

Master of Business Administration
MBA 803.3 – Business and Society
Course Outline – Fall 2008

Class Time and Location: 8:30 – 5:30, Monday to Friday (August 25th to August 29th), ESB

Instructors:

Niran Harrison	Doug Kalesnikoff
156 ESB	290 ESB
966-1323	966-1471
Harrison@edwards.usask.ca	Kalesnikoff@edwards.usask.ca

Course Overview and Objectives:

This course offers students the opportunity to explore broad role of business in society as well as relationships between business and key stakeholders. Specifically, students will gain a greater understanding of the context in which business operates by examining the issues and actors that affect managerial decisions as well as the performance of firms. A rich consideration of the interplay between business and society sets the backdrop against which key strategic decisions must be made. Students will use this information in order to develop their skills in analyzing and formulating firm strategy.

Specific objectives of this course include:

- *Creation of an awareness of the complex interplay between business and society.*
- *Encouragement of the integration of ethics and social responsibility into managerial decision-making.*
- *Identification and classification of actors and issues that influence the formulation of business strategy.*
- *Development of a strategic thinking mindset via integration of a diverse set of issues and proficiency with key strategic tools and frameworks.*

Course Requirements & Grade Allocation:

Individual reaction papers or case analyses (2 x 25%)	50 %
Final Examination	50%

Students are expected to have read and understood the rules regarding academic dishonesty which are posted on the University of Saskatchewan website at: http://www.usask.ca/university_council/reports/09-27-99.shtml

Each MBA student is expected to know the rules regarding plagiarism and that ignorance of these rules cannot be used as a defense against a charge of academic dishonesty.

Course Format & Materials:

This course will include a mix of lectures, case discussions, and interactive exercises. Each student will be expected to produce two written 'reaction' papers, aimed at integrating various concepts and tools introduced during the course. There will also be a comprehensive final examination in the afternoon of the last day of the course.

Materials to be used in this course include a package of selected readings (e.g., articles and cases) as well as course notes. Videos and in-class exercises will also be used to assist learning about various topics. A preliminary list of selected readings is provided at the end of this document.

Course Schedule:

DATE	CLASS TOPIC / ACTIVITY	DELIVERABLES/ACTIVITY
MON, August 25th (A.M. session)	INTRODUCTION TO COURSE INTRODUCTION TO BUSINESS & SOCIETY <u>Individuals, Corporations, and Society</u> <ul style="list-style-type: none"> Multiple Responsibilities of Business: Stakeholder Theory Corporate Social Responsibility and Corporate Citizenship 	Reading: "Note on I, C, & S" Reading: "The Corporation" Film: "The Corporation" – PART I
(P.M. session)	<u>Relationships with Stakeholders</u> <ul style="list-style-type: none"> Consumers, Community, & Environment 	Film: "The Corporation" – PARTS II & III
TUE, August 26th (A.M. session)	<u>Legal, Political, and International Environment of Business</u> <ul style="list-style-type: none"> The Corporation as Government Corporate Governance, Fraud, and Reputation Management 	Reading: "Enron: What Went Wrong"
(P.M. session)	<u>Ethical Issues in Business</u> <ul style="list-style-type: none"> Creating an Ethical Climate in Organizations Personal Ethics 	Readings: class notes
WED, August 27th (A.M. session)	INTRODUCTION TO STRATEGY <u>What is Strategy?</u> <ul style="list-style-type: none"> The Strategic Planning Process Vision/Mission & Generic Strategies 	REACTION PAPER 1 due (25%) Readings: "What is Strategy?", class notes
(P.M. session)	<u>External Analysis</u> <ul style="list-style-type: none"> Porter's Five Forces model P.E.S.T.E model 	Readings: "How Competitive Forces Shape Strategy", class notes
THU, August 28th (A.M. session)	<u>Internal Analysis</u> <ul style="list-style-type: none"> Resource Based View of the Firm Dynamic Capabilities model 	Readings: Carpenter & Sanders, "CH 3 - Examining the Internal Environment", "Creating Competitive Advantage", class notes
(P.M. session)	<u>Strategy Formulation</u> <ul style="list-style-type: none"> S.W.O.T Analysis SBU, Functional, and Operating level strategies 	Readings: class notes
FRI, August 29th (A.M. session)	INTEGRATION <u>Strategy in a Dynamic World</u> <ul style="list-style-type: none"> Innovation, Technology, and Knowledge Intensive Firms 	REACTION PAPER 2 due (25%) Readings: "How Industries Change", "The Ambidextrous Organization", "class notes
(P.M. session)	FINAL EXAMINATION (50%)	

*****Any changes to this schedule will be announced in class*****

Selected Readings:

Bakan, J. 2004. The Corporation.

Bansal, P. & Earl, M. 2004. “*Note on Individuals, Corporations, and Society*”. Publication# 9B04M072, Ivey Publishing.

Carpenter M., & Sanders, G. 2007. Strategic Management: Concepts.

Ghemawat & Rivkin. 2006. “*Creating Competitive Advantage.*”

McGahan, A. 2004. “How Industries Change.”

O’ Reilly & Tushman. 2004. “*The Ambidextrous Organization.*”

Porter, M. 1996. “*What is Strategy?*”

Porter, M. 1997. “*How Competitive Forces Shape Strategy.*”

Spector, P. 2004. “*Enron: What Went Wrong?*” Publication# 9B04C001, Ivey Publishing.