

**MGT Executive Development  
Summer I 2015**

**Section 40183 –MGT 587 – 01W**

**Instructor:       Lloyd M. Basham, Ed. D, MA., MBA. BBA**

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Hello, my name is Lloyd and welcome to Management 587 Executive Development with Texas A & M University-Commerce. I am looking forward to being your instructor for the future 5 weeks. There is no doubt that after the conclusion of this course we will look back upon this period as being a personally enhancing experience for each of us. My challenge to you, as a mental preparation for this class, is to give thought to "significance" and its meaning to you and its application to the forthcoming material in Management 587. It is my objective to make a difference in your educational experience and likewise I hope to make a lasting impression on you as I am sure that you will with me. Let us begin the journey!

**Special Note on the Class Schedule:**

Please note the term is scheduled to run from June 8 to July 9. Each week will begin at 8:00am on Monday morning and conclude at 11:59pm on the following Sunday evening, except the fifth and final week with the course concluding at 11:59pm on Thursday, July the 9th which is the due date and time for the Summary Activity – Final Exam as well as the last day of the course.

**Objectives:**

- Understand the stakeholder concept and the nature of corporate social responsibility toward stakeholders
- Develop an appreciation for the global dimension of corporate social policy
- Understand the issues involved in business ethics and the interplay of ethics with the law
- Consider business-government relations and how business can lawfully influence governmental decision-makers
- Understand the impact on business of the various influence and pressure groups in and society and how.

## **Course Description:**

This course is an in-depth seminar on the impact of current issues and environmental factors on management and organizations. The primary emphasis of the course is on the development of the skills and knowledge required for successful managerial performance.

**Requirements of course: All communication, instructions, assignments, exams, feedback, etc. will utilize eCollege and each student's email address assigned by the university. An individual's personal email address will NOT be utilized for communication, instructions, assignments, exams, feedback, and activity in this course and class. Instead we will use the Virtual office within the course in eCollege and the email address as assigned by the university will be the forum for communication.**

**For instance if you post a question regarding the course and its assignments and requirements to my email address instead of posting to the Virtual Office; will cut and paste the email question in the Virtual Office and respond to the question there. The reason is that if you have the question more than likely others do as well and the answer will be shared with the complete class.**

## **Due Dates and Late Assignments**

All assignments and papers are due prior to 11:59pm (before midnight) Central Standard Time on their respective date as indicated in the syllabus and assignment instructions. . Assignments are late if not submitted on the due date. No exceptions or extensions are given for the scheduled due dates regardless of reasons (including vacations, travel, personal, illness, medical emergencies, do not have text, hardware software and connectivity issues, etc, so plan and organize [management acumen] accordingly). If not submitted on time and either prior to or on the due date they will not be graded and accordingly zero points will be assigned to that assignment.

Students are expected to write skillfully and professionally in the workplace. Accordingly, the instructor intends to hold students accountable for the quality of the written work they turn in.

**Turning in assignments during the course:** Unless instructed to do so later in the term, assignments must be turned into the instructor using eCollege in the respective dropbox. All assignments should follow the formatting instructions presented below. When providing feedback on assignments and reporting grades, the instructor usually reports grades on a feedback scorecard one week following their submittals. This week period is needed to provide the instructor an adequate amount of time to read thoroughly each assignment submission. Each assignment will have minimum full text page requirement (from top to bottom margin of the page) which is explained and expanded on with the assignment's rubric which is in the Document sharing files. Instructor does not utilize the grade book in eCollege but instead a scorecard form that allows detail feedback – an example of which will be provided in the first week of class. The instructor uses the email

address that is reported and assigned in the University system referred to as MyLeo.

**Style and format for assignments: (This is applicable for all assignments except posting in the Discussion folders.**

Use the following guidelines for all assignments that will be turned in to the instructor during the course. **A minimum of 10% of the total potential points will be taken off for not following the below format requirements. In addition the grading will begin within the Unsatisfactory column of the applicable Rubric.** The papers must be:

Typed (word processed)

Margins: one inch on the top, bottom, and both right and left sides

Spacing: double-space

Font: Times New Roman 12-font

Page size = letter; Use a standard 8-1/2 by 11 inch paper format

APA 6<sup>th</sup> Edition Format (Any Web site will provide examples, particularly the references page)

Appendix

Use headings to identify the parts of the assignment

APA was the requirement and standard in your Research 595 course. So everyone should be knowledgeable in this requirement and format. If you have not taken Research 595 or not familiar with APA you should drop this course and immediately register for Research 595 as major points will be deducted for assignment submission that are not in APA format.

