

MORAVIAN COLLEGE SPRING SEMESTER, 2015 MR. GALEN C. GODBEY,
PHD, COURSE LEADER

COURSE SYLLABUS FOR MANAGEMENT 190: BUSINESS AND SOCIETY

MR. GODBEY'S OFFICE HOURS: 1/2 HALF HOUR AFTER EACH CLASS AND BY APPOINTMENT

CONTACT: 610-704-4191 (CELL) OR 610-433-7826 (HOME); EMAIL:
godbeyg@moravian

COURSE DESCRIPTION: This course provides a comprehensive introduction to the functional and strategic elements of business enterprises as well as an overview and analysis of the interaction of business and the society in which it operates. Functional areas of Marketing and Branding, 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 will be examined. The interplay of the values of the U.S. and other nations in a rapidly globalizing environment where all nations are threatened by global ecological crisis will be examined. The essential role of government in subsidizing and regulating business, while permitting adequate latitude and incentives for entrepreneurial behavior, will be considered.

Required Texts:

Business Now by Amit Shaw, McGraw-Hill Publishers, 2011; ISBN 978-0-07-337728-5
Conscious Capitalism by John Mackey and Raj Sisodia, Harvard Business School Publishing, 2013; ISBN: 978-1-4221-4420-6

Recommended Reading: New York Times newspaper and The Economist, respectively center- left and center-right sources of information and opinion about economic and business issues and world events in general.

Grading and Course Policies: Students are expected to attend all classes – **all classes!**

Unexcused absences will affect your grade for the course. Students should come to class having read the day's assignment as indicated on the course syllabus or as otherwise communicated by Mr. Godbey. 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 must be approved in advance, and will not be granted unless you have a compelling reason, e.g., a college varsity sports event, an illness for which you had to see a doctor or were hospitalized, etc. Make-up exams may be more difficult than the original exam because of the extra preparation time afforded by the make-up exam.

You may bring drinks to class, but do not bring food.

There will be two exams during the semester and a final exam as scheduled by the Registrar. Each semester exam will count 25% of your final grade; the Final Exam will count 30% of your final grade. The remaining 20% of your grade will be determined by attendance, participation in class discussions, completion of your assignments on schedule, and surprise quizzes.

Policies on academic honesty are enforced. Refer to the student handbook for details on these policies. If you are having trouble in the course, please come and see me: I am here to challenge you intellectually, but I am also here to help you succeed.

Disability Support Services: Appropriate accommodation for students who have documented learning disabilities will be made. Please contact Elaine Mara, Assistant Director of Learning Services for academic and disability support. Ms. Mara is located on the first floor of Monocacy Hall (610-861-1401). Accommodations will not be provided until authorization is received from the Academic Support Center.

Weekly Course Schedule and Reading Assignments

Week of

19 January: Shah, Chapter 1; Mackey and Sisodia, Introduction

26 January: Shah, Chapter 2; Mackey and Sisodia, Part 1; Introduction to NY Times

2 February: Shah, Chapter 3; Introduction to The Economist

9 February: Shah, Chapter 4;

16 February: Review of Chapters 1-4 of Shah and Introduction and Part 1 of Mackey and Sisodia

23 February: Exam on Chapters 1-4 of Shah and Introduction and Part 1 of Mackey and Sisodia; Chapter 5 of Shah

2 March: Shah, Chapter 6; hand-outs on current topics

16 March: Shah, Chapter 7: Discussion topic: Technology and Economic Development in India

23 March: Reading to be assigned: Discussion topic: Global Climate Change and the Future of Economies and Business

30 March: Review Chapters 5-7 of Shah; Shah, Chapter 9; Exam #2 on 1 April.

6 April: Shah, Chapter 10; Mackey and Sisodia, Part 2; student project presentations

13 April: Shah, Chapter 11; Mackey and Sisodia, Part 3; student project presentations

20 April: Shah, Chapter 12; Mackey and Sisodia, Part 4; student project presentations

27 April: LAST WEEK: Student presentations; discussing organizational branding and examples of good corporate citizenship; final student entrepreneurship projects due; review for Final Exam

Final Exam Week: The Final Exam will cover all assigned readings; class lectures and discussions; and handouts. It will be scheduled by the Registrar for the week of 4 May. The Exam must be taken at the assigned time, unless approval for an alternative date is secured from the Dean (and the student must have a very strong reason to win the Dean's support).

Happy Summer!