

**MGT 3310: Business, Government and Society**

2023 Summer Session	
Total Class Sessions: 25 Class Sessions Per Week: 5 Total Weeks: 5 Class Session Length (Minutes): 145 Credit Hours: 4	Instructor: Staff Classroom: TBA Office Hours: TBA Language: English

Course Description:

Successful business operation aligns the companies' capabilities with the demands of both its market and non-market environment. This course systematically examines the political, regulatory, societal, cultural, and natural factors that have an influence on business' non-market environment. It mentions stakeholders, the global context, ethical business, company's social responsibility, environmental sustainability, employees and consumer, and internal and external regulation. Students learn how to analyze and proactively manage the non-market environment through non-market strategies and may put this knowledge into use in the future.

Learning objectives:

After having followed the course activities the student will be able to:

- Explain the essential perspectives in political-economy
- Analyze social issues from the vantage point
- Analyze how the diverse stakeholders work together in shaping the conduct of business
- Rethink the policies and regulations that is crucial for a company
- Put the thoughts into practical use when they start to work for a company or start a business
- Develop future public policy issue scenarios and relate them to strategic management practices
- Develop ideas that respond to specific contextual challenges

Course Materials:

“Business and Society... Stakeholders, Ethics and Public Policy, 15th edition”, by Lawrence and Weber, published by McGraw Hill Education.

Course Assignments:**Attendance:**

Attendance at all class sessions is required. You have to notify the instructor in advance of your absence. If you fail to attend class on a regular basis, your final course grade will be lowered. Likewise, you should arrive to class on time. Tardiness is disruptive and disrespectful to me and to your classmates. Please make every effort to arrive punctually.

Case studies:



There will be Four case studies in this course. You are responsible to finish a rigorous analysis of the cases and be ready for class discussion. You should show your critical thinking and your understanding of concepts and theories and integrate them with your analysis. You should devote enough time and energy to the assignments. Then you are required to write a reflection about the case related to the topic. Each case reflection should be 2 pages, double-spaced. Exhibits, tables and calculations can be attached to the papers as required. Late submissions after the case discussion will not be accepted.

Quizzes:

There will be five quizzes administered through the whole semester. Quizzes will always be completed in the first ten minutes of class. The quiz problems will be similar to textbook contents and examples on slides. There will be no make-up quizzes.

Exams:

There will be a midterm exam and a final exam during the course. In the exams, you are responsible to explain theoretical concepts, do short answer and problem-solving questions. The exams will be close book. Also, you are not allowed to communicate with your classmates. Students are required to take all exams, and there are NO MAKE-UP EXAMS.

Project:

Each student will be on a team of 3 to 4 students, with each team presenting information to a about a company that the team selects that highlights positive or negative performance in ethics or social responsibility arenas. The team can then approach the subject in the following way: Study a well-known firm that modeled for significant positive leadership in corporate social responsibility or ethics. Stress the detailed impacts to the stakeholders and identify how it managed to do so. Make an introduction about the highlight of this company's key policies and the areas of improvement which you intend to make suggestions. Write a 5-page paper and a slide to present it in front of the class.

Course Assessment:

Attendance	5%
Quizzes (5)	20%
Midterm Exam	15%
Project (1)	15%
Case studies (4)	20%
Final Exam	25%
Total	100%

Grading Scale (percentage):

A+	A	A-	B+	B	B-	C+	C	C-	D+	D	D-	F
98-100	93-97	90-92	88-89	83-87	80-82	78-79	73-77	70-72	68-69	63-67	60-62	<60

**Academic Integrity:**

Students are encouraged to study together, and to discuss lecture topics with one another, but all other work should be completed independently.

Students are expected to adhere to the standards of academic honesty and integrity that are described in the Chengdu University of Technology's *Academic Conduct Code*. Any work suspected of violating the standards of the *Academic Conduct Code* will be reported to the Dean's Office. Penalties for violating the *Academic Conduct Code* may include dismissal from the program. All students have an individual responsibility to know and understand the provisions of the *Academic Conduct Code*.

Special Needs or Assistance:

Please contact the Administrative Office immediately if you have a learning disability, a medical issue, or any other type of problem that prevents professors from seeing you have learned the course material. Our goal is to help you learn, not to penalize you for issues which mask your learning.