**Course Policy for Drops and Incomplete Grades:**

Please check with the Registrar for the date that you can drop and receive a Q grade. Otherwise, students will receive a grade in the course regardless of status of completion.

Students often believe that Internet courses are independent study courses and that they can work at their own pace throughout the course. Although the schedule will provide some flexibility and does not require physical class attendance (or commuting to and from class), student discipline to meet due dates for the participation and course assignments, cases and the Summary Activity-Final Exam are required. **We will move quickly and intensely throughout this course so be prepared to dedicated 5 weeks of your life between now and July 9th.** [As a reminder, this course is on a compressed schedule of only 5 weeks so plan your dedication and commitment to this course accordingly. To be successful in this course will require at least a minimum of 10 hours of time per week]. **Incomplete (I, which are Thesis and Dissertation courses and X) grades will not be assigned in the course**

**\*\*This is graduate level study and research so there is no such thing as make-up, redoing or resubmitting an assignment or additional credit work; especially as substitutes for late assignments so please do not request such. One or both of the**

**following is applicable. As an employee of your professional organization of products and services; the organization expects quality, accountability and responsibility in your performance; thereby, the same expectation and standards are applicable to all work in this course. As a consumer of products and services you expect quality, reliability, and functionally, thereby the same expectation and standards are applicable to all work in this course. And this also applies to submitting your assignment in the appropriate week and assignment dropbox. Submitting an assignment in the wrong dropbox indicates that a student is not following instructions and/or not diligent in their work habits and reflects on the quality of their work.**

## **Academic Honesty**

Academic honesty is highly valued at the Texas A & M University – Commerce. You must always submit work that represents your original words or ideas. If any words or ideas used in a class posting or assignment submission do not represent your original words or ideas, you must cite all relevant sources and make clear the extent to which such sources were used. Words or ideas that require citation include, but are not limited to, all hard copy or electronic publications, whether copyrighted or not, and all verbal or visual communication when the content of such communication clearly originates from an identifiable source. Please see the Texas A & M University – Commerce Graduate Catalog for more information about academic honesty, including consequences of academic dishonesty. **Student(s) will be warned with an individual email if plagiarism is found in an assignment and will be automatically assigned an F in the course if plagiarism is repeated a second time.**

## **Course Texts:**

Students will need the below texts for this class. Because this course provides a comprehensive and practical introduction to management it necessitates the texts.

### **Text selection:**

### **Management:**

Text 1. Lawrence and Weber. Business and Society, Stakeholders, Ethics, Public Policy. 12<sup>th</sup> Edition. McGraw Hill. ISBN: 9780073530178

Additionally, if you are not familiar with APA style of writing, you will need the following text. (Many undergraduates have completed their degree and have never been exposed to APA).

Publication Manual of the American Psychological Association: Sixth Edition (Commonly referred to as the APA Manual, 6<sup>th</sup> Edition).

It can be found online as well as in any book store and the University book store.

APA writing style is the standardized writing format for all written assignments for Graduate work for any graduate institution of higher learning that is offering both a value and quality program and accordingly the style that is required for ALL written assignments for this course. In addition, the style will be required for all additional graduate courses; specifically the Research 595.

In summary, you will need the two above texts for the course.

Turnitin tool:

