

Syllabus

Spring 2020



Legal & Ethical Environment of Business
Dr. F. E. Guerra-Pujol
(BUL3130)



Information about the Course

INSTRUCTOR



Your instructor is Dr. F. E. Guerra-Pujol. Here is my brief bio: I was born and raised in Los Angeles, California, and I attended college at the University of California at Santa Barbara (UCSB), majoring in political philosophy and Spanish literature and graduating with highest honors. I completed my legal studies at Yale Law School and then practiced business law for many years, representing such business firms as Banco Popular, Miller Brewing Co., and Proctor & Gamble. I am also the author of many scholarly papers, journal articles, and book chapters; my areas of research include markets, property rights, and ethics.

OFFICE HOURS



My office hours are on Tuesdays and Thursdays from 1:20 to 2:20pm, and I am also happy to meet students at other times and places by appointment. My office is located in Room 430 on the fourth floor of the BA-1 Building.

COURSE EMAIL



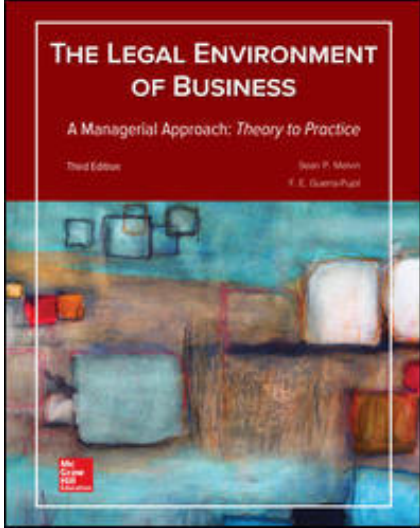


The designated email address for this course is **ucf.bul3130@gmail.com**. Due to the large size of this course (five sections with approximately 200 students per section), we are not able to any other email address. Be sure to include your full name and NID number in your email.

COURSE OBJECTIVES



The main goal of this course is to introduce students of diverse backgrounds to the legal and ethical environments of business, including the major sources of law in our legal system and the concept of due process; the law of ideas (intellectual property); business ethics and corporate governance and the major forms of doing business; contracts and torts; civil litigation versus alternate dispute resolution; and legal strategy. In addition, we will explore the legal and ethical aspects of the founding of Facebook, as depicted in the award-winning movie *The Social Network*.

Course Materials

Textbook	Student Response System	Movie
		

Movie (Required)

Students are also required to watch the critically-acclaimed movie *The Social Network*. (Although *The Social Network* is not available on Netflix, it is available via Amazon.) If you prefer, you may read Aaron Sorkin's screenplay, which is available for free here: http://flash.sonypictures.com/video/movies/thesocialnetwork/awards/thesocialnetwork_screenplay.pdf.

Textbook (Required)

Sean P. Melvin, *The Legal Environment of Business, A Managerial Approach: Theory to Practice*, any edition. (As a courtesy, the Professor will place three copies of the textbook on reserve at the Main Campus Library starting on Monday, August 26.)

Student Response System (Required)

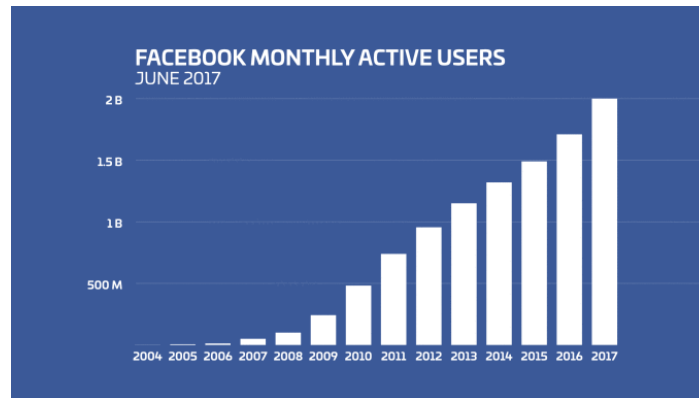
During class I will be using **REEF Polling**, also known as **iClicker Reef**, to take attendance and promote class participation. (If you do not yet have an iClicker account, you must create a new account here: <https://app.reef-education.com/#/account/create>. If you already have an iClicker account, then go here: <https://app.reef-education.com/#/login>.) Pro Tips for signing up for iClicker Reef: Be sure to use your KnightsMail email address and enter your NID number in the Student ID field. If you need to change your email address, password, or Student ID, you may edit your account profile. Do not create or use more than one iClicker account, as you will only receive credit from a single account.

