


*MGT 587 Executive Development  
Fall 2015*

*Section 80318 –MGT 587 – 01W*

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

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*Hello, my name is Lloyd and welcome to Management 587 Executive Development Environment with Texas A & M University-Commerce. I am looking forward to being your instructor in the future 16 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 August 31 to December 18, 2015. Each week will begin at 8:00am on Monday morning (with the exception of Week Two which will begin on Tuesday morning due to Labor Day holiday) and conclude at 11:59pm in the evening on the following Sunday with the course concluding at 11:59pm on Friday, December the 18<sup>th</sup>. Also, please note that there will be no assignments due or course activity on Week Thirteen due to Thanksgiving Week]*

***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.*

*Requirements of course: All communication, instructions, assignments, exams, feedback, etc. will utilize eCollege. An individual's personal email address (other than the one assigned by the university; 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.*

### ***Due Dates and Late Assignments***

All assignments and papers are due on the assignment day and must be turned in to the respected week's assignment dropbox by 11:59pm on date as designated in each Week's assignment instructions. Assignments are late if not submitted on the due date and designated time. No exceptions or extensions are given for the scheduled due dates regardless of reasons ((including vacations, travel [both personal and work related], personal, illness, medical emergencies, do not have text or the correct edition, hardware software and connectivity issues, etc.), so plan and organize accordingly-management acumen. If not submitted on time or prior to or on the due date they will not be graded and accordingly zero points will be assigned to that assignment. The Summary Activity – Exam is due on Sunday, December the 13th at 11:59pm without any exceptions and/or extensions.

### ***Turning in assignments during the course:***

*Unless instructed to do so later in the term, assignments must be turned into the respected week's dropbox by 11:59pm on the designed date as specified in the assignment instructions."*

*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.***

*When you submit your assignment in the dropbox, eCollege will give you a notification of successful completion. eCollege will reflect the date and time of your submittal. You can check whether your submission is available for my viewing by clicking on the dropbox; then go to the student frame and enter your name and you will see the same date and time of your submission that I see. This eliminates the need to inquire of me "did you receive*

*the posting of my assignment.”*

***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 except the discussion responses. A minimum of 20% of the total potential points will be taken off for not following the below format requirements. Also the column entitled Unsatisfactory within the Rubric which will automatically begin the grading process if submittal is not in APA format. The assignment submittal 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 6th Edition Format (Any Web site will provide examples, particularly the references page)*

***Appendix Any assignment submittal without an appendix will activate the Unsatisfactory column of the respected Rubric.***

APA was the format required in your Research 595 course. If you have not taken Research 595 or do not know APA report writing it would be in your best interest to drop this course and immediately take Research 595.

### ***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 daily 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 dedicate a minimum of seven hours per week of your life between now and December 18<sup>th</sup>. Incomplete (I reserved for Thesis and Dissertation courses and X) grades will not be assigned in this 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. One or both of the following is applicable. As a 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 functionality 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 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.*

### ***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 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; as per the requirements of Research 595.

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

**Course Grading:**

<i>Cases (2) Point Value for each will be 10</i>	<i>20</i>
<b><i>5 Specific Weeks of Discussion – 1 Point per Week</i></b>	<i>5</i>
<i>Assignment 1</i>	<i>10</i>
<i>Assignment 2</i>	<i>10</i>
<i>Assignment 3</i>	<i>10</i>
<b><i>Research Paper</i></b>	<b><i>20</i></b>
<b><i>Summary Activity –Final Exam</i></b>	<i>25</i>
<i>Total</i>	<i>100</i>

