

# Business In A Changing Society



## **Course Number: MET MG503 A1**

*Fall 2009*

*Mondays: 6:00 - 9:00 PM (some alternate days – see university schedule)*

*The First Class will take place on 14<sup>th</sup> September 2009*

*Charles River Campus —*

**Instructor: Dr. Steve Leybourne Ph.D**

Phone: (617) 358 5626  
Office: Room 224 – 808 Comm Ave  
E-mail: [sleyb@bu.edu](mailto:sleyb@bu.edu)  
Web Site: <http://people.bu.edu/sleyb>  
Office Hours: To be scheduled for mutual convenience

When Emailing - *ALWAYS PUT THE COURSE NUMBER “MG503”* (and any other relevant information) in “Subject” line of email.

### **Course Description:**

**Business in a Changing Society** (MG 503) examines the management process and the social environment in which organizations of all types operate. It includes a broad discussion of management’s responsibilities to customers, stockholders and society, as well as the ethics of management

### **Prerequisites:**

Prerequisite is advanced standing or professor’s consent.

### **Textbook:**

The textbook used in this course is:

Lawrence A.T. & Weber J. (2008) ***Business & Society: Stakeholders, Ethics, Public Policy*** (12<sup>th</sup> Edition) published by McGraw-Hill Irwin.  
ISBN: 978-0-07-353017-8

BU's Courseinfo tool (<http://courseinfo.bu.edu/>) will be used to deliver and provide information on presentation material, web and periodical references used throughout the course. Students will require an active BU e-mail ID and password to obtain access to Courseinfo.

**Grading:**

Your final grade will be determined based on the following contribution percentages:

- [Midterm and Final Exam](#) 70% (35% each)
- [Class Participation](#) 15%
- [Student current events presentations](#) 15%

Grade ranges are as follows:

- A 94 - 100%
- A- 90 - 93%
- B+ 87 - 89%
- B 84 - 86%
- B- 80 - 83%
- C+ 77 - 79%
- C 74 - 76%
- C- 70 - 73%
- D 60 - 69%
- F < 60%

**Midterm and Final Exams:**

The Midterm and Final exams will consist of a mixture of fill-in, multiple choice, true-false, and essay questions.

The midterm exam will be a take home, closed book exam, and will be two hours in duration. The final exam will be an in-class closed book exam and will also be two hours in duration.

**No Incomplete grades** will be given for this course.

**Student Current Event Presentations:**

Each student is required to deliver a 15 minute in-class presentation on a current topic related to the material covered in the course. Presenters are to make the article, video or document they are reviewing available to the class beforehand via Courseinfo email distribution or the Courseinfo Dropbox feature.

Students are to present the topic and demonstrate to the class how the topic relates to the course material. Questions must be prepared in advance which will engage the class in a fruitful discussion of the topic; questions such as “what do you think?” do not fall into this category.

The presentation date will be chosen by lottery at the beginning of the second class meeting. Available dates are listed in the course schedule, and I prefer that there be no more than 3 students presenting in one evening.

### **Academic Conduct:**

Metropolitan College at Boston University has a well-documented [Academic Conduct Code](#). The code defines violations (e.g. cheating on exams), documenting and hearing procedures, and disciplinary actions. It is your responsibility to be aware of the content and implications of this Code.

However, in order to succeed with this course, it is important to accept and understand that you are here because you are capable of doing the work, and are interested in learning. You will gain by active participation and engagement in the course and its supporting materials.

### **Attendance and Participation:**

**You are required to attend all classes.** Participation has two forms: the first is attending class, and the second is contributing in class. Class participation is assessed for each class, so be prepared. High-quality participation includes involvement in presentations, substantive contribution to case discussions, insights into topics we are discussing, questions regarding relevant topics, and critical interactions with others in the class.

**You need to come to class prepared.** This means you should read the assigned chapters and readings, and prepare for any assigned cases or class discussions. The interim schedule shows what we will cover, but may be subject to change as topics emerge.

Some classes have an assigned case. They are usually concise, and are concerned with the topic of the day. Minimal preparation means reading the case, being prepared to summarize what it is about, what the issue is, knowing what you would recommend to resolve the issue, and answering the questions at the end of the case.

