COURSE: GEB 3453: Business, Ethics & Stakeholder Management
Tuesdays and Thursdays - 5:30-8:50 p.m., Bldg. 3; Rm. 355
Northwest Florida State College/UWF Emerald Coast Campus—FWB

INSTRUCTOR: Dr. William B. Carper
E-mail: bcarper@uwf.edu; Web: www.uwf.edu/bcarper

OFFICE: Bldg. 76A; Room 329 (UWF Campus); Phone: (850) 474-2310

OFFICE HOURS: Tuesdays and Thursdays: 4:30-5:30 p.m. Other times by appointment.
Location: Building 4, Room 455 on the NWFSC Campus

NOTE: The content, requirements, and expectations for this course are the same as those for the same course taught during the fall and spring terms—the only difference will be that they will be covered in 6 weeks rather than 16 weeks. If you are not prepared to commit to a compressed work load for the next 6 weeks, you may want to find another course.


Additional readings may be assigned by the Instructor.

Furthermore, each student is expected to regularly read such publications as The Wall Street Journal, Business Week, Fortune, Forbes, Barron's, etc. and pay close attention to the media coverage of current events that relate to business from a social issues perspective. Since GEB 3453 is an applied course, your understanding of these current events will greatly facilitate your comprehension and understanding of the content material.

LIBRARY TEXTBOOK RESERVES PROGRAM The textbook for this course is available on Reserve at the Circulation Desk at the John C. Pace Library for a 2-hour loan period (books must stay in the Library). The Library encourages you to take advantage of this resource, but keep in mind that copies of textbooks for each course are limited and may be in use by another student, particularly right before an assignment or reading is due, so plan your textbook use accordingly.

PREREQUISITES: ACG 2071; ECO 2023, MAN 3025, and ALL of their associated PRE-requisites. NOTE: These are PRE-requisites and MUST be successfully completed (with a grade of C or better for all business majors) PRIOR to taking this course.
The class will be taught from the perspective that all students have the required prerequisites and the Instructor will proceed with the expectation that the students have a basic understanding of core business concepts. This will NOT be a remedial course, and the preparation for each class will have to be done outside of the actual class periods. The responsibility for prior preparation is clearly with the student.

While the Instructor will not check the prerequisites of each individual student, by staying in this course, the student is making a personal validation that he or she meets the prerequisites. If a student is discovered to have stayed in the course without the required prerequisites stated above, it will be treated as an Honor Code violation by the Instructor. Remember, this is an ETHICS course.

STUDENT LEARNING OUTCOMES: This course presents an overview of the impact of various types of social issues upon the managerial decision making processes of contemporary organizations. Upon successfully completing this course, you should be able to:

1. Describe the relationships that exist between organizations and their societal stakeholders.

2. Recognize the social and ethical issues facing organizations in today's environment and the implications of managerial decisions that are made in response to them.

3. Identify various ethical, decision making frameworks, including the learning and practicing of multiple models for ethical decision making, by analyzing contemporary ethical and social issues from a strategic standpoint and addressing the tradeoffs faced by practicing managers.

4. Comprehend the responsibilities for ethical leadership that exist in contemporary organizations and recognize the principles and practices of responsible corporate governance.

NOTE: The UWF College of Business’ learning outcome pertaining to ethical decision making will be assessed in this course.

COURSE STRUCTURE: A variety of pedagogical methods will be employed in this course including lectures, videos, experiential exercises, student presentations, debates, role-plays, and guests in order to create an active learning environment. As part of this active learning environment, you should not be afraid to voice your opinion in class or make other relevant comments; but in order to do so, you will need to take the responsibility for preparing for the class before the period begins. This obviously means that you are expected to come to class prepared, and play an active in the discussions that take place during class periods. The issue is the quality of your contribution more than the quantity. Participation/contribution includes asking questions, answering questions, agreeing or disagreeing with points made by the instructor or your peers, insights provided regarding the assigned cases, and examples that you bring into class of issues we are discussing.

