I. **General Information**
- Course Number: MGMT 326
- Title: Management and Society
- Units: 3
- Prerequisites: None
- Course Coordinator / SCO Prepared by Dr. Chailin Cummings
- Date prepared / revised: Oct 8th, 2012
- Updated: Feb 23rd, 2015

II. **Catalog Description**
Issues of concern to business managers in dealing with the social environment. Business responsibility to stockholders, employees, customers, the government, and society. Issues including profits, consumerism, product safety, pollution, government regulation, and social accountability. Letter grade only (A-F).

III. **Curriculum Justification(s)**
Management and Society (MGMT326) broadly surveys the social and political environmental factors shaping the function of modern business within the United States. The course reveals that American business, social forces, and government are interrelated and woven together in the fabric of our society. In particular, politics, special interests, and economic cycles can shift the balance of power among businesses leaders, government bureaucrats, and social activists. Managers can perform more effectively when they understand these interrelationship as well as the social and economic responsibilities of business to society. MGMT326 highlights the essential foundations of ethics and integrity for modern business success. New models of business-community collaboration are examined within this context.

The course content and instruction methods should be designed to fulfill the following CBA undergraduate learning goals:
- Critical Thinking (General)
- Ethics (General)
- Business Functions (Management-Specific)
- Domestic & Global Environment (Management-Specific)

IV. **Course Objective(s)**
The course objectives are discussed in the context of fulfilling CBA undergraduate learning goals.
Critical thinking (General): Students will demonstrate conceptual learning, critical thinking, and problem-solving skills.

- Learn to evaluate the respective positions of business owners/managers, social activists, and government.
- Learn to assess approaches that organizations utilize in dealing with public issues and influencing society.
- Learn to formulate analyses of organizational challenges and accountability, both internally and externally, in becoming a good corporate citizen in society.
- Learn to provide actionable recommendations to real world business for managing its government and community relations.

Suggested methods of assessment: objective test questions, scenario discussion questions, case analysis, research paper.

Ethics (General): Students will be able to demonstrate awareness of ethical, social responsibility, and citizenship issues and apply them in decision making in the local, regional, and global communities.

- Examine the foundational principles of ethics and ethical reasoning.
- Demonstrate understanding of the concept of corporate social responsibility.
- Recognize the importance of integrating social and environmental concerns into business model formations.

Suggested methods of assessment: objective test questions, essay questions, debate.

Business Functions (Management-Specific): Students will be able to demonstrate understanding of all business functions, practices and related theories and be able to integrate this functional knowledge to address business problems.

- Demonstrate understanding of theoretical advances in stakeholder theory, corporate citizenship, public affairs management, corporate governance, reputation management, social investing, and business partnership
- Examine practical issues, such as social networking, advocacy and advertising, as well as the latest developments in the regulatory environment in which businesses operate.
- Survey technology breakthroughs and their role in a changing business landscape.

Suggested methods of assessment: objective test questions, essay questions, case analysis, research paper.

Domestic & Global Environment (Management-Specific): Students will be able to demonstrate knowledge of today’s domestic and global business environment (e.g., legal, regulatory, political, cultural, and economic).

- Demonstrate understanding of the challenges of globalization.
- Identity the key elements of global corporate citizenship.
- Examine sustainable development in global business.
Suggested methods of assessment: objective test questions, essay questions, case analysis, research paper.

V. Outline of Subject Matter

<table>
<thead>
<tr>
<th>Topics to be covered:</th>
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<tbody>
<tr>
<td>The stakeholder theory of the firm &amp; stakeholder analysis</td>
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<td>Managing public issues and stakeholder relationships</td>
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<tr>
<td>Management process</td>
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<tr>
<td>Business-government relations</td>
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<tr>
<td>Environmental analysis &amp; managing environmental issues</td>
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<tr>
<td>Technology, organization, and society</td>
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<td>Ecology and sustainable development in global business</td>
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<td>Stockholder rights and corporate governance</td>
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<tr>
<td>Consumer protection</td>
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<tr>
<td>Managing work force and diversity</td>
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<tr>
<td>Business-community relationships</td>
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<td>Managing public relations</td>
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VI. Methods of Instruction

a. Instructors should use appropriate instruction methods that are consistent with the course description stated in Section II and serve the course objectives listed in Section IV of this SCO. Examples of instruction methods for the course include:

- Class lecture/examples/discussion
- Case analyses/exercises/presentations
- Written assignments
- Team project

b. Instructors should use appropriate textbooks that are consistent with the course description stated in Section II and serve the course objectives listed in Section IV of this SCO. The following is illustrative:

- Case packet

Instructors may use a custom book. Additional readings and cases may be selected.

VII. Instructional Policies Requirements
Instructional policies should be consistent with the course description stated in Section II, and should serve the course objectives listed in section IV of this SCO.

Instructors may specify their own policies with regard to plagiarism, withdrawal, absences, etc., as long as these policies are consistent with the University policies published in the CSULB Catalog. It is expected that every course will follow University policies on Final Course Grades, Grading Procedures, and Final Assessments (PS 05-07), Attendance (PS 01-01), Course Syllabi (PS 11-07), Final Course Grades, Grading Procedures, and Final Assessments (PS 05-07), and Withdrawals (PS 02-02 rev). If some or all sections of the course are to be taught, in part or entirely, by distance learning in the future, the course must follow the provisions of PS 03-11, Academic Technology and the Mode of Instruction.

All sections of the course will have a syllabus that includes the information required by the syllabus policy adopted by the Academic Senate. Instructors will include information on how students may make up work for excused absences. When class participation is a required part of the course, syllabi will include information on how participation is assessed.

**Students with disabilities are responsible for notifying their instructor as early as possible of their needs for an accommodation of a verified disability. A student with a disability is urged to consult with Disabled Student Services as soon as possible in order to identify possible accommodations to enhance academic success.**