All Assignments, Cases, and the Summary Activity-Final Exam will be reviewed by the research tool Turnitin. **Instructor's cut-off acceptance is less than 25%.** If your submittal reflects a Turnitin percentage higher than 25%, then the assignment will be viewed and graded as a plagiarism submittal and assigned zero points. Accordingly you should avoid any cut and paste and write your assignment in your own words. Avoid multiple words and continual words within a phrase, sentence, or paragraph from reference sources which will activate the Turnitin indicator of use of other authors or sources of copyrighted work. In addition, cutting and pasting prior reference sources that you have used in earlier assignments will cause the percentage to increase; thus used new sources of references in your research. Also, avoid cut and paste from previous course assignments as this will also increase your turnitin percentage. To review your work and the percentage calculation, post your submittal earlier than the cut-off date and time. It will reflect the percentage. Therefore, if you have a high percentage you can rework and replace sentences, etc. into your own words. Then, post your assignment again prior to the cut-off date and time. Instructor will grade the last posted submittal prior to the cut-off day and time. Any submittal posted after the cut-off date and time will not be graded. If the late submittal is the only submittal then accordingly it will be assigned zero points. The key to all of this is to submit early instead of waiting until the "last minute." Once you submit the assignment there is a short period of as great as two hours for the Turnitin tool to review all of your sources; thus you will get a symbol instead of a percentage while the Turnitin tool goes through its review. Again, this should be an incentive to post your assignments early so the tool can provide you feedback and give you indications where corrections need to be made. Do not email me indicating that your submittal has not given you a percentage as yet. If you posted prior to two hours before the deadline and it is still giving you a symbol instead of a percentage you should contact Technical Support and ask for their assistance. Always obtain the work order or call number to provide me when you contact Technical Support. Also, please do not email me as to why your percentage is greater than 25%. All you have to do is click on the "color" of Turnitin and it will list all the sources/reasons as to why your percentage is causing the over the 25% and you can go back and correct your causes of the percentage.

**Course Grading:**

Points value for each type of assignment.	
<b>Case 1</b>	15
<b>Case 2</b>	15
<b>5 Weeks of Discussion – 2 Points per Week</b>	10
<b>Assignment 1</b>	15
<b>Assignment 2</b>	15
<b>Summary Activity –Final Exam</b>	<b>30</b>
Total	100

**Point Values for the Course Assignments:**

ASSIGNMENTS	Due	Points
<b>Individual</b>		
<b>Week One</b>		
Discussion/Participation	Sunday, 6/14	2
<b>Assignment 1</b>	<b>Sunday 6/14</b>	<b>15</b>
<b>Week Two</b>		
<b>Case 1</b>	<b>Sunday, 6/21</b>	<b>15</b>
Discussion/Participation	Sunday, 6/21	2
<b>Week Three</b>		
<b>Assignment 2</b>	<b>Sunday, 6/28</b>	<b>15</b>
Discussion/Participation	Sunday, 6/28	2
<b>Week Four</b>		
<b>Case II</b>	<b>Sunday, 7/5</b>	<b>15</b>
Discussion/Participation	Sunday 7/5	2
<b>Week Five</b>		
Discussion/Participation	Thursday, 7/9	2
<b>Summary Activity</b>	<b>Thursday, 7/9</b>	<b>30</b>
<b>Total</b>		<b>100</b>

The instructor does not “grade on the curve.” The instructor does not recognize the sometime expectations of students that grades and/or a certain grade are an entitlement. Instead, the instructor’s philosophy is a student’s grade is earned based on his/her performance.

How points and percentages equate to grades

89.5-100	A
79.5-89.4	B
69.5-79.4	C
59.5-69.4	D
<59.4	F

**Lessons:**

The course material will be organized around week assignments, cases and/or discussion/participation as posted in the discussion folder each week. Some discussion questions may be slightly more heavily weighted in the grading than others i.e. Each assignment will include reading assignments, and a written assignment and a discussion question.

The written assignment will relate to the concepts in the text and/or other provided sources of reference, and possibly some personal applications of the concepts, and/or a contemporary or controversial project associated with the lesson. The participation by way of the discussion requires application of content. A few sentences do not meet the requirements of participation in applying thought deduction to the question as posted. A minimum page limit will be strictly enforced for the written assignments, cases and Summary Activity-Final Exam. The page length provided should be more than adequate to do well on the written assignments, cases and Summary Activity-Final Exam. For the Personal Application in a discussion, typically a few paragraphs can more than provide a good response. **Please see Discussion Example (note the need for citation) and the Rubric-Discussion which will be used as the guide for the discussion requirements..**

**CASES:** (Use Executive Development concepts and theories [from your text] to substantiate your answers to the questions at end of each case).

Each student will be required to submit **a minimum 5 FULL page** double-spaced type-in APA format written case analysis (TEXT only) on Cases 1 (Week Two) and Case 2 (Week Four). To guide you in your case analysis, be sure to read the appropriate chapters. Submit your case analysis responding to the suggested questions found at the end of each case **prior to 11:59pm CST on the concluding Sunday of that assigned week and the applicable dropbox. Please review Rubric –Case in the Document Sharing files for requirements and standards which will be used in the grading of the cases.** .