Because of the amount of reading assigned and the limited amount of class time available, not every reading or topic will be specifically addressed during actual class meetings. The totality of
the reading assignments, however, should make you consider or reconsider your personal approach to business ethics and social issues, and give you food for further thought. Since one of the main goals of this course is to get you to think about issues which you may never have pondered before, the readings and class discussions should be exploited to their fullest. Do not be surprised if the Instructor assumes the role of a "Devil's advocate" relative to an issue in an attempt to make you take a stand and defend it!

EXPECTATIONS FOR ACADEMIC CONDUCT: As members of the University of West Florida academic community, we commit ourselves to honesty in all that we do. As we strive for excellence in performance, integrity – both personal and institutional – is our most precious asset. Honesty in our academic work is vital, and we will not knowingly act in ways to erode that integrity.

Accordingly, we pledge not to lie, cheat, or steal; and we will not tolerate such behaviors in those amongst us. This includes plagiarizing (i.e., stealing) the work of others. Should you ever become aware of such behaviors in the actions of those in your classes, it is incumbent on you to report those individuals to your instructor.

Furthermore, we pledge to share university and community resources in ways that are responsible and that comply with established policies of fairness. Cooperation and competition are means to high achievement and are encouraged. Indeed, cooperation is expected unless our directive is to individual performance. We will compete constructively and professionally for the purpose of stimulating high performance standards. Finally, we accept adherence to this set of expectations for academic conduct as a condition of membership in the UWF academic community.

ABOVE ALL ELSE: Remember, this is an ETHICS course.

COURSE REQUIREMENTS: Students in GEB 3453 will be required to:

2. Come to class fully prepared for each assignment and actively participate in class discussions activities; and
3. Take two tests and a comprehensive final examination.

ATTENDANCE POLICY: While attendance is not formally evaluated as part of the grading structure for this course, students are hereby warned that the tests will include a significant number of items that will only be covered in class (approximately 30-40%). Thus missing classes will impact your grade though the testing process.

As college students, you must assume the personal responsibility to do what you need to do and where you need to be—think of this class as your job for the next six weeks. **Do not consider asking the Instructor if it would be OK for you to miss any given class.** The decision about attending class rests squarely with you the student. If you choose not to attend classes and then receive a low grade
because you missed material, do not complain. There will be no make-up exams; due dates for assignments, once made, will not be changed except for documented emergency situations.

The class begins at 5:30 pm and will last for the entire assigned time period until 8:50 pm each night. You should not become known to the Instructor because you are constantly arriving late and creating a disruption. While attendance as such will not be taken, a seating chart will be created in order to assist the Instructor in learning the names of the students.

TESTS I and II: These tests will each consist of 50 multiple-choice questions (60 minutes). Each test will deal with the materials assigned/covered in the course since the beginning of the term or the last test, as appropriate. In general, 60 to 70 percent of the tests will come from the assigned readings and 30 to 40 percent will come from material only covered in class, including videos, experiential exercises, and the like. More definition about the specific nature of the examination will be provided as the course progresses. Due dates for assignments, once made, will not be changed except for documented emergency situations. There will be NO makeup tests or exams.

MISSED TEST POLICY: As clearly stated above, there are NO make-up tests available in this class. Should you miss either (but not both—i.e., you are allowed only one miss) of the first two tests for ANY reason, your only options are to (1) take a grade of zero on that test at its assigned percentage weight and have it averaged in with your other grades or (2) agree to have that test’s assigned percentage weight added to your final exam test’s weight thus making your final exam test count for 70% of your total course grade.

Should you miss either Test I or Test II, it is your responsibility to personally contact the Instructor within twenty-four (24) hours of the scheduled test and declare which of these options you choose to accept. If you do not do this, you will be assigned a grade of zero on the missed test and the zero will be averaged with your other test grades (i.e., Option 1 above will be used as the default).

TEST III—FINAL EXAM: A final exam will be given at the end of the term and will be composed of 75 multiple-choice questions with approximately 50 coming from the material assigned/covered since the last test and approximately 25 covering the course material in general (i.e., comprehensive). In general, 60 to 70 percent of the test will come from the assigned readings and 30 to 40 percent will come from material only covered in class. More definition about the specific nature of the examination will be provided as the course progresses. Due dates for assignments, once made, will not be changed except for documented emergency situations. There will be NO makeup tests or exams.