**Point Values for the Course Assignments:**

<b><i>ASSIGNMENTS</i></b>	<b><i>Due</i></b>	<b><i>Points</i></b>
<b><i>Individual</i></b>		
<i>Discussion/Participation</i>	<i>Week One</i>	<i>1</i>
<b><i>Assignment 1</i></b>	<b><i>Week Two</i></b>	<b><i>10</i></b>
<b><i>Case I</i></b>	<b><i>Week Three</i></b>	<b><i>10</i></b>
<i>Discussion/Participation</i>	<i>Week Four</i>	<i>1</i>
<b><i>Assignment 2</i></b>	<b><i>Week Five</i></b>	<b><i>10</i></b>
	<i>Week Six</i>	
<i>Discussion/Participation</i>	<i>Week Seven</i>	<i>1</i>
<b><i>Assignment 3</i></b>	<b><i>Week Eight</i></b>	<b><i>10</i></b>
<b><i>Case II</i></b>	<b><i>Week Nine</i></b>	<b><i>10</i></b>
<i>Discussion/Participation</i>	<i>Week Ten</i>	<i>1</i>
<i>Discussion/Participation</i>	<i>Week Eleven</i>	<i>1</i>
<i>Research paper prep.</i>	<i>Week Twelve</i>	<i>0</i>

<b>Thanksgiving Week</b>	<b>Week Thirteen</b>	<b>0</b>
<b>Research Paper</b>	<b>Week Fourteen</b>	<b>20</b>
<b>Summary Activity</b>	<b>Week Fifteen</b>	<b>25</b>
	<b>Week Sixteen</b>	<b>0</b>
<b>Total</b>		<b>100</b>

*The instructor does not “grade on the curve.”*

*How points and percentages equate to grades*

89.5-100	A
49.5-89.4	B
69.5-79.4	C
59.5-69.4	D
<59.4	F

**Requirements, Rubrics and Examples:**

*The course material will be organized around week assignments, cases, paper and/or 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 weekly assignment will include reading assignments, and/or a written assignment or as 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 specific weekly 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. Please note example of posting of Discussion and review the Discussion Rubric in the document sharing files. A minimum page limit will be strictly enforced for the written assignments, paper cases and Summary Activity-Final Exam. The minimum page length requirement provides for adequate research and written comprehension on the written assignments, paper, cases and Summary Activity-Final Exam. Please note the examples of cases, assignments and discussion as well as their respective rubrics in the document sharing files These rubrics will have the specific columns of grading (points eligibility) which begin with the minimum pages required for each assignment.*

**CASES:** *(Use Executive Development concepts and theories 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 (full pages from top to bottom margin of TEXT*

only-) on Cases 1 and 2. An Appendix will be a mandatory and require with the case submittal. To guide you in your case analysis, be sure to read the appropriate chapters. Submit your paper to the suggested questions found at the end of each case. Case assignment turn-in for Cases 1 and 2 are on the week of Week Three for Case 1 and Week Nine for Case 2 at the end of that respective week before 11:59PM in the respective week's dropbox. Please review example and rubric for Cases in document sharing files.

**ASSIGNMENTS:** These will be mini research topics. There will be three of these throughout the course. Assignment 1 will be on Week Two; Assignment 2 will be on Week Five; and Assignment Three will be on Week Eight.

Each student will be required to submit **a minimum 5 FULL page** double-spaced type-in APA format written case analysis (top to bottom margin of page TEXT only. This is in addition to the Cover page, Abstract, Reference page and required Appendix) on Assignment 1, 2 and 3. 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 due before 11:59PM in the respective Week's dropbox.

### **PARTICIPATION/DISCUSSION**

This is related to class discussions by way of online discussions. A question will be posted in five of the weeks of this course. A common question 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. 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 Weeks postings as a unique assignment. So eligibility for posting for a Week's discussion concludes at 11:59pm on that respective Sunday.** [Each week of a discussion posting has a potential point value of 1 point]. 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 the beginning of the Week that has a discussion question(s) and ends at 11:59pm on Sunday of that same week. This eliminates the poor quality of multiple postings 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. **Discussion posting require reference notation.** Please note example and rubric for discussion in the document sharing files.