Case Study (Recommended)

Lastly, to get the most out of this course, especially the six class sessions that students are now required to attend, the Professor strongly recommends that you purchase his Facebook case study. You may obtain the case study directly from the publisher here: <https://he.kendallhunt.com/product/facebook-law-documentary-companion-social-network>.

Course Modules & Reading Assignments

Module #1 (Weeks 1, 2, 3) Why focus on Facebook?



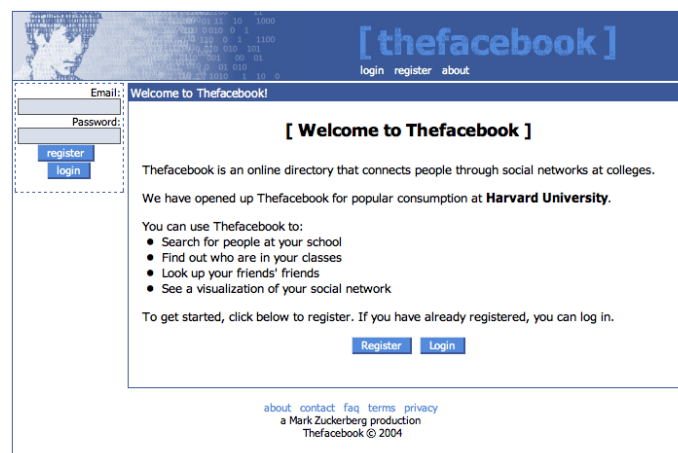
Watch the Movie "The Social Network"

Module #2 (Weeks 4 & 5) Sources of law: what laws did Zuckerberg break when he hacked Harvard's computers and built "Facemash"?



Read Chs. 9 and 22 of the Melvin Textbook

Module #3 (Weeks 6 & 7) The law of Ideas: what forms of intellectual property did Zuckerberg create when he launched "The Facebook"?



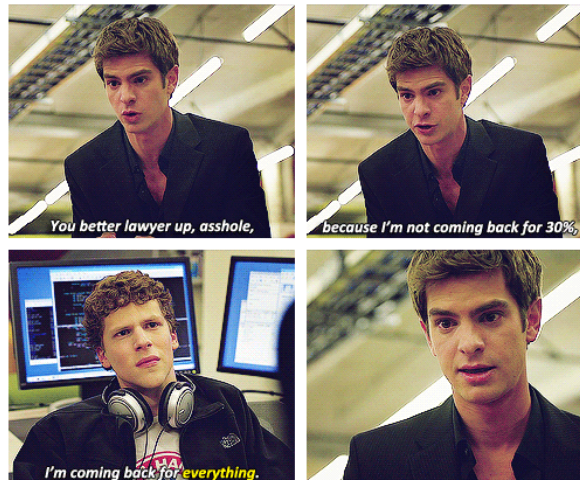
Read Chs. 23 and 24 of the Melvin Textbook

Module #4 (Weeks 8, 9, 10) Corporate Governance



Read Chs. 13, 14, & 15 of the Melvin Textbook

Module #5 (Weeks 11, 12, 13) The lawsuits: should Zuck have settled his legal cases out of court, or should he have gone to trial?



Read Chs. 3, 4, 6, and 7 of the Melvin Textbook

Module #6 (Weeks 14 & 15) Ethics: Are Google, Amazon, Apple, or Facebook ethical companies?



Read Chs. 5 and 19 of the Melvin Textbook

Formal Assessments

Attendance & Class Participation (240 points)

✓ Attendance will be taken at the *beginning* and *end* of each class session, starting on the first day of class. In addition, students will be required to engage in active class participation by taking surveys during each class via the iClicker Reef system. The instructions for signing up for iClicker Cloud are posted on page 3 of this syllabus. Students must complete at least 24 in-class surveys to receive full credit for class participation. Attendance and class participation will account for 1/3 of the final grade in this course.

