technology Requirements

Computer/Technology Requirements

Technical Skills You are Required to Have Include:

- Ability to use the Canvas learning environment.
- Proficiency in using MS Word, MS Excel, MS PowerPoint and attaching these files to your assignment submissions.

Northwest Online (Canvas)

Access to Northwest Online is at: <https://www.nwmissouri.edu/online>

Grading and Evaluation

Final Grade Calculation

Points	%	Assessment	
200	40%	Partial exams	2 @ 100 each
60	12%	Quizzes	6 @ 10 each
120	24%	Assignments	8 @ 15 each
120	24%	Threaded discussions	8 @ 15 each
500	≈100%	Total points required	
20		“In the news” possible extra points	2@ 10 each

A	B	C	D	F
90 % and over	80% -89.9%	70% - 79.9%	60-69.9%	59.9% and under

**Percentages are rounded for comparative purposes. In the gradebook, individual grades will be displayed in point numbers, total grade will be displayed as percentage, and the final grade will be displayed as a letter (after all grades have been inputted at the end of the course).

Course Topics

Syllabus Subject to Change

Week	Topic/Assigned reading	Chapters	Assignments	Discussion
1	The business and society relationship	1	1	1
	The stakeholder approach	3	Social environment factors	
2	Corporate Citizenship	2	or	
	Corporate governance	4	Corporate Governance	
	Strategic Management	5		
2	Business Ethics	7	2	2
	Personal and organizational ethics	8	Ethical decisions	
	Ethics in the Global Arena	9	or	
	Ethics and Technology	10	Global environment	
3	Exam I			
	Business government and regulation	11	3	
	Public policy	12	Agencies and Regulations	3
	Consumers: Information issues	13	or	
	Consumers: Products and services	14	Advertising	

4	Natural environment Community Privacy safety and health	15 16 17	4 Carbon footprint or Criminal record	4
5	Workplace issues Discrimination Exam 2	18 19		5

Additional Course Information

Course Evaluation

At the end of this course, students are encouraged to complete the course evaluation provide through the course link.

Code of Academic Integrity

Please refer to the following link to view Northwest Missouri State University's Code of Academic Integrity Policy

<http://nwmissouri.smartcatalogiq.com/en/2015-2017/Graduate-Catalog/Policies-and-Regulations/Academic-Integrity>

Family Educational Rights and Privacy Act (FERPA)

Please refer to the following link to view Northwest Missouri State University's policy for Family Educational Rights and Privacy Act (FERPA):

<http://www.nwmissouri.edu/policies/academics/Family-Educational-Rights-and-Privacy-Act.pdf>

Special Accommodations Policy

Northwest Missouri State University complies with Section 504 of the Rehabilitation Act of 1973 and the American with Disabilities Act of 1990.

If a student has a disability that qualifies under the ADA and requires accommodations, he/she/they should contact the accessibility office for information on appropriate policies and procedures. Disabilities covered by the ADA may include learning, psychiatric, physical disabilities, or chronic health disorders.

Students requiring special classroom accommodations should meet with me during office hours so that we can discuss how to meet your needs this semester. Prior to our meeting be sure you have met with Pat Wyatt in the Accessibility Services Office in OL 242 on the 2nd floor of Owens Library. You can also contact the office at 660.562.1639, or email at pjp@nwmissouri.edu or ADA@nwmissouri.edu.

If you have been approved for an accommodation, if you have emergency medical information to share with me, or if you need special arrangements in case the building must be evacuated, please inform me immediately.

Non-Discrimination Statement

Northwest Missouri State University (the “University”) is committed to maintaining an environment for all faculty, staff, students, and third parties that is free of illegal discrimination and harassment. In keeping with that policy, the University prohibits discrimination and harassment by or against any faculty, staff member, student, applicant for admissions or employment, customer, third-party supplier or any other person (collectively the “University Community”) because of their race, color, religion, national origin, sex, sexual orientation, gender identity, pregnancy, ancestry, age, disability, genetic information, veteran status, or any other legally-protected class (collectively “protected statuses”). <http://www.nwmissouri.edu/diversity/titlevi.htm>

Disclaimer: Course schedule is subject to change and you will be responsible for abiding by any such changes. Your instructor will notify you of any changes.