I. CATALOG DESCRIPTION AND CREDIT HOURS OF COURSE

Study of the competitive, economic, legal, regulatory, political, technological, international and socio-cultural environments in which American businesses operate. (3)

II. PREREQUISITE(S)

Admission to MBA program or consent of MBA Director.

III. PURPOSES OR OBJECTIVES OF THE COURSE

After completing the course, the student shall be able to:

A. Identify factors within the external environments which affect the operations of American businesses.

B. Identify and use sources of information available regarding the external environments of business.

C. Develop plans of action which enable businesses to function more effectively within their external environments.

IV. EXPECTATIONS OF STUDENTS AND LEARNING GOALS

A. Analyze and critique assigned readings, including textbook, case studies and journal articles.

B. Active, informed participation in class discussion.

LEARNING GOALS FOR HARRISON MBA STUDENTS

The Harrison business faculty has identified five critically important learning goals for those pursuing the Masters of Business Administration degree offered by the Donald L. Harrison College of Business. A student receiving the Harrison MBA degree should:

1. Demonstrate proficiency in effective communication and team work by writing a clearly focused, organized and mechanically correct business document, creating and delivering a professional presentation on a relevant business problem with substantive content, organization and delivery; recalling work related information and exhibiting effective team work.
2. **Demonstrate advanced knowledge** of accounting, finance, business law, management, marketing, management information systems, and economics by using business related terms, concepts, theories and principles appropriately.

3. **Demonstrate the ability to apply critical thinking skills and advanced research skills** to business problems and ethical dilemmas by identifying a problem or ethical issue, presenting and evaluating relevant information; evaluating alternatives; and resolving the problem or ethical dilemma with a justification based on general principles, discipline-specific understanding and professional judgment.

4. **Demonstrate upper-level management and leadership skills in a diverse environment** by providing evidence of understanding of individual management styles, evidence of adapting to a diverse environment and other cultures.

5. **Demonstrate executive management level knowledge (mastery) of technology** by using the Internet, business computer applications, statistical software, and presentation software when creating and making presentations.

V. COURSE OUTLINE

A. Economics, government and culture: an introduction

1. Economic analysis of business
   a. capitalism
   b. profit maximization
   c. market structures
   d. market failures

2. The role of the government
   a. provision of stability and justice
   b. maintaining competition
   c. protecting workers
   d. protecting consumers
   e. protecting the environment
   f. redistributing income
   g. government failure

3. Business and society
   a. ethical responsibility
   b. philanthropy and corporate giving
   c. socially responsible investment

4. Strategy management of public issues
   a. Strategic Issues Management (SIM)
   b. The issue life cycle
B. The legal and regulatory environment

1. The legislative process
   a. the role of ideology
   b. interest groups
   c. how laws are made
   d. the role of bureaus and bureaucrats

2. Economic v. social regulation
   a. Economic regulation
      i. natural monopolies
      ii. price discrimination
      iii. windfall profits
      iv. redistributive policies
   b. Social regulation
      i. externalities
      ii. deceptive advertising

3. A historical look at regulation
   a. the Progressive Era
   b. the New Deal
   c. growth in regulation, 1964-75
   d. the deregulation movement

4. Antitrust law
   a. the goals of antitrust law
   b. Sherman Antitrust Act
   c. Federal Trade Commission Act
   d. Clayton Act

C. Issues of Concern to Customers

1. Warranty
   a. express warranty
   b. implied warranty of merchantability
   c. limitations on liability

2. Product Design and Safety
   a. consumer expectations approach
   b. risk-utility approach
3. Manufacturing Flaws

4. Adequate Warning
   a. failure to warn
   b. the unavoidable dangerous product

5. Consumer Conduct
   a. assumption of the risk
   b. deliberate misuse of the product
   c. contributory negligence

D. Issues of Concern to Employees
   1. Workplace safety
      a. legislation
      b. enforcement

   2. Technology issues
      a. technology and health

   3. Employee rights, work-family conflicts
      a. flexible work schedules/working from home
      b. downsizing
      c. plant closures

   4. Equality and discrimination
      a. legislation
      b. affirmative action
      c. sexual harassment

   5. Meaningful work and employee empowerment

   6. Employee Ownership

E. Business, Ecology and Environmental Issue
   1. Sustainable economic growth

   2. Major environmental problems
      a. acid rain
      b. global warming
      c. water pollution
      d. toxic wastes
      e. deforestation
f. congestion and overcrowding

F. The International Environment

1. International Competitiveness
   a. comparative advantage
   b. economic integration

2. Exporting jobs to low wage countries
   a. productivity issues
   b. working conditions

3. The impact of multinational corporations
   a. economic power
   b. political power

4. Economic Integration
   a. The North American Free Trade Agreement
   b. The European Union
   c. The Pacific Rim countries

VI. TEXTBOOK(S) AND/OR OTHER REQUIRED MATERIALS OR EQUIPMENT

Required reading materials would be dependent upon current business literature. Selection of a textbook would be at the discretion of the instructor.

VII. BASIS OF STUDENT EVALUATION

Performance on examinations; analyses of case studies; oral and/or written reports; class participation.

VIII. GRADING POLICY:

The weight of the evaluation criteria may vary according to each instructor and will be communicated at the beginning of the course.

IX. ACADEMIC POLICY STATEMENT:

Students will be expected to abide by the University Policy for Academic Honesty regarding plagiarism and academic honesty. Refer to: http://www6.semo.edu/judaffairs/code.html

X. STUDENT WITH DISABILITIES STATEMENT:

If a student has a special need addressed by the Americans with Disabilities Act (ADA) and requires materials in an alternative format, please notify the instructor at the
beginning of the course. Reasonable efforts will be made to accommodate special needs.