**ASSIGNMENTS:** These will be mini research topics. There will be two of these throughout the course. Assignment 1 will be during Week One and due prior to 11:59pm Sunday, June 14 and Assignment 2 will be during Week Three and due prior to 11:59pm on Sunday, June the 28th. Each student will be required to submit **a minimum 5 FULL page** double-spaced type-in APA format (TEXT only) on Assignment 1 and 2. The assignment topics will come from either the text or be a research topic. Assignment turn in will be at the end of that respective Week in the respective Sunday's dropbox **prior to 11:59pm CST. Please review Rubric – Assignment in the Document Sharing files. It will provide standards, requirements, and expectations and the grading criteria which will be used.**

### **PARTICIPATION/DISCUSSION**

This is related to class discussions by way of online discussions. A question will be posted in each of the five weeks of this course. A common student inquiry is how many postings or replies are required? The number is not the criteria but I would at a minimum expected a primary posting “directly to me” with each student providing a response to the question posted. Please see the Discussion Example (please note requirement for citation) and Rubric – Discussion which are both in the Document Sharing files. I am not looking for “threading” or class interchange. I am seeking your comments, thoughts, application on the topic that has been presented. In addition, it is my expectations that the posting has a quality of content; not simply “I agree.” Your position or opinion must be supported with criteria and thought with application. **Also, I look at each week's postings as specific to that week. So eligibility for posting for a Weeks discussion concludes at 11:59pm on that respective Week on Sunday. [Each week's discussion posting has a potential point value of 2 points]. So there is not such “thing” as catching up at the end of the course. The “Clock” begins at 8:00am on the Monday of that specific week and ends at 11:59pm on the Sunday following that Monday. This eliminates the poor quality of multiple posting that are provided in a very few days at the end of the term.**

Examples of postings or replies **that do not receive any value** include: postings that simply copy from a source with no commentary or justification, “me too” or “I agree” posting or replies without explanation, current event topics or “cooler talk” that is not very related to the course content.

**Summary Activity:**

**The Summary Activity will serve as a take-home and timed final exam for the class. It will be due on Thursday, July the 9th (the last day of class) by 11:59 pm. It will be available and posted as an assignment the beginning of class (8:00am) the morning of Monday, July the 6<sup>th</sup>-no sooner or later. It will be comprehensive and will cover and include all materials covered in the course. The exam requires a minimum of four pages of text of an answer for each question and the exam will have 6 questions (minimum of 24 pages). By deduction it is a timed exam, just as those within an on premise course**

**Lesson Topics:** The chapters listed below are from the texts for the course. Students should remember that we are covering the material by topics as well as by chapter numbers.

	Management: Business and Society	Lawrence/Weber	
		Chapters	
<b>Week One</b> <b>6/8-6/14</b>	<b>The Corporation in Society</b>		
	The Corporation and Its Stakeholders and Managing Public Issues.	1 & 2	Book
	<b>Business and the Social Environment</b>		
	Corporate Social Responsibility	3	Book
	Global Corporate Citizenship	4	Book
	Stockholders Rights and Corporate Gov.	15	Book
	The Community and the Corporation	17	Book
<b>Week Two</b> <b>6/15-6/21</b>	<b>Business and the Ethical Environment</b>		
	Ethics and Ethical Reasoning	5	Book
	Organizational Ethics and the Law	6	Book
	<b>Business and Government in a Global Society</b>		
	The Challenges of Globalization	7	Book

	Business – Government Relations	8	Book
			Book
	Influencing the Political Environment	9	Book
	Antitrust, Mergers, and Competition Policy	10	Book
	Stockholders Rights and Corporate Gov.	15	Book
	The Community and the Corporation	17	Book
<b>Week Three</b> <b>6/22-6/28</b>	<b>The Corporation and the Natural Environment</b>		
	Ecology and Sustainable Development in Global Business	11	Book
	Managing Environmental Issues	12	Book
	<b>Business and Technological Change</b>		
	Technology: A Global Economic and Social Force	13	Book
	Managing Technological Challenges	14	Book
	<b>Building Relationships with Stakeholders</b>		
	Stockholders Rights and Corporate Governance	15	Book
	Consumer Protection	16	Book
<b>Week Four</b> <b>6/29-7/5</b>			
	The Community and the Corporation	17	Book
	Employees and the Corporation	18	Book
	Managing a Diverse Workforce	19	Book
	Business and the Media	20	
<b>Week Five:</b> <b>7/6-7/9</b>	<b>Summary Activity Posted at beginning of Week – Monday, July the 6th</b>		
	<b>Summary Activity – Final Exam Due at end of day, Thursday, July the 9th. No extensions/exceptions made. If not posted by 11:59pm Central Standard Time then</b>		

	<b>submission will not be graded.</b>		
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**Tentative Schedule:**

The opening/starting time for all course activity will be 8:00am each morning and the closing time for all course activity is 11:59 pm on the day/date scheduled.