Quizzes (240 points)



Eight open-book quizzes will be assigned in this course, and these eight quizzes will account for 1/3 of the final grade in this course. Starting on Tuesday, January 14, a new quiz will be posted on Webcourses@UCF on those weeks in which there are no scheduled classes in this course as follows:

	Opens	Closes
Quiz #1	Tuesday, January 14, 5:00pm	Friday, January 17, 11:59pm
Quiz #2	Tuesday, January 21, 5:00pm	Friday, January 24, 11:59pm
Quiz #3	Tuesday, February 4, 5:00pm	Friday, February 7, 11:59pm
Quiz #4	Tuesday, February 18, 5:00pm	Friday, February 21, 11:59pm
Quiz #5	Tuesday, March 3, 5:00pm	Friday, March 6, 11:59pm
Quiz #6	Tuesday, March 17, 5:00pm	Friday, March 20, 11:59pm
Quiz #7	Tuesday, March 31, 5:00pm	Friday, April 3, 11:59pm
Quiz #8	Tuesday, April 14, 5:00pm	Friday, April 17, 11:59pm

Note: Each quiz will close at 11:59pm on the Friday of the week in which the quiz opened.

Final Exam (240 points)



The Final Exam will consist of a multiple-choice, one-hour exam and will be administered via the Keon Testing Center, which is located on the first floor of the BA-2 Building. The opening and closing dates of the Final Exam as well as some other additional details will be posted during the fifth week of the semester.

Spring Schedule

MODULE 1 (Weeks 1, 2, 3)

Week 1:

- Attend classes on January 6 or 8 (depending on which section you are in)
- Watch *The Social Network* or read the screenplay (see required materials section of the syllabus)
- Complete the Academic Activity

Week 2:

- No classes this week
- Watch *The Social Network* or read the screenplay (see above)
- Quiz #1 opens on Tuesday, January 14

Week 3:

- No classes this week
- Watch class videos (to be posted on Webcourses@UCF and on YouTube)
- Quiz #2 opens on Tuesday, January 21

MODULE 2 (Weeks 4 & 5)

Week 4:

- Attend classes on Jan. 27 or 29 (depending on which section you are in)
- Required Reading: Chapters 9 and 22 of the Melvin Textbook
- Recommended Reading: Chapters 1 and 2 of the Facebook Law Case Study
- No quiz this week

Week 5:

- No classes this week
- Read Chapters 9 and 22 of the Melvin Textbook
- Quiz #3 opens on Tuesday, Feb. 4

MODULE 3 (Weeks 6 & 7)

Week 6:

- Attend classes on Feb. 10 or 12 (depending on which section you are in)
- Required Reading: Chapters 23 and 24 of the Melvin Textbook
- Recommended Reading: Chapter 3 of the Facebook Law Case Study
- No quiz this week

Week 7:

- No classes this week
- Required Reading: Chapters 23 and 24 of the Melvin Textbook
- Quiz #4 opens on Tuesday, Feb. 18

MODULE 4 (Weeks 8, 9, 10)

Week 8:

- Attend classes on Feb. 24 or 26 (depending on which section you are in)
- Required Reading: Chapters 13, 14, and 15 of the Melvin Textbook
- No quiz this week

Week 9:

- No classes this week
- Required Reading: Chapters 13, 14, and 15 of the Melvin Textbook
- Recommended Reading: Chapter 4 of the Facebook Law Case Study
- Quiz #5 opens on Tuesday, March 3

Week 10:

- Spring Break

MODULE 5 (Weeks 11, 12, 13)

Week 11:

- No classes this week
- Required Reading: Chapters 6 and 7 of the Melvin Textbook
- Quiz #6 opens on Tuesday, March 17

Week 12:

- Attend classes on March 23 or 25 (depending on which section you are in)
- Required Reading: Chapters 3 and 4 of the Melvin Textbook
- Recommended Reading: Chapter 5 of the Facebook Law Case Study
- No quiz this week

Week 13:

- No classes this week
- Required Reading: Chapters 3 and 4 of the Melvin Textbook
- Quiz #7 opens on Tuesday, March 31

MODULE 6 (Weeks 14 & 15)

Week 14:

- Attend classes on April 6 or 8 (depending on which section you are in)
- Required Reading: Chapters 5 and 19 of the Melvin Textbook
- Recommended Reading: Chapters 6 and 7 of the Facebook Law Case Study
- No quiz this week

Week 15:

- No classes this week
- Required Reading: Chapters 5 and 19 of the Melvin Textbook
- Quiz #8 opens on Tuesday, April 14

Class Sessions

There are six class sessions in this course. Depending on which section you are enrolled in, your six class sessions will take place on the following days and times:

	Section #1	Section #2	Section #3		Section #4	Section #5
Class #1	Monday, Jan. 6 (4:30PM)	Monday, Jan. 6 (6:00PM)	Monday, Jan. 6 (7:30PM)		Wednesday, Jan. 8 (1:30PM)	Wednesday, Jan. 8 (3:00PM)
Class #2	Monday, Jan. 27 (4:30PM)	Monday, Jan. 27 (6:00PM)	Monday, Jan. 27 (7:30PM)		Wednesday, Jan. 29 (1:30PM)	Wednesday, Jan. 29 (3:00PM)
Class #3	Monday, Feb. 10 (4:30PM)	Monday, Feb. 10 (6:00PM)	Monday, Feb. 10 (7:30PM)		Wednesday, Feb. 12 (1:30PM)	Wednesday, Feb. 12 (3:00PM)
Class #4	Monday, Feb. 24 (4:30PM)	Monday, Feb. 24 (6:00PM)	Monday, Feb. 24 (7:30PM)		Wednesday, Feb. 26 (1:30PM)	Wednesday, Feb. 26 (3:00PM)
Class #5	Monday, Mar. 23 (4:30PM)	Monday, Mar. 23 (6:00PM)	Monday, Mar. 23 (7:30PM)		Wednesday, Mar. 25 (1:30PM)	Wednesday, Mar. 25 (3:00PM)
Class #6	Monday, Apr. 6 (4:30PM)	Monday, Apr. 6 (6:00PM)	Monday, Apr. 6 (7:30PM)		Wednesday, Apr. 8 (1:30PM)	Wednesday, Apr. 8 (3:00PM)

All class sessions will take place in Room 239 of the BA-1 Building.



Grades and Grading Scale

ATTENDANCE & CLASS PARTICIPATION	QUIZZES	FINAL EXAM
240 points (1/3 of the grade)	240 points (1/3 of the grade)	240 points (1/3 of the grade)

In accordance with the grading policy of the College of Business of the University of Central Florida, the grades in this course will be awarded based on the following scale:

GPA = Letter Grade	% Range	Points
4.00 = A	90 – 100	648 – 720
3.25 = B+	87 – 89.99	626.4 – 647.99
3.00 = B	80 – 86.99	576 – 626.39
2.50 = C+	77 – 79.99	554.4 – 575.99
2.00 = C	70 – 76.99	504 – 554.39
1.50 = D+	67 – 69.99	482.4 – 503.99
1.00 = D	60 – 66.99	432 – 482.39
0.00 = F	<60	<432



Additional Information

COURSE FORMAT



Please be advised that this is not a lecture capture course. Instead, this class modality is called RA, which stands for "Reduced Seat Time Adaptive." This course will thus be delivered to students through two components as follows:

Online Component: The primary learning in this class will now be student-led through online materials, including videos, readings, and quizzes, spread out over eight modules on Webcourses@UCF.

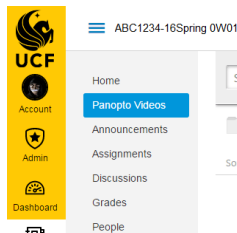
In-Class Component: Students are now required to attend six live class sessions and participate in class activities during each of these sessions. (The complete class schedule appears on the last page of this Syllabus.)

STUDENTS WITH DISABILITIES



The University of Central Florida and the instructor are committed to providing reasonable accommodations to all students with disabilities. Students who need a reasonable accommodation must be registered with Student Accessibility Services (SAS), located at Ferrell Commons, Room 185, phone (407) 823-2371, TTY/TD (407) 823-2116. After registering with SAS, students who need a reasonable accommodation must also contact the instructor via email or in person during the first week of class.

COURSE HOMEPAGE (WEBCOURSES@UCF)



Frequent use of the course website is highly recommended, as students can access announcements, videos, quizzes, writing assignments, grades, and other information on the course website. Pro Tip: Use the discussion board in the course website if you have any question about the course. Any posting that is frivolous, rude, vulgar, inappropriate, or commercial in nature will be removed. Also, messages may be deleted if they are no longer pertinent.

The End.