Should you miss the final exam test FOR ANY REASON you will be assigned a grade of zero on it and since it accounts for 40% of your final grade, even if you have perfect scores on your other two test (which would be highly unlikely), the maximum grade you would be able to receive in the course would be a 60. There are NO options for missing Test III (the Final Exam) other than to take a zero since it marks the end of the course.

If you do nothing else in this course, you should make sure that you are present to take all of the tests on the assigned days and at the assigned times.
GRADING STRUCTURE: In general, a 10-point grading scale will be used in this course (see below). Individual item grades will not be curved, although the Instructor reserves the right to curve final grades if he feels that such an action would be appropriate and in the best interest of the class as a whole, while preserving the integrity of the course. Having said that, please make sure you understand, there is no requirement or promise that grades in this course will be curved.

The objective tests in this course will receive numeric grades based on the number of questions on the test (e.g., for a 50 item test, each item will be worth 2 points). Thus the grading in this course is mechanical based on your personal performance. There are no opportunities for test retakes or for any type of additional credit work in this class. Please do not even ask about such things. The Instructor will retain all graded items.

The following would be a grading plan based on a 10-point scale:

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<thead>
<tr>
<th>Grade</th>
<th>Range</th>
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<th>Range</th>
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<tbody>
<tr>
<td>A</td>
<td>93-100</td>
<td>C-</td>
<td>70-72</td>
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<tr>
<td>A-</td>
<td>90-92</td>
<td>D+</td>
<td>68-69</td>
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<tr>
<td>B+</td>
<td>88-89</td>
<td>D</td>
<td>60-67</td>
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<tr>
<td>B</td>
<td>83-87</td>
<td>F</td>
<td>&lt;60</td>
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<tr>
<td>B-</td>
<td>80-82</td>
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<tr>
<td>C+</td>
<td>78-79</td>
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<tr>
<td>C</td>
<td>73-77</td>
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As per the College of Business’ requirements for required core courses to count towards graduation, business students must achieve a grade of “C” or better in GEB 3453.

GRADES: The overall percentage breakdown of the grading systems used in GEB 3453 is shown below. In addition to the above Course Requirements, the Instructor reserves the right to give unannounced (i.e., “pop”) quizzes at any point during the term. Remember: Instructors do not “give” grades—students “earn” grades.

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<tr>
<th>ITEM</th>
<th>PERCENTAGES</th>
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<tbody>
<tr>
<td>Test I (In-class)</td>
<td>30</td>
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<tr>
<td>Test II (In-class)</td>
<td>30</td>
</tr>
<tr>
<td>Test III—Final Exam (In-class)</td>
<td>40</td>
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<td>TOTAL</td>
<td>100%</td>
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There will be NO makeup tests or exams.

There is not any extra credit work available in this class.

As per FERPA: Grades will not be posted, or given over the phone, or sent by e-mail —DO NOT EVEN ASK—
ASSISTANCE FOR STUDENTS WITH SPECIAL NEEDS: UWF is committed to providing accommodations to students with special needs. If you believe that you will need any type of special assistance with this course, it is up to you to discuss the situation with the Instructor at the beginning of the course. Reasonable accommodations will be made in advance based upon documented need (i.e., you must be registered with the Student Disability Resource Center, Building 19, Room 100D)—they will NOT be provided ex post facto.

Official UWF Syllabus Statement: The University of West Florida supports an inclusive learning environment for all students. If there are aspects of the instruction or design of this course that hinder your full participation, such as time-limited exams, inaccessible web content, or the use of non-captioned videos and podcasts, reasonable accommodations can be arranged. Prior to receiving accommodations, you must register with the Student Disability Resource Center (SDRC) at http://uwf.edu/offices/student-disability-resource-center/. Appropriate academic accommodations will be determined based on the documented needs of the individual. For information regarding the registration process, e-mail sdrc@uwf.edu or call 850.474.2387.

