

**Mgmt 365: Business and its Environment**  
Course Syllabus  
Spring 2008

**Instructor:**

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**Texts:**

Available at Amherst Books at 8 Main Street, (413) 256-1547.

Lucian Bebchuk and Jessie Fried, *Pay Without Performance: The Unfulfilled Promise of Executive Compensation*. Harvard University Press, 2004.

Thomas Friedman, *The World is Flat*, Picador Press, Release 3.0 2007.

Andrew E. Dessler and Edward A. Parson, *The Science and Politics of Global Climate Change: A Guide to the Debate*. Cambridge University Press, 2006.

Yvon Chouinard, *Let My People Go Surfing: The Education of a Reluctant Businessman*. Penguin, 2005.

**DVD:**

**Shown in Class**

*The Corporation*. Dir. Jennifer Abbot and Mark Achbar. Zeitgeist Films, 2004.

**Course Objectives:**

Through this course we will explore:

1. The Corporation: The rise and present power of the publicly-traded multinational corporation. Whether the recent wave of accounting scandals represents “a bad apple” or a “bad barrel”. How to identify (and thus avoid) business behaviors that are likely to move from socially acceptable, lawful practices to unacceptable illegal ones.
2. Executive Compensation: The tension between shareholders and managers interests and the substantial disconnect between CEO pay and corporate earnings. The recently enacted (summer 2006) Securities and Exchange Commission rule related to executive compensation disclosure.
3. Globalization: The forces that have created our global economy, international institutions that help set the agenda and the stakeholders supporting and resisting current globalization trends..
4. Global Climate Change: The disconnect between scientific data and public rhetoric concerning global warming and its impact on the earth and humanity’s future.
5. Alternative Business Models: Whether and when the business objective of profit maximization should yield to other values. How to build a sustainable business.

**Assignments:**

In this course, we cover 5 topics over a 15 week period. For each of the 5 segments you will have:

**Reading or Viewing:** Book or DVD

**Discussion:** Participating in class discussions (you will lead at least one discussion with a small team and for others you will participate)

**Writing Assignments or Quizzes:** Open-book.

**Final Paper:** For your final assignment, you will bring together the materials and discussion in a 5 -8 page paper.

**Grading:**

Leadership of one discussion topic and regular participation in the weekly discussion (25%) performance on the weekly assignments/quizzes (50%) and performance on the final paper (25%) all contribute to your grade. All assignments will include a deadline date and time. Credit will not be given for late work unless you have received an exception in writing from the instructor. A (94 - 100), A- (90 - 93), B+ (87 - 89), B (84 - 86), B- (80 - 83), C+ (77 - 79), C (74 -76), C- (70 - 73), D (60-67), and F (0-59).

**Evaluations and Exams:**

Exams are open book and open notes. There are a number of reasons for this. One should be in the habit of confirming ones memory with authoritative texts. In addition, I do not believe that the “fear factor” involved in closed-book exams is necessary to encourage students to read or learn. Knowing that your exams will be open-book/open-notes will encourage you to absorb and organize the information in such a way to be most useful in application.

**Academic Honesty:**

Original work is required. This means you may not cheat on exams, have others write any of your assignments. You also may not assist others in this behavior. If you choose to research beyond the texts provided, you must appropriately reference your sources. If you have any questions about the use of outside sources, please make an appointment to discuss this with me. If you have anyone, whether it be a friend, teammate or tutor etc., type, edit or review your work before it is submitted, you must make note of this. Cheating, copying, failure to reference sources and failure to inform instructor of editing assistance from others on written assignments can result in sanctions up to and including receiving a failing grade in the course. Keep in mind that some of the best scholarly work builds upon the ideas of others by refuting or refining prior thinking on an issue. It is just essential to properly reference the source and not to plagiarize. With regard to academic honesty, all University policies and procedures, rights and responsibilities apply.

**Respect:**

An important line exists between challenging an idea and challenging the person who expresses that idea. We should treat each other with dignity and respect. Conflicting views will create dynamic discussions and help each of us refine our thinking. However, personal attacks whether express or subtle will stifle communication. Let us work together to think and speak critically of ideas and not of each other.

**Flexibility:**

This syllabus is a guide. I will make reasonable efforts to communicate to you any material changes to this guide. However, please keep in mind that changes, additions and deletions may be made without notice.

Week	Class Days	Topic	Reading/Viewing	Discussion Team	Assessment
1	January 28/30	The Corporation	<i>Watch the Corporation</i>	N/A	N/A
2	February 4/6	The Corporation	<i>Watch The Corporation</i>	N/A	Complete during class on 2/6
3	February 11/13	Executive Compensation	<i>Pay Without Performance</i> Preface, Introduction and Chapters 1 - 3	Team 1	N/A
4	February 19/20 (Tuesday)	Executive Compensation	<i>Pay Without Performance</i> Preface, Introduction and Chapters 4 - 6	Team 2	N/A
5	February 25/27	Executive Compensation	<i>Pay Without Performance</i> Chapters 7-9, 16	Team 3	Take home due next Monday
6	March 3/5	Globalization	<i>The World is Flat</i> Chapter 1 and Flatteners 1 - 5	Team 4	N/A
7	March 10/12	Globalization	<i>The World is Flat</i> Flatteners 6 – 10 and Chapters 3 - 4	Team 5	N/A
Spring Break	March 17	Spring Break	Spring Break	Spring Break	N/A
8	March 24/26	Globalization	<i>The World is Flat</i> Chapters 5 - 9	Team 6	N/A
9	March 31/April 2	Globalization	<i>The World is Flat</i> Chapters 10 - 14	Team 7	Take home due next Monday
10	April 7/9	Global Climate Change	<i>The Science and Politics</i> Chapters 1 - 2	Team 8	N/A
11	April 14/16	Global Climate Change	<i>The Science and Politics</i> Chapters 3 - 4	Team 9	N/A
12	April 23 (Holiday on Monday)	Global Climate Change	<i>The Science and Politics</i> Chapter 5	Team 10	Take home due next Monday
13	April 28/30	Alternative Business	<i>Let My People Go Surfing</i> Pages 1 - 120	Team 11	N/A
14	May 5/17	Alternative	<i>Let My People Go</i>	Team 12	Take home due

		Business Models	<i>Surfing</i> Pages 120 - 260		next Monday
15	May 12	Alternative Business Models	Review for Final Paper	Make-up	Final Paper Due by May 22