**Revised January 14, 2014**

**Spring, 2014**

**MGT 462 – Business and Society**

* **Class # 12966 - Monday and Wednesday 11:00 am -12:15 pm, JH 1240**

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**OBJECTIVES AND OVERVIEW**

The focus of this course will be on understanding the relationship between businesses and society in general. This will include examination of:

* What businesses owe to their employees
* What businesses owe to their customers
* What businesses owe to other stakeholders
* The relationship between businesses and government
* Global business in general (for example, the issue of U.S. businesses outsourcing to relatively low-wage countries, and property rights)

**GRADING**

|  |  |
| --- | --- |
| **Assignment** | **Value** |
| Book club assignments | 500 points |
| In-class written analysis | 300 points |
| Final written analysis | 200 points |
| **TOTAL ------>** | **1000 points** |

Book Club assignments

Almost every week in class we will conduct a “book club” discussion on the assigned book chapters. Students will be formed into teams, and for each book chapter one team of students will serve as “facilitators.” The facilitating group will be responsible for two things:

* writing (as a single group-authored report) a summary of the book chapter (See the book club “facilitator” outline available on my www site). This report should be no less than two pages single-spaced, and no more than 4 pages single spaced, 12-point font with on-inch margins all around, and
* conducting a discussion in the classroom.

All other students who are not facilitators for that particular chapter are “evaluators” and each will fill out a “Book Club Evaluation Survey.” I recommend each students print out multiple copies (roughly 35 copies for the entire semester) of the Evaluator form and bring some to class each time so you are prepared to fill out the form on the spot.

Everyone should read the assigned chapters.

Grades will be based on a) my own impressions of the quality of the discussion, (b) “Book Club Evaluation Survey” forms that I will collect from all other students, and (c) the quality of the write-up that the facilitating group will hand in at the start of the class session.

In-class written analysis

This assignment will occur towards the end of the semester. All topics that we covered during the semester will be eligible for questioning for the in-class written case analysis. There will be one, or two, or three essay questions on the exam.

Final written analysis

This assignment will be essay format, and may require some research outside of class. The assignment will be based on material and issues covered in class, and may be based on very recent events concerning one or more organizations. More details for this assignment will be available towards the end of the semester.

**MISCELLANEOUS NOTICES**

Any instances of academic dishonesty will not be tolerated and I will deal with them under the guidelines stated in the Undergraduate/Graduate Catalog.  All sources used in performing research for assignments in this course must be properly cited. The plus/minus system will be used when final grades are assigned.

The College of Business and Economics at California State University, Northridge prepares students to be ethical decision makers. The college maintains high standards of ethical conduct that students are expected to maintain throughout their academic and professional careers.  Please view the “core values” at <http://www.csun.edu/busecon/sites/default/files/core-values_0.pdf>.

**COURSE MATERIALS: books to buy (These are not in the Matador bookstore; buy them online)**

* What Would Drucker Do Now?: Solutions to Today’s Toughest Challenges from the Father of Modern Management
  + Year: 2012
  + Author: Rick Wartzman
  + ISBN: 978-0-07-176220-5
* Things They Don’t Tell You About Capitalism
  + Year: 2010
  + Author: Ha-Joon Chang
  + ISBN: 978-1-60819-338-7
* Death by China
  + Year: 2011
  + Authors: Peter W. Navarro, Greg Autry
  + ISBN: 978-0-13-218023-8
* Ethical Chic: The Inside Story of the Companies We Think We Love
  + Year: 2012
  + Author: Fran Hawthorne
  + ISBN: 978-0-8070-0094-6

**CLASS SCHEDULE**

| **Week** | **Week start date** | **Topic** | **Textbook readings** | **Assignment due** | **Book club leaders (team letter)** |
| --- | --- | --- | --- | --- | --- |
| 1 | Week of Jan. 20 | Introduction to course  Corporate Social Responsibility and Business Ethics |  |  |  |
| 2 | Week of Jan. 27 | Corporate Social Responsibility and Business Ethics |  |  |  |
| 3 | Week Feb. 3 | Free markets; Companies being run in the best interests of their owners | 23 Things they Don’t Tell You About Capitalism: Thing 1  23 Things they Don’t Tell You About Capitalism: Thing 2 | Book club assignments (Prof. Gorman will handle this week’s chapters) | professor, professor |
| 4 | Week of Feb. 10 | Washing machines vs. internet; Governments | 23 Things they Don’t Tell You About Capitalism: Thing 4  23 Things they Don’t Tell You About Capitalism: Thing 12 | Book club assignments | A,B |
| 5 | Week of Feb. 17 | Entrepreneurship; Markets | 23 Things they Don’t Tell You About Capitalism: Thing 15  23 Things they Don’t Tell You About Capitalism: Thing 16 | Book club assignments | C,D |
| 6 | Week of Feb. 24 | Macroeconomic “stability”; Post-industrial age | 23 Things they Don’t Tell You About Capitalism: Thing 6  23 Things they Don’t Tell You About Capitalism: Thing 9 | Book club assignments | E,F |
| 7 | Week of March 3 | General Motors; Equality of opportunity | 23 Things they Don’t Tell You About Capitalism: Thing 8  23 Things they Don’t Tell You About Capitalism: Thing 20 | Book club assignments | G,H |
| 8 | Week of March 10 | Management as a discipline; The practice of management | What Would Drucker Do Now?: Chapter 1  What Would Drucker Do Now?: Chapter 2 | Book club assignments | I,A |
| 9 | Week of March 17 | Management challenges; Wall Street | What Would Drucker Do Now?: Chapter 3  What Would Drucker Do Now?: Chapter 4 | Book club assignments | B,C |
| 10 | Week of March 24 | Values; Public and social sectors  Companies we know know and think we love | What Would Drucker Do Now?: Chapter 5  What Would Drucker Do Now?: Chapter 6  Ethical Chic: Tom’s (Chapter 1) | Book club assignments | D,E,F |
| 11 | Week of March 31  (campus closed Monday, March 31) | Companies we know know and think we love | Ethical Chic: Timberland (Chapter 2)  Ethical Chic: Starbuck’s (Chapter 3) | Book club assignments | G,H |
| *11.5* | *Week of April 7* | *Spring Break* |  |  |  |
| 12 | Week of April 14 | Companies we know know and think we love | Ethical Chic: Apple (Chapter 4)  Ethical Chic: Trader Joe’s (Chapter 5)  Ethical Chic: American Apparel (Chapter 6) |  | 1,A,B |
| 13 | Week of April 21 | China: finance | Death by China: Chapter 1  Death by China: Chapter 2  Death by China: Chapter 6 | Book club assignments  Wal-Mart written analysis | C,D,E |
| 14 | Week of April 28 | China: future of trade | Death by China: Chapter 7  Death by China: Chapter 8  Death by China: Chapter 11 | Book club assignments | F,G,H |
| 15 | Week of May 5 | China: future of trade | Death by China: Chapter 15  Death by China: Chapter 16 | Book club assignments | I,A |