The following is excerpted from UWF’s SRDC web site at: (http://uwf.edu/sdrc/registration/index.cfm)

Prior to receiving accommodations and services, students must register with the Student Disability Resource Center (SDRC) and provide appropriate documentation of a disability. Listed below are the steps you must take to successfully register with SDRC. To enroll for services students are required to:

1. Apply and be admitted to the University of West Florida
2. Complete the online SDRC enrollment application through your MyUWF account (search Student Disability Resource Center in search bar)
3. Provide appropriate and current documentation of a disability on official letterhead of the doctor, institution, and or agency making the diagnosis (SDRC Documentation Requirements). The documentation is reviewed and evaluated to determine if UWF’s documentation guidelines have been met and to determine if the student’s disorder/impairment meets the criteria for having a disability. Staff will determine [usually within 7-14 business days after receipt of documentation] your eligibility for accommodations prior to meeting with you.
4. Make an appointment to meet with the SDRC staff. During intake interview the student’s disability and academic history are discussed, services are explained, and the rights and responsibilities of the student and UWF are reviewed.

Students interested in obtaining services at SDRC for a disability should begin the process described above as soon as possible. If additional information is needed at any time during the process, the procedure of reviewing documentation can be delayed, which may also delay the delivery of academic adjustments, auxiliary aids, and/or services.

To be eligible for services, the student must provide appropriate documentation from a licensed or certified professional with expertise in the specific disability. Students should be sure that:

- the professional’s diagnosis, evaluation, recommendations and other information should be typed on the professional’s letterhead, which include the name, title, dates of treatment, signature, license number and/or certification number.
- the professional providing the documentation must have the necessary qualifications to diagnose and treat the student for the specific disability.
• the diagnosis of the disability must be clearly stated, explained, and specific
documentation must be no more than three to five years old. Some exceptions may
apply for students with physical disabilities.
• documentation prepared by professionals must provide a diagnosis of the
medical/mental health condition, explain any functional limitations the condition will
impose for the student in an academic setting and provide recommendations for
reasonable accommodations.

*NOTE: IEP’s, 504 Plans, and Doctor’s prescription notepads are
not acceptable but can be used for supplemental information only.

The student is responsible for providing documentation that supports his/her request for
academic adjustments. It is important that the documentation clearly establishes that the student has
a disability as defined by federal regulations and that the documentation clearly supports the
individual's request for accommodations. The following documentation guidelines are provided in the
interest of ensuring that documentation demonstrates a significant impact on a major life activity and
supports the individual's request for accommodations.

TECHNOLOGY POLICIES: (1) TESTING POLICY: All technologies including but not limited to cell
phones, Bluetooth devices, iPads, iPods, laptops, tablets, and Smart Watches must be turned off and
off your desktop during any testing. Failure to comply will result in a grade of zero on the test.

(2) CELL PHONE POLICY: In order to maintain the educational environment, students will be
required to turn off their cell phones while in this class. This also covers all Bluetooth devices, iPads,
iPods, laptops, tablets, and Smart Watches. More information concerning the need for this policy will
be provided as part of the content material for this course. If you believe that there is a medical
emergency or safety issue such that it requires you to be reachable during a given class period, it is
your responsibility to discuss it with the Instructor before the beginning of the class. Any cell phone or
other device that rings during class or is used for texting or other non-approved purpose without an
advanced approval from the Instructor may be collected by the Instructor, turned off, and held until the
end of the period. Any student not surrendering his/her cell phone to the Instructor when requested
shall be considered in violation of the Classroom Disruption Policy stated below. Be courteous not
disruptive.

(3) LAPTOP POLICY: Using a laptop computer to take notes is acceptable. However, if you are
observed checking or sending e-mails, using an instant messaging service, accessing web sites,
and/or working on assignments for other classes during this class, you will be instructed to turn the
computer off.

(4) TECHNOLOGY MISUSE POLICY: If you are observed misusing any technologies and their
applications (this includes but is not limited to texting, e-mailing, Tweeting, listening to or viewing any
type of broadcast or recorded media, and/or web surfing) during any class that I teach:

1. you will be asked to turn off the device and give it me (see the current statement above);
2. should you not give me the device, you will be asked to leave the classroom for the remainder
   of the class period;
3. should you not leave the classroom and this is your first offense, a deduction of 5 points will be
   assessed against your final course grade;
4. in any of the above cases, if you are a member of a university athletic team, a ROTC unit, or any type of student organization, I will contact your coach, ROTC commander, or faculty advisor and discuss your inability to behave as an adult who can follow announced procedures;
5. should a second offense of this policy occur during the same term, a deduction of 10 points will be assessed against your final course grade regardless of whether you give me the device and/or leave the classroom or not—thus it is possible for you to have a total of 15 points deducted from your final course grade if you did not comply with #1 and/or #2 above on the first offense.

