

Moravian College

Management 190 Business and Society

Syllabus Fall 2014

Instructor: Dr. James West, Professor of Economics and Management

Office: Comenius hall 215; Phone: 610.861.1381; email westj@moravian.edu

Office Hours: T TH 9-10; 10.45-11.45; W 6.00-6.30 or by appointment

Course Description: “MGMT 190, Business and Society”, provides the student a comprehensive introduction to the functional and strategic elements of business enterprises as well as an overview and analysis of the interaction of business within the society in which it operates. Functional areas of Accounting and Finance, Marketing, Productions, Operations and Information Systems and Human Resources will be introduced and contemporary issues explored. The Social/Cultural, Legal/Political, Technological and Economic environment of business is also evaluated. America Society (as well as global society) and values as they relate to business systems will also be covered. The role of free enterprise, entrepreneurship, small business management, corporate governance as well as ‘conscious capitalism’ and stakeholder management will be considered.

Required Texts:

- 1) Business Now, by Amit Shah, McGraw Hill Publishers, 2011; ISBN 978-0-07-337728-5
- 2) Franklin’s Ways to Wealth and Penn’s Maxims, Dover Publications, 2008; ISBN: 978-0-486-45460-3

3) **Conscious Capitalism: Liberating the Heroic Spirit of Business**, by John Mackey and Raj Sisodia, Harvard Business School Publishing, 2013; ISBN: 978-1-4221-4420-6.

Recommended:

1). "The Wall Street Journal" and/or other business oriented newspapers, periodicals and websites.

Grading and Course Policies:

Students are expected to attend all classes. Unexcused absences will affect grades. Students should come to class having read in advance the day's assignment as indicated on the course syllabus, posted on Blackboard or given in an earlier class. Students should complete all assignments by the due dates and present them in a professional manner. Students should take exams as scheduled. Make-up exams, which must be preapproved and approval requires compelling and documented reasoning. Make-up exams may be more difficult given the extra time of preparation for the exam. Please do not bring food to class. It is distracting to all. Drinks are allowed.

There will be two semester exams and a final exam as scheduled by the Registrar. Each semester exam will count for 25% of the final grade with the Final Exam counting for 30%. The remainder of the grade will be based on a class grade determined by attendance, participation, completion of assignments and announced (and possibly unannounced) quizzes. Policies on Academic Honesty are enforced. Refer to the student handbook for details on these policies.

Disability Support Services - Students who wish to request accommodations in this class for a disability should contact Elaine Mara, Assistant Director of learning services for academic and disability support located on the first floor of Monacacy Hall, or by calling 610-861-1401. Accommodations cannot be provided until authorization is received from the Academic Support Center. Students with other needs/concerns are encouraged to make an appointment with Dr. Ronald Kline in the Counseling Center (all other disabilities). The

Counseling Center is located at 1307 Main Street, 610-861-1510. Please refer to the Moravian College Student Handbook under Academic Resources for more information.

Weekly Course Schedule and Reading Assignments.

Week of:

August 25 --- “Business and Its Environments”, Chapter 1 Text. The Four “A”s and the Four “F”s. STEP Analysis. Conscious Capitalism” by Mackey and Sisoda, Intro and Part 1.

September 1 – “ How Economics Affects Business”, Chapter 2 Text. “Whack-a-Mole and the ‘system of natural liberty’.

September 8 – “Entrepreneurship and Small Business: Fertile fields of Innovation”, Chapter 3 Text. “ Great Pennsylvanians: an Introduction to Benjamin Franklin”, Franklin Ways to Wealth text p 1-15.

September 15 – “Marketing and the ‘Four P’s.” Social Responsibility in Marketing. Chapter 4 Text. “ Great Pennsylvanians: an Introduction to William Penn” Franklin Ways to Wealth text p 16-94.

September 22 - Review Chapters 1-4 and Readings. **Exam 1 on 9/25.**

September 29 – “Human Resource Management” Chapter 5 Text. Education, Human Capital, and Social and Economic Development. TCB in the New ICE Age: A Case Study of India.

October 6 – “Production and Operations Management”, Chapter 6 text. “Four Great Pennsylvanians: an Introduction to Andrew Carnegie”, “The Gospel of Wealth”.

October 13 – (Fall Break: October 11-14); **October 15** - Information Technology in Business, Chapter 7 Text.

October 20 – Finance and Accounting, Chapter 8, Text. “The Financial Crisis of 2008 and its Aftermath”.

October 27 – **Review For Test 2** on Chapters 5-8 plus readings. **Test 2 Oct .30.** Friday, October 31 is the last day to drop the course with a grade of ‘W’.

November 10 – “Management Functions and Styles”, Chapter 10 text. An Introduction to the Early History of Management Thought. “Conscious Capitalism” by Mackey and Sisoda, Intro and Parts 1.

November 17- “Leadership and Motivation” An Introduction to Contemporary Management Thought. Chapter 11, text. “Conscious Capitalism” by Mackey and Sisoda, Parts 2.

November 24 - “Business in Global Markets and the Social Responsibility and Ethics of Business”. Chapter 12 text. “Four Great Pennsylvanian: An Introduction to Gifford Pinchot”. “Conscious Capitalism” by Mackey and Sisoda, Part 3 and 4.

December 1 – Reflections on “Conscious Capitalism” and Review for Final Exam. The final exam is selectively comprehensive but focus on Chapters 9-12 of the text.

Final Exams (December 8-13)