**January 21, 2018 – subject to revision**

**MGT 462 – Business and Society**

* **Class # 13684 – Tuesday and Thursday 2:00 pm, Bookstein Hall 1236**

Instructor: Phil Gorman

Email: profgorman@gmail.com (or philip.c.gorman@csun.edu)

[www.csun.edu/~pcg24892](http://www.csun.edu/~pcg24892)

Office: BH 4221
Office hours:

* Monday 12:15 pm – 1:45 pm (except one Monday per month when I will have a committee meeting during that time)
* Tuesday 12:15 pm – 1:45 pm
* Thursday 12:15 pm – 1:45 pm
* and by appointment

**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 | 50% |
| Written analysis #1 | 25% |
| Written analysis #2 | 25% |
| **TOTAL ------>** | **100%** |

Book Club assignments

Most weeks 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 student 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 and participate in class discussion.

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 students in the audience, and (c) the quality of the write-up that the facilitating group will hand in at the start of the class session.

Written analysis #1

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. We will talk in class about this when the time comes.

Written analysis #2

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 University Catalog (<http://catalog.csun.edu/policies/academic-dishonesty/>).  All sources used in performing research for assignments in this course must be properly cited. The plus/minus system may be used when final grades are assigned.

The David Nazarian 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” (<http://catalog.csun.edu/about/colleges/cobae/>)

**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
* 23 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**

Note: the number of teams may change before the second week of class

| **Week** | **Week start date** | **Topic** | **Textbook readings** | **Assignment due** | **Book club leaders (team letter)** |
| --- | --- | --- | --- | --- | --- |
| 1 | Jan. 22 | Introduction to courseCorporate Social Responsibility and Business Ethics 1 | NoneNone |  |  |
| 2 | Jan. 29 | Free marketsCorporate Social Responsibility and Business Ethics 2 | 23 Things they Don’t Tell You About Capitalism: Thing 1None |  | professor, professor |
| 3 | Feb. 5 | Companies being run in the best interests of their ownersTopic TBA | 23 Things they Don’t Tell You About Capitalism: Thing 2None |  | professor, professor |
| 4 | Feb. 12 | Washing machines vs. internetAssuming the worst about pteople | 23 Things they Don’t Tell You About Capitalism: Thing 423 Things they Don’t Tell You About Capitalism: Thing 5 | Book club assignments | A,B |
| 5 | Feb. 19 | Governments picking (or not picking) winnersEntrepreneurship | 23 Things they Don’t Tell You About Capitalism: Thing 1223 Things they Don’t Tell You About Capitalism: Thing 15 | Book club assignments | C,D |
| 6 | Feb. 26 | Are individuals smarter than markets?Does capital have a nationality? | 23 Things they Don’t Tell You About Capitalism: Thing 1623 Things they Don’t Tell You About Capitalism: Thing 8 | Book club assignments | E,F |
| 7 | March 5 | Post-industrial ageEquality of opportunity, and fairness | 23 Things they Don’t Tell You About Capitalism: Thing 923 Things they Don’t Tell You About Capitalism: Thing 20 | Book club assignments | A,B |
| 8 | March 12 | Management as a disciplineThe practice of management | What Would Drucker Do Now?: Chapter 1What Would Drucker Do Now?: Chapter 2 (note: long chapter) | Book club assignments | C,D |
| N/A | March 19 | Spring Break |  |  |  |
| 9 | March 26 | Management challenges for the 21st centuryWall Street & Finance | What Would Drucker Do Now?: Chapter 3What Would Drucker Do Now?: Chapter 4 | Book club assignments | E,F |
| 10 | April 2 | Values & responsibilityPublic and social sectorsArts, music, sports | What Would Drucker Do Now?: Chapter 5What Would Drucker Do Now?: Chapter 6What Would Drucker Do Now?: Chapter 7 | Book club assignments | A,B,C |
| 11 | April 9 | Companies we know and think we love | Ethical Chic: Tom’s (Chapter 1)Ethical Chic: Timberland (Chapter 2)Ethical Chic: Starbuck’s (Chapter 3) | Book club assignments | E,F,A |
| 12 | April 16 | Companies we know and think we love | Ethical Chic: Apple (Chapter 4)Ethical Chic: Trader Joe’s (Chapter 5)Ethical Chic: American Apparel (Chapter 6) | Book club assignments**Written analysis #1 will be due by approximately Wednesday, Nov. 15** | B,C,D |
| 13 | April 23 | Death by China: “bashing” or not?Death by China: quality of food | Death by China: Chapter 1Death by China: Chapter 2 | Book club assignments | E,F |
| 14 | April 30 | “If you can’t beat ‘em, join ‘em?”Locking up marketsMilitary | Death by China: Chapter 6Death by China: Chapter 7Death by China: Chapter 8 | Book club assignments | A,B,C |
| 15 | May 7 | Laws and politics of inner/outer spaceChina apologistsFuture of trade | Death by China: Chapter 11Death by China: Chapter 15Death by China: Chapter 16 | Book club assignments | D,E,F |