CLASSROOM DISRUPTION POLICY/PENALTY: Sadly because of numerous instances of disruptive student behaviors in classrooms both here at UWF and nationwide, it has become necessary to institute policies dealing with disruptive student behaviors. In order to be fair to all students and enable the course instructor to achieve course objectives, it is necessary for all students to behave in an adult manner that is conducive to maintaining a professional environment in the class room. Hence, the instructor reserves the right to apply a penalty in calculating the final course grades of students who engage in persistent disruptive behaviors that negatively impact the learning environment.

The term “classroom disruption” means behaviors that a reasonable person would view as substantially and/or repeatedly interfering with the conduct of a class. Examples include (but are not be limited to) persistently speaking without being recognized, continuing conversations with other students that result in distracting others in the class, continuing to use technologies that have been deemed inappropriate, being rude and/or disrespectful of the instructor or other students, or engaging in any behavior that presents a danger to the health, safety or wellbeing of the faculty member or other students. The basic penalty for persistent disruptive behavior will be a 10 point reduction in the student’s final course grade.

If a student is disruptive, he/she will be asked to stop and will be warned that continuing such disruptive behavior will result in academic or disciplinary action. Should the disruptive behavior continue, the faculty member is authorized to ask the student to leave the classroom. If the student refuses to leave the area after being instructed to do so, the student is hereby informed that such a refusal will constitute a separate violation of university policies and will be subject to additional penalties including the administrative removal from the class roll and the issuance of a failing grade in the course. If, in the instructor’s best judgment, the behavior creates a safety risk or makes it impossible to continue the class, the instructor will contact Public Safety to assist in the removal of the student and/or may dismiss class for that day.

FOOD, DRINK, SMOKING POLICY: Unless otherwise specified by signage in the room, only soft drinks, juices, waters, and similar in paper cups, cans, or bottles along with snack type foods will be allowed in the classroom. This means no subs, pizza, chicken, or fast food meals. All trash, containers, etc. are to be removed by the person bringing the item into the room. No smoking or tobacco use is permitted in the classroom, including the use of any type of electronic or vapor cigarettes, pipes, or other similar items.
PERSONAL RESPONSIBILITY: One of the themes of this course is that everyone should assume personal responsibility for his or her actions and not expect others (be it an instructor or the government) to “save” them. This precept has already been repeated at various points in this syllabus and will be additionally emphasized in the class discussions.

Consequently, now that you know what will be expected of you in this course, it is up to you to make sure you do what is assigned. You should be here for all classes—even though attendance is not graded as such—since much of the content material for this course will be covered only in class. You should be here for all tests as there will not be any make up tests or any extra credit work available in this course. It is also up to you to monitor your progress in the class and know if you need to talk with the Instructor about your academic progress. Do not wait until just before the final exam to ask about how you are doing or if you are going to pass the class. To do so shows a lack of personal responsibility on your part. The grading in this class is very mechanical and thus there should be no excuse for you not knowing how you are doing at all times.

You have to set your priorities for this class, so plan your schedules in order to accomplish these basic responsibilities. **All decisions have consequences.** If you leave for class at the last minute and your car breaks down or you get stuck in traffic and miss a test, that is too bad—you should have planned ahead and left earlier. If you are not able to read the class or examination schedule and miss a test, that is too bad. If you want to go on a vacation or attend a wedding, realize what that will do to your class work. **In the final analysis, only you can be responsible for you.**

**A FINAL NOTE**

Make sure you read this entire syllabus carefully and that you understand it completely. If anything is not clear to you, contact Dr. Carper **NOW** and discuss it with him before it is too late. The structure of a course like GEB 3453 places a heavy burden upon the student to not only prepare for the class meetings but to also establish his or her own work schedule for the assigned activities. Consequently, much of the actual learning experience here will occur outside of the formal classroom environment.

