

Syllabus

Role of the Global Corporation

IB 3285

Spring, 2015

Class Time: Tuesday and Thursday @ 2:00 – 3:15 pm

Classroom: 132 - SSB

Instructor: Michael J. Costello

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Office Telephone: (314) 516-6271

Office Hours: 9:30 - 11:30 am on Wednesdays, 3:30 pm - 4:30 on Thursday or by appointment

Office: 1104 on the Eleventh Floor of the Tower building beside the SSB building

1. Textbooks and required reading material:

Textbook: The Global Corporation, Laura Hartman and Patricia Werhane, published by Routledge

Independent Reading: The Ultimate Question 2.0, by Fred Reichheld [this can be purchased new or used on-line or shared among classmates]

Possible Assignment of a Bachmann Book Series by a prominent business author [tbd.]

Financial and current news regarding McDonalds corporation (globally, regionally and for your business unit). See :

http://www.mcdonalds.com/corp/invest/inv_info.html

Any assigned materials for a topical discussion

2. Discussion and Problems Course:

(a) The textbook is a starting point for topical discussions in the class sessions. Each team will choose a company ethical experience presented in the textbook [The Global Corporation] from which the team will create a presentation of a new and different hypothetical business dilemma which the company could face in the future requiring your classmates to make a choice between two equally [2] unpalatable options.

(b) The course will use the McDonalds Corporation as a

tracking entity for simulating the pressures of the business environment. Each team will be required to report monthly on the news and performance of the McDonalds business in their business unit [simulating a fiscal quarter].

- (c) You will be required to **independently** read- Fred Reichheld's book the Ultimate Question 2.0.
- (d) The course will require you to independently and individually prepare and conduct a customer survey in a McDonalds store [based on the book - The Ultimate Question].
- (e) You will be required to independently and individually write a report to the CEO of McDonalds Corporation summarizing the conclusions drawn from your survey and recommendations to the CEO of McDonalds [based on the book – The Ultimate Question].
- (f) The course will require substantial participation by you and interaction with your classmates.

3. **Course Requirements:**

- a. Attendance and participation [participation consists of- presence and quality of participation, decision making as reflected in voting on classmates' presentations and dilemmas and quiz results];
- b. Preparation of a one-page [1] typewritten survey for McDonalds;
- c. Conduct survey with your questionnaire at a cooperating McDonalds restaurant [with at least 5 customers];
- d. Write a paper [5 typewritten pages] consisting of a report to the CEO of McDonalds on results of your survey guided by the book – The Ultimate Question by Fred Reichhold;
- e. Monthly McDonalds business presentations [to simulate fiscal quarter reporting obligations];
- f. Team presentation of an issue generated by the topics in one of the company dilemmas in the textbook [The Global Corporation]; and
- g. **All written assignments will be graded for proper spelling, grammar and English useage [formal written English for a submission to a company CEO] as well as substantive content.**

4. **Course Objectives:**

The goals of this course are to invite you to wrestle with business and ethical issues, under the pressure and time constraints of a publicly traded

company which you are likely to confront in a business context so as to encourage you to:

- a. anticipate business dilemmas and think about ethical alternatives before you plunge into action;
- b. make predictions and track business unit performance;
- c. read, survey and make recommendations to a superior;
- d. be more comfortable speaking, writing and interacting cooperatively with superiors and colleagues; and
- e. perform individually and collectively within a team.

5. Quizzes:

Quizzes will be held on an irregular and unannounced basis and cover the material in the text and/or class discussion.

6. McDonalds Team Presentations:

Each student team will be required to make a **monthly** presentation on the business and financial performance of their respective McDonalds business unit [to simulate a fiscal quarter]. In addition, the instructor will assign an additional topic for each McDonalds presentation, such as reporting on McDonald's reimagining campaign. Each team member will be required to lead one of the presentations. Each presentation will be graded by the class, team members of one another and by the instructor.

Each team is required to inform the class about the business in its business unit, its strengths/weaknesses, financial performance in its region [sales, profits, a key exchange rate [for US business units – the Citibank prime interest rate] and to project whether sales, profits and exchange rate/ interest rate will strengthen/weaken/be stable during the semester and why.]

Note: The third McDonalds Team Presentation will be a visual video presentation [not to exceed 2 minutes] created by each student team rather than a powerpoint presentation. Microsoft Live, Animoto or other web tools for creating a video presentation may be used.

Students will receive the equivalent of a quiz score based on how well they anticipate McDonalds and macroeconomic performance of their region during the course of the semester. (This will simulate pressure regional McDonalds executives face in making business projections to headquarters.)

You will find materials pertaining to the McDonalds Corporation at its website and the websites for its business units. You should also go to the investor section of the McDonalds website and add yourself as a recipient of McDonalds' news releases. You are also able to obtain materials on

McDonalds from brokerage houses, as well as materials at various websites which dislike McDonalds.

McDonalds Team Presentation Dates:

1. Week of February 10 and 12
2. Week of March 10 and 12
3. Week of April 7 and 9
4. Week of May 5 and 7

Topics in addition to financial information to be presented will be provided to teams prior to each reporting period.

7. **Team Topical Presentation:**

Each McDonalds' team will be required to choose a company ethical experience from the textbook [The Global Corporation], review the company's problem, solution and create a future hypothetical dilemma for presentation to the class.