It is anticipated that the class will be formed into seven groups, comprising five students each. For some classes, groups of students may be asked to prepare presentations in advance, either analyzing or relating to some aspect of cases, which will then be presented in class.

**Class Schedule:**

<b>Class Date:</b>	<b>Content:</b>
1: September 14	Course / Instructor / Student Introductions  Chapter 1: The Corporation and its Stakeholders <i>"Wal-Mart Works to Combat Negative Publicity"</i> Video  <u>Work required for next class:</u> <ul style="list-style-type: none"><li>• Read Chapters 1, 2, and 3</li><li>• Case: Cisco in the Coyote Valley (p. 21)</li><li>• Date for current topic presentation</li></ul>
2: September 21	Chapter 2: Managing Public Issues Chapter 3: Corporate Social Responsibility <i>"Good Business Deeds"</i> Video  <u>Work required for next class:</u> <ul style="list-style-type: none"><li>• Read Chapters 5 and 6</li><li>• Case: Hurricane Katrina – CSR in Action (p. 60)</li></ul>
3: September 28	Chapter 5: Ethics and Ethical Reasoning Chapter 6: Organizational Ethics and the Law <i>"HP CEO, Chairman Testify at Hearing"</i> Video  <u>Work required for next class:</u> <ul style="list-style-type: none"><li>• Read Chapters 7 and 8</li><li>• Case: PPG's Corporate Ethics Program (p. 133)</li></ul>
4: October 5	Chapter 7: The Challenges of Globalization <i>"Subsidy Struggle"</i> Video Chapter 8: Business-Government Relations Student Current Events Presentation(s)  <u>Work required for next class:</u> <ul style="list-style-type: none"><li>• Read Chapters 9 and 10</li><li>• Case: Conflict Diamonds (p. 158)</li></ul>

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- 5:    October 13            Chapter 9: Influencing the Political Environment  
      *This class is*            *“Congress Debates Lobby Reform”* Video  
      *on a Tuesday,*        Chapter 10: Antitrust, Mergers, and Competition Policy  
      *as BU is*              Student Current Events Presentation(s)  
      *closed on*  
      *Monday*  
      *October 12*
- Work required for next class:
- Read Chapters 11, 12 and 13 (13 not on midterm)
  - Case: Microsoft’s Antitrust Troubles (p. 225)
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- 6:    October 19            Chapter 11: Ecology and Sustainable Development in  
                                         Global Business  
                                         Chapter 12: Managing Environmental Issues  
                                         *“Emissions Exchange Program Aims to Reduce*  
                                         *Greenhouse Gas”* Video  
                                         Student Current Events Presentation(s)  
                                         Mid-term exam overview
- Work required for next class:
- Complete take-home midterm exam
  - Read Chapter 13
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- 7:    October 26            Review midterm exam results  
                                         Chapter 13: Technology: Global Economic & Social Force  
                                         *“Google Agrees to Censor Searches in China”* Video  
                                         Student Current Events Presentation(s)
- Work required for next class:
- Read Chapters 14 and 15
  - Case: The Dark Side of the Internet (p. 294)
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- 8:    November 2            Chapter 14: Managing Technological Changes  
                                         *“Download Debate”* video clip  
                                         Chapter 15: Stockholder Rights & Corporate Governance  
                                         *“Officials Investigate CEOs in Stock Options Scam”* Video  
                                         Student Current Events Presentation(s)
- Work required for next class:
- Read Chapters 16 and 18
  - Case: We’re Simply Downloading Music (p. 317)
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9: November 9 Chapter 16: Consumer Protection  
Chapter 18: Employees and the Corporation  
Student Current Events Presentation(s)

Work required for next class:

- Read Chapters 19 and 20
  - Case: Big Fat Liability (p. 361)
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10: November 16 Chapter 19: Managing a Diverse Workforce  
Chapter 20: Business and the Media

Work required for next class:

- Think about what is important for success in the development, management, and survival of the modern organization.
  - Prepare to discuss your views
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11. November 23 Current Issues in Management  
Final exam overview

Work required for next class:

- Prepare for final exam
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12: November 30 **FINAL EXAM:** All chapters and material

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