For this reason, it is imperative that each student establish and maintain an open channel of communication with Dr. Carper and inform him immediately if any special circumstances come up during the term. At the same time, please be aware that Dr. Carper will **not** reply to text messages or e-mails that are written in text lingo—this is a business course, you have a required course in Business Communications as part of your curriculum, and you are expected to use proper business communications protocols in all contacts. The responsibility for bringing any problems, questions, comments, or complaints to the attention of Dr. Carper thus rests squarely with the student.
NOTE 1: While every text chapter is assigned below for reading, not every text chapter will be discussed in class. Students will still be tested on the material in each text chapter regardless of whether it is discussed in class or not.

NOTE 2: Add/Drop Ends Friday, May 13th
If you are on the class roll after Friday, May 13th, you will be expected to complete the course.

NOTE 3: This schedule is tentative and may be changed in order to better accomplish the course objectives. It is up to you to be sure that you have the latest revisions and know when the various assignments are due. If you have any doubts about what is due or when it is due, contact Dr. Carper ASAP.

Note 4: ALL READING ASSIGNMENTS TO BE COMPLETED BEFORE COMING TO CLASS

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<thead>
<tr>
<th>WEEK</th>
<th>DATE</th>
<th>TOPICS &amp; REQUIREMENTS</th>
<th>ASSIGNMENTS</th>
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<tbody>
<tr>
<td>1</td>
<td>5/10</td>
<td>Course Overview</td>
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<td></td>
<td></td>
<td>Introduction to Social Issues and Stakeholder Management</td>
<td>Carroll: Ch. 1-3</td>
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<td></td>
<td>5/12</td>
<td>Introduction to Social Issues and Stakeholder Management</td>
<td>Carroll: Ch. 1-3</td>
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<tr>
<td>2</td>
<td>5/17</td>
<td>Strategic Management, Personal and Business Ethics</td>
<td>Carroll: Ch. 5, 8, 7</td>
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<td>5/19</td>
<td>TEST I—First Hour: 5:30-6:30 p.m.</td>
<td>Bring a #2 Pencil</td>
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<td>Break 6:30-6:50 p.m.—Approximately</td>
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<td>Test I Feedback</td>
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<td></td>
<td>Technology</td>
<td>Carroll: Ch. 9</td>
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<td>WEEK</td>
<td>DATE</td>
<td>TOPICS &amp; REQUIREMENTS</td>
<td>ASSIGNMENTS</td>
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<td>3</td>
<td>5/24</td>
<td>International Ethics</td>
<td>Carroll: Ch. 10</td>
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<td>5/26</td>
<td>Business Influence of Government</td>
<td>Carroll: Ch. 11-12</td>
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<td>4</td>
<td>5/31</td>
<td>NO CLASS</td>
<td>MEMORIAL DAY OBSERVATION</td>
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<td>6/2</td>
<td>Consumer Stakeholders</td>
<td>Carroll: Ch. 13-14</td>
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<tr>
<td>5</td>
<td>6/7</td>
<td>TEST II—First Hour: 5:30-6:30 p.m.</td>
<td>Bring a #2 Pencil</td>
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<td>Break 6:30-6:50 p.m.—Approximately</td>
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<td>Test II Feedback</td>
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<td>Environmental Issues</td>
<td>Carroll: Ch. 15</td>
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<td>6/9</td>
<td>Employee Issues I</td>
<td>Carroll: Ch. 17-18</td>
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<td>6</td>
<td>6/14</td>
<td>Employee Issues II</td>
<td>Carroll: Ch. 18-19</td>
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<td>6/16</td>
<td>Corporate Governance</td>
<td>Carroll: Ch. 4</td>
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<td>Community Issues</td>
<td>Carroll: Ch. 16</td>
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<td></td>
<td></td>
<td>Issue Management</td>
<td>Carroll: Ch. 6</td>
</tr>
<tr>
<td>7</td>
<td>6/21</td>
<td>TEST III—5:30-7:00 p.m. (90 Minutes)</td>
<td>Bring a #2 Pencil</td>
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<td>(This is the Final Exam)</td>
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