### **RESEARCH PAPER: Topic. Topic assigned by the instructor.**

The research paper will be on an Executive Development topic. The topic will be assigned on September the 10<sup>th</sup> utilizing a drawing process. The drawing process will be as follows: Numbers equal to the number of the students enrolled in the class will be extracted from a "hat" by the Administrative Assistant for the Department of Management. After the recording of the number, the Administrative Assistant for the

Department will then extract a topic from other “hat.” This topic selected will be assigned to the number previously drawn. And the process will continue until all numbers from the “number hat’ has been drawn and a topic has been recorded for each number drawn. Then the instructor will take the number on the student roster and the number which the student has on the student roster will be the corresponding number which has been drawn and accordingly been given the topic which has been drawn for that number. **An email with the student’s individual scorecard as an attachment will be sent to the student’s university email on September the 11<sup>th</sup>. The topic assigned will be listed next to the Research Paper line item within the scorecard. The paper must use APA style and have a minimum of 12 pages (full page text from top to bottom margin – these pages are in addition to the Cover page, Table of Contents page, Abstract page, Reference page and Appendix page) with a minimum of 10 references in the reference page. Please see Research paper rubric requirements in the document sharing files.**

**The Research Papers are due on Sunday, December 6<sup>th</sup> prior to 11:59pm.**

**Summary Activity:**

**The Summary Activity will serve as a take-home final exam for the class. It will be due on Sunday, December the 13<sup>th</sup> (the end of Week Fifteen) by 11:59 pm. It should be available and posted as an assignment the beginning of class (8:00am) the morning of Monday, December the 7<sup>th</sup>; no sooner nor no later. It will be comprehensive.**

**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.

	<i>Management: Business and Society</i>	<i>Lawrence/Weber</i>	<i>APA</i>
		<i>Chapters</i>	
<b>Week One:</b> <b>August 31</b>	<b><i>The Corporation in Society</i></b>		
	<i>The Corporation and Its Stakeholders and Managing Public Issues.</i>	<i>1 &amp; 2</i>	<i>Book</i>
<b>Week Two:</b> <b>September</b>	<b><i>Business and the Social Environment</i></b>		



<b>7</b>			
	<i>Corporate Social Responsibility</i>	3	<i>Book</i>
	<i>Global Corporate Citizenship</i>	4	<i>Book</i>
	<b><i>Stockholders Rights and Corporate Governance</i></b>	15	<i>Book</i>
	<b><i>The Community and the Corporation</i></b>	17	<i>Book</i>
<b>Week Three: September 14</b>	<b><i>Business and the Ethical Environment</i></b>  <b><i>Topics Assigned – September 10</i></b>		
	<i>Ethics and Ethical Reasoning</i>	5	<i>Book</i>
	<i>Organizational Ethics and the Law</i>	6	<i>Book</i>
<b>Week Four: September 21</b>	<b><i>Business and Government in a Global Society</i></b>		
	<i>The Challenges of Globalization</i>	7	<i>Book</i>
	<i>Business – Government Relations</i>	8	<i>Book</i>
			<i>Book</i>
<b>Week Five: September 28</b>			
	<i>Influencing the Political Environment</i>	9	<i>Book</i>
	<i>Antitrust, Mergers, and Competition Policy</i>	10	<i>Book</i>
<b>Week Six: October 5</b>	<b><i>The Corporation and the Natural Environment</i></b>		
	<i>Ecology and Sustainable Development in Global Business</i>	11	<i>Book</i>
	<i>Managing Environmental Issues</i>	12	<i>Book</i>
<b>Week Seven: October 12</b>	<b><i>Business and Technological Change</i></b>		
	<i>Technology: A Global Economic and Social Force</i>	13	<i>Book</i>
	<i>Managing Technological Challenges</i>	14	<i>Book</i>

<b>Week Eight:</b> <b>October 19</b>	<b><i>Building Relationships with Stakeholders</i></b>		
	<i>Stockholders Rights and Corporate Governance</i>	15	<i>Book</i>
	<i>Consumer Protection</i>	16	<i>Book</i>
<b>Week Nine:</b> <b>October 26</b>			
	<i>The Community and the Corporation</i>	17	<i>Book</i>
	<i>Employees and the Corporation</i>	18	<i>Book</i>
<b>Week Ten:</b> <b>November 2</b>			
	<i>Managing a Diverse Workforce</i>	19	<i>Book</i>
	<i>Business and the Media</i>	20	
<b>Week Eleven:</b> <b>November 9</b>	.		
<b>Week Twelve:</b> <b>November 16</b>			
<b>Week Thirteen</b> <b>November 23</b>	<b><i>Reminder of Research Paper due on December the 6th</i></b>  <b><i>Thanksgiving Week</i></b>		
<b>Week Fourteen:</b> <b>November 30</b>	<b><i>Paper due at end of Week on Sunday, December 6th.</i></b>  <b><i>Research Paper due on Sunday, December</i></b>		