Course Schedule:

Week	Topics	Assignments
Week One (Class 1~5)	<ul style="list-style-type: none"> • Introduction to the course • Foundations <ul style="list-style-type: none"> Values in political economy Socialism • The corporation and its stakeholders <ul style="list-style-type: none"> Business and society The stakeholder theory of the firm Stakeholder analysis The corporation's boundary-spanning departments The dynamic environment of business Case: insuring Uber's App-On Gap • Managing public issues and stakeholder relationships <ul style="list-style-type: none"> Public issues Environmental analysis Organizing for effective issue management Stakeholder engagement Stakeholder dialogue Case: Coca-Cola's water neutrality initiative 	<ul style="list-style-type: none"> • Quiz 1 • Case study 1
Week Two (Class 6~10)	<ul style="list-style-type: none"> • The global context <ul style="list-style-type: none"> The process of globalization The benefits and costs of globalization 	<ul style="list-style-type: none"> • Quiz 2 • Case study 2 • Project



	<p>Doing business in a diverse world Collaborative partnerships for global problem solving Case: Intel and conflict minerals</p> <ul style="list-style-type: none"> • Suppliers and the supply chain Social, ethical, and environmental issues in global supply chains Private regulation of the business—supplier relationship Supplier development and capability building Case: Apple’s supplier code of conduct and Foxconn’s Chinese factories • Ethical decision-making and moral disengagement The meaning of ethics Why ethical problems occur in business The core elements of ethical character Analyzing ethical problems in business Case: Chiquita brands: Ethical responsibility or illegal action? • Organizational ethics Corporate ethical climates Business ethics across organizational functions Making ethics work in corporations Ethics in global economy Case: Alcoa’s core values in practice 	<p>Distribution</p>
<p>Week Three (Class 11~15)</p>	<ul style="list-style-type: none"> • Corporate social responsibility Corporate power and responsibility Corporate social responsibility and citizenship Balancing social, economic and legal responsibilities The corporate social responsibility debate Management systems for corporate social responsibility and citizenship Stages of corporate citizenship Assessing and reporting social performance Case: corporate social responsibility at gravity payments • Environmental sustainability 10& case Managing for sustainability Role of government Costs and benefits of environmental regulation 	<ul style="list-style-type: none"> • Quiz 3 • Midterm exam • Case study 3



	<p>Managing for sustainability The ecologically sustainable organization Sustainability management as a competitive advantage Case: Hydraulic fracturing—Can the environment impacts be reduced?</p>	
<p>Week Four (Class 16~20)</p>	<ul style="list-style-type: none">• Consumer protection<ul style="list-style-type: none">The rights of consumersSelf-advocacy for consumer interestsHow government protects consumersSpecial issue: consumer privacy in the digital ageUsing the courts and product liability lawsPositive business responses to consumerismConsumerism’s achievementsCase: Lumber Liquidators’ laminate flooring• Employees<ul style="list-style-type: none">The employment relationshipWorkplace rightsSpecial issue: wages and income inequalityPrivacy in the workplaceWhistle-blowing and free speech in the workplaceEmployees as corporate stakeholdersCase: The ugly side of beautiful nails	<ul style="list-style-type: none">• Quiz 4• Case study 4
<p>Week Five (class 21~25)</p>	<ul style="list-style-type: none">• Managing a diverse workforce<ul style="list-style-type: none">The changing face of the workforceGender and race in the workplaceGovernment’s role in securing equal employment opportunityWhat business can do: Diversity and inclusion policies and practicesCase: unauthorized immigrant workers at Chipotle Mexican grill restaurants• Internal regulation<ul style="list-style-type: none">Shareholders and corporate governanceShareholders around the worldThe board of directorsPrinciples of good governanceSpecial issue: executive compensation	<ul style="list-style-type: none">• Quiz 5• Project due• Final exam



	<p>Shareholder activism</p> <p>Government protection of shareholder interests</p> <p>Shareholders and the corporation</p> <p>Case: Whole Foods Adopts egalitarian compensation policies—but fights back on board elections</p> <ul style="list-style-type: none">• External regulation <p>Business-government relations</p> <p>Government’s public policy role</p> <p>Government regulation of business</p> <p>Regulation in a global context</p> <p>Case: Should E-cigarettes be regulated</p>	
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