

Moravian College Spring Semester, 2016 Prof. Galen C. Godbey, PhD,  
Course Leader

Syllabus for MGMT 190: Business and Society

Office Hours: 4:30-6:30PM Wednesdays Room 205 Comenius and by  
Appointment

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

**Course Description:** This course provides an introduction to the elements of business enterprises and the society in which they operate. 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

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.**

Students should complete all assignments and present them in a professional manner. Students should take quizzes 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 sports event, an illness for which you had to see a doctor or were hospitalized, etc.

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

**There will be six quizzes during the semester and a team project. There will be no final exam.** Each quiz will count 10% of your final grade; the course project will count 20% of your final grade. The remaining 20% of your grade will be determined by attendance, participation in class discussions, and completion of your assignments on schedule.

**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:**

Students who wish to request accommodations in this class for a disability should contact the Academic Support Center, located in the lower level of Monocacy Hall, or by calling 610-861-1401 or emailing [disabilitysupport@moravian.edu](mailto:disabilitysupport@moravian.edu). Accommodations cannot be provided until authorization is received from the Academic Support Center.

Students with other needs or concerns are encouraged to make an appointment with Dr. Ronald Kline in the Counseling Center, which 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**

**19 and 21 January:** Review of course syllabus; Select teams for course project; Professor distributes list of key business terms and concepts; Professor discusses necessary parts of business plan (course project) and form quizzes will take; Read Shah, Chapter 1

**26 and 28 January:** Shah, Chapter 2

**2 and 4 February:** Shah, Chapter 3; Quiz 1

**9 and 11 February:** Shah, Chapter 4; Quiz 1 returned

**16 and 18 February:** Shah, Chapter 5; Quiz 2

**23 and 25 February:** Shah, Chapter 6; Quiz 2 returned

**2 and 4 March:** Shah, Chapter 7; Quiz 3

**15 and 17 March:** Shah, Chapter 8; Quiz 3 returned

**22 and 24 March:** Shah, Chapter 9; Quiz 4

**29 and 31 March:** Shah, Chapter 10; Quiz 4 returned

**5 and 7 April:** Shah, Chapter 11; Quiz 5; Team presentations of course projects (oral)

**12 and 14 April:** Shah, Chapter 12; Team presentations of course projects (oral); Quiz 5 returned

**19 and 21 April:** Quiz 6; Team presentations of course projects (oral)

**26 and 28 April: LAST WEEK: Written team course projects due 28 April; Quiz 6 returned**

**Happy Summer!**