

MVLA GYC 202 Green Economy and Social Justice

Elzbieta (Liz) Valdis Kaczor, Principles of Marketing , BUS 130.

Title

A House of Cards – Analysis of Enron’s disastrous marketing practices – a study of “Social In-Justice” or “The Marketing of the Weather”

Project overview

Enron, an American energy company, based in Houston, Texas, failed as a result of unethical and unsound business practices. The marketing of weather and wind was proposed and pursued. The players at the company were clearly violators of social justice. In the wake of 9/11, the scandalous operations were revealed in October of 2001, leading to the bankruptcy of the Enron Corporation along with and the dissolution of Arthur Andersen, a premier accounting firm globally. The fall of Enron fed into the downward spiraling U.S. economy. “Enron was attributed as the biggest audit failure.⁽¹⁾” The students will research the history of Enron and the consequences on society of Enron’s Social In-justice.

Part I: Background

Students to find a minimum of five articles about Enron. Write an analysis of each article, minimum 150 words each. Print out each article and attached to each analysis. (10 points each – total 50 points). Remember to include works cited for academic honesty compliance.

Part II:

Students will view the documentary “Enron, the Smartest Guys in the Room” in class.

Additional materials available for viewing/reading – “The Crooked E: the Unshredded Truth about Enron” – based on Brian Cruver’s book “Anatomy of Greed”.

II a. Write a brief summary of each part of the documentary. (1-5 sentences for each. 10 points each). Note - Video will be paused for note taking. Typed summaries due following week. Select a minimum of 5 parts.

II b. Identify the key players at Enron (select 10 key players (hint - there are more than ten). For each, identify each and the role in Enron’s operations and in the fall of Enron. Where are they now? (5 points each).

Part III:

Write an original 1500-1750 word paper analyzing impact Enron on your choice of following topics: Enron's cessation and its effect on US and world economics, Enron and the governance of California, the fall of Arthur Andersen, pension and retirement legislation, NYSE operational changes... (200 points)

The paper should follow proper college level composition guidelines. Double spaced, one inch margins. Paper must include references/ sources.

Requirement. - Papers must be reviewed and improved using the resources at the MVCC Writing Center.

-The paper must include a clear thesis, background of the selected topic, and writing must demonstrate a competent understanding of the materials researched and the concept of social justice. Paper should have a concise conclusion of the materials discussed.

-Works cited : the paper must have a minimum 5 print sources, along with the documentary as a source. Citations should be in either MLA, or APA format – consult the Writing Center.

Part IV:

Group Discussion:

Divide into groups of three or four students. Discuss the following quotations: "Commodities, ... , only accrue value when they are rendered scarce." - Andrew Ross. And "The voyage of discovery lies not in finding new landscapes, but in having new eyes." - Marcel Proust - in light of the actions of the Enron executives. (5-10 minutes). A selected group leader is to then synthesize the group's observations and will present (5 minutes). (50 points). *Students will be given the opportunity to assess their peers' contributions to the exercise. (10 points).*

Part V (optional)

Extra credit Select one of the related topics and write an original 250-500 page paper on Enron's impact on the related topics (possible 50 points)

Related topics – Grey Davis; California Energy Crisis; election of Arnold Schwarzenegger; Arthur Andersen / Andersen Consulting; NYSE after Enron; Enron's impact on retirement legislation.

Learning Outcomes of the Assignment:

Demonstrates the importance “playing by the rules” when it comes to business.

Engages students' critical thinking skills in the analysis of big business ‘mis’ - operations and the impact on society.

Demonstrates the true environmental impact energy firms can make.

Gain an understanding of the meaning of sustainability.

Relevant Course Goals:

To understand marketing's role in a global economy and within the firm.

To be aware of ethical challenges to marketing in a consumer oriented world.

Grading:

Checklist : *5 article write-ups plus references (possible 50 points)*
5 summary paragraphs on video (possible 50+ points)
10 key player write-ups plus references (possible 50 points)
Research paper plus references (possible 200 points)
Group exercise (possible 50 points plus 10 points)
Extra credit plus references (possible 25 points)

90-100% of points, A.

80-89%, of points B

70-79% of points C.

60-69% of points, D.

59% and below, F.

1. Bratton, William W. (May 2002). "Does Corporate Law Protect the Interests of Shareholders and Other Stakeholders?: Enron and the Dark Side of Shareholder Value" (PDF). *Tulane Law Review* (New Orleans: Tulane University Law School) (1275): 61.
http://papers.ssrn.com/sol3/papers.cfm?abstract_id=301475. Retrieved 2010-10-12