	<i>the 6th prior to 11:59pm.</i>		
<b>Week Fifteen:</b> <b>December 7</b>	<i>Summary Activity – Final Exam Due at end of Week Fifteen and day on Sunday, December 13th. No extensions/exceptions made. If not posted by 11:59pm Central Standard Time then submission will not be graded.</i>		
<b>Week Sixteen:</b> <b>December 14</b>			

**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>
<i>Week One</i>	<i>Monday August 31</i>	<i>Sunday September 6</i>
<i>Week Two</i>	<i>Tuesday Sept 7</i>	<i>Sunday Sept 13</i>
<i>Week Three</i>	<i>Monday Sept 14</i>	<i>Sunday Sept 20</i>
<i>Week Four</i>	<i>Monday Sept 21</i>	<i>Sunday Sept 27</i>
<i>Week Five</i>	<i>Monday Sept 28</i>	<i>Sunday October 4</i>
<i>Week Six</i>	<i>Monday October 5</i>	<i>Sunday Oct 11</i>
<i>Week Seven</i>	<i>Monday October 12</i>	<i>Sunday Oct 18</i>
<i>Week Eight</i>	<i>Monday October 19</i>	<i>Sunday Oct 25</i>
<i>Week Nine</i>	<i>Monday October 26</i>	<i>Sunday November 1</i>
<i>Week Ten</i>	<i>Monday November 2</i>	<i>Sunday Nov 8</i>
<i>Week Eleven</i>	<i>Monday Nov 9</i>	<i>Sunday Nov 15</i>
<i>Week Twelve</i>	<i>Monday Nov 16</i>	<i>Sunday Nov 22</i>
<i>Week Thirteen</i>	<i>Monday Nov 23</i>	<i>Sunday Nov 29</i>
<i>Week Fourteen</i>	<i>Monday Nov 30</i>	<i>Sunday December 6</i>
<i>Week Fifteen</i>	<i>Monday Dec 7</i>	<i>Sunday Dec 13</i>
<i>Week Sixteen</i>	<i>Monday Dec14</i>	<i>Friday December 18</i>

**Important Due Dates:**

<i>Assignment of Topic for Paper</i>	<i>Thursday, September 10</i>
<i>Assignment 1</i>	<i>Sunday, September 13</i>

<i>Case I Due Date</i>	<i>Sunday, September 20</i>
<i>Assignment 2</i>	<i>Sunday, October 4</i>
<i>Assignment 3</i>	<i>Sunday, October 25</i>
<i>Case II Due Date</i>	<i>Sunday, November 1</i>
<i>Paper Due Date</i>	<i>Sunday, December 6</i>
<i>Posting of Summary Activity</i>	<i>Monday, December 7</i>
<i>Submittal of Summary Activity</i>	<i>Sunday December 13</i>

### ***Instructor Bio***

*Dr. Lloyd M. Basham*

*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: Development of courses and curriculum for the marketing and management department. Management of the members of the faculty for the department of marketing and management, Graduate faculty status as well as graduate faculty instruction in 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 Organizational Leadership which was confirmed in May 2010 from Texas A & M University-Commerce. Dissertation was Presidents as Transformation or Transactional Leaders in Higher Education. Graduated from East Texas State University with a BBA in Accounting and MBA in Marketing/Management. In addition, 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, 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-Global Operations Management and first instructor to instruct original co-hort group with this particular course. In the Fall 2011 instructed Marketing Management at the International Institute for Higher Education in Morocco.*