The dilemma should be a hypothetical problem which a business executive of the company is likely to face with **only two [2] equally unpalatable choices** from which the class will be required to choose the more ethical outcome under equally unpalatable circumstances. The presentation should be:

- i. a power point slide presentation [20 slides maximum];
- ii. in which each member of the team shares a portion of the presentation; and
- iii. a hypothetical dilemma requiring an either/or vote by the class on the [a] or [b] alternative.

A dilemma is a factual situation in which the executive is forced to choose between the **two equally unacceptable alternatives**. [It isn't a dilemma if one of the choices is the obviously correct choice. We will go over an example in class.]

The class, team members of one another and the instructor will grade the presentation and vote on an outcome. We will discuss the outcome of the dilemma in the course discussion board. Each student is expected to review and post comments in the course discussion board about the decision made about each dilemma as an element of the course participation grade

Each Team should review the textbook – The Global Corporation, choose three [3] different company stories in order of Team preference and submit the three [3] choices in order of priority via email to me as

soon as possible but not later than by 5:00pm Friday, January 30th. Tardy submissions will be subject to a 10% tardy penalty.

Instructor receipt of email requests will be acted upon on a first come basis upon receipt by the instructor. Dates for presentations will be scheduled by the instructor.

8. **Student Research Paper:** Each student will be required to write a five [5] page paper using material from the book- The Ultimate Question and their survey of a McDonalds restaurant. **This is not a group project and should be an individual's independent work product.**
- (a) As part of this exercise each student will prepare a one page survey [5 to 10 questions] which you would propose be adopted by management of McDonalds. **Due: at the beginning of class on Thursday, February 19th typed on 8 ½ x 11 white paper.**
 - (b) You will then test your survey by going to a McDonalds restaurant and have at least five [5] McDonalds customers complete your survey. You will submit your survey, customer responses and a one page executive summary of your findings. **Due: At the beginning of class typed on 8 ½ x 11 white paper on Tuesday, March 31st.**
 - (c) Your paper will be a report to the CEO of McDnnalds supporting whether you are recommending adopting the survey, what questions you recommend be adopted and why, what you learned from your survey, how often you recommend customers being surveyed, what would be the rewards for stores having good responses and what measures should be adopted to avoid employees gaming the system. Ideas for your paper will be facilitated by reading the Fred Reichheld book- the Ultimate Question. Your paper should consist of a new one-page executive summary of your paper [hopefully similar as your prior submission- if you have organized your work to achieve the end goal before creating your survey], your 5 page supporting paper, a copy of your questionnaire, a table of the results of customer responses to your questionnaire and a bibliography of the authorities used in developing your questionnaire and writing your paper. **Due: At the beginning of class typed on 8 ½ x 11 white paper on Thursday, May 7th.**
 - (d) A one [1] page executive summary should set forth the

essential elements of what you are recommending. It should begin with the issue, a short one paragraph recommended action, your rationale and followed by the essential points to support your conclusion.

Each one (1) page executive summary is to be written as if the CEO of McDonalds will not read your materials but has asked that an executive summary of your recommendations for this initiative be sent to his attention.

One page means one side of one 8.5 x11 sheet of paper.

Please be aware of the University policy against plagiarism! Any use of others materials on this project or third party materials without appropriate citation are grounds for plagiarism. Plagiarism will result in a zero on the assignment and be referred to the University for further appropriate action.

9. Recommended Reading:

The Economist (an English weekly newsmagazine)

10. EXTRA CREDIT OPPORTUNITIES

Participation in campus life is a part of the academic experience of a university and a networking opportunity. Periodically the instructor will offer students an opportunity to participate in a campus event for extra credit. Each student desiring extra credit will be required to attend the selected event and to write and submit by hard copy to the instructor a one page typewritten paper about what they learned by participating in the event. All extra credit papers are required to be submitted prior to the last day of class to be entitled to credit. Extra credit does not count towards course participation.

Extra Credit Opportunity: Rotary Ethics Panel Discussion on Wednesday, February 25th from 5:30pm -6:45pm in the Summit Lounge in the JC Penny Building. Attend and write a one page typewritten report on what you learned that will be useful in your career for ten [10] extra credit points.

All extra credit points will be included in the My Blackboard course gradebook but will only be supplemental to your grade not in setting the minimum number of points necessary for grades in the course.

11. Grades are based on:

a. Quality of classroom participation [attendance and participation]	100
b. Quiz Results	100
c. Team Topical Presentation [quality of powerpoint and presentation]	200
d. Survey and Survey Results	200
e. Research paper	200
f. McDonalds Presentations	200
g. Distinguished Author exercise [?]	<u>100</u>
<u>Total Points [approximately]:</u>	1,100

h. Grades will be calculated as a percentage of total possible points. While extra credit points will be included in the Course Gradebook for record keeping purposes, they are not used for calculating the total points for setting grade levels. They are only used for boosting the student total points in calculating the final grade.

i. As there will be no final exam, the quality of the presentations, powerpoint, survey, distinguished author exercise [if it occurs], executive summaries and research paper will be graded for originality, succinctness, grammar, spelling and substantive contribution from you. All late submissions will be subject to a ten percent [10%] tardy penalty.

j. If the annual Distinguished Speaker series or the Bachmann Book Series occurs an additional book make be assigned and an exercise will be required in connection with the series.