<b>Lesson</b>	<b>Opening day/date</b>	<b>Closing day/date</b>
Week One	Monday, 6/8 8:00am	Sunday, 6/14 11:59pm
Week Two	Monday, 6/15 8:00am	Sunday, 6/21 11:59pm
Week Three	Monday, 6/22 8:00am	Sunday, 6/28 11:59pm
Week Four	Monday, 6/29 8:00am	Sunday, 7/5 11:59pm
Week Five	Monday, 7/6/30 8:00am	Thursday, 7/9 11:59pm end of course.

**Important Due Dates:**

Assignment 1	Sunday, June 14
Case 1	Sunday, June 21
Assignment 2	Sunday, June 28
Case 2	Sunday, July 5
Posting/Opening of Summary Activity 8:00am	Monday, July 6
Submittal of Summary Activity	Thursday, July 9th.

Dr. Lloyd M. Basham

**Instructor Bio**

My practical experiences are as an early corporate America executive retiree with 30 years of corporate background. These associations were with Fortune 200 firms in the Computer/Telecommunications -Motorola and Nortel - and Security/Risk and Financial Services -The Pittston Company- industries in various executive positions both in financial and operational capacities. Presently I am founder/President of a consulting firm LMB LLC. The practice offers financial and management services for organizations experiencing change and need assistance with process changes, structural development, and strategic direction as well as assisting start-up ventures with the development of business plans. Recent clients include a Fortune 400 firm with a Lean Sigma initiative project as well as merger and acquisition endeavor and a NASDAQ firm with a business development (marketing strategy) project. The firm's offerings to higher education include: graduate course development and faculty instruction in graduate business courses with

accredited institutions of higher learning; affiliation with Texas A & M University-Commerce as Executive Director of President's Cabinet, Chairman of Foundation Board, Advisory Board member for the College of Business and Entrepreneurship and drafter/developer of a co-education agreement between TAMU-Commerce and China University Geosciences Beijing China (CUGB). Have lectured in Beijing, China on the benefits/practices of doing business with an American firm. Assisted Chinese venture firm in the development of a business plan and obtainment of a loan to provide products/services during the 2008 Olympics. Obtained an Ed D in Supervision, Curriculum, and Instruction in Higher Education which was confirmed in May 2010 from Texas A & M University-Commerce. Dissertation was entitled Transformation or Transactional Leadership in University Presidents. Graduated from East Texas State University with a BBA in Accounting and MBA in Marketing/Management. In addition, I have a MA in International Management from the University of Texas at Dallas. My instructing experiences began as a graduate teaching assistantship while pursuing my MBA. The courses were in Introductory Accounting I and II. Post graduation, while an officer in the USAF, taught Immediate Accounting courses at night. Received initial online instructional experience as a member of the faculty for the University of Phoenix in 2002 with approval and experience in teaching online graduate courses in Organization Leadership and Change Management, Marketing Management and Management. Also approved and experienced in teaching on premise undergraduate courses in Critical Thinking and Decision Making and Marketing. In addition have taught, since 2002, on premises undergraduate and online graduate classes as a Professor at Texas A & M University-Commerce. Currently Department Head, Assistant Professor for the Department of Marketing and Management in the College of Business and Entrepreneurship. These classes have been in Entrepreneur Strategy, Strategy Management, Operations Management, Introduction to Business Finance, Marketing, and Distribution Management for Global Markets, Transforming Organizations, Managing on the Edge, Executive Development, Marketing Management, Marketing Environment and Operations and Organizations. Developer of EMBA 535-Executive Decision Making and EMBA 555, Executive Coaching and first instructor to instruct original co-hort group with these particular courses. In the Fall 2011 instructed Marketing Management at the International Institute for Higher Education in Morocco.

