

University of North Texas
College of Business
MGMT 3880.400 - 100% online
Business Ethics and Social Responsibility
Spring 2019 Syllabus
December 17, 2018 - January 11, 2019

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To communicate, you MUST email me directly at the UNT email above or through Canvas. If you do not use your UNT assigned student e-mail address your e-mail may not make it to my inbox. I will contact you via your UNT email address, which you are expected to have access to and monitor as a UNT student. See <http://it.unt.edu/eagleconnect> for questions.

** Please include MGMT 3880 in the Subject Line**

NOTE: Email is checked on a regular basis Mon-Fri. However, there may be times where it could take me more than 24 hours to respond (e.g. on weekends). If you do not receive an email reply from me after 24 hours (Mon-Fri) please re-send your email. I'll let you know if I'm unavailable due to travel, illness, etc.

OFFICE HOURS: My office hours are Monday – Friday from 8:30 a.m. – 9:30 a.m. or by appointment. I'm sure that you many of you travel for the break, so I am readily available to video conference or talk on the phone. To ensure my presence and availability for in-person meetings during this time it is best to e-mail me at least 24 hours in advance.

COURSE OVERVIEW:

This course will give students an understanding of the strategic purposes of the firm as both a social and economic entity within society. The course is divided into three sections:

1. Business Ethics
2. Corporate Social Responsibility
3. Stakeholder Management In-Depth

A case-based approach is used that applies ethical frameworks and theory to a wide range of business behaviors in the real world. Students will learn to apply ethical frameworks to select and defend actions within an organizational framework.

REQUIRED TEXT:

Lawrence, A. T., Weber, J. 2017. 15th ed. *Business and Society: Stakeholders, Ethics, Public Policy*. New York: McGraw-Hill.

Additional articles will be provided in the modules as current events present themselves

I. Corporate Social Responsibility

Students will develop an understanding of the concept of corporate social responsibility or *corporate citizenship*. Social auditing or accountability for reporting a company's social performance is introduced. Practical management, focusing on four key groups will inform students of the types of stakeholder challenges in the modern work environment. Objectives for this section include:

1. The ability to present an argument for the strategic advantages of good corporate citizenship.
2. The ability to social audit, otherwise known as evaluating a company's performance in relation to stakeholder responsiveness and management.
3. The ability to recognize the need for change in corporate citizenship strategies and the profile of a firm with a progressive approach.
4. The ability to identify the influence of an issue/policy/ program/decision on each of a firm's key stakeholder groups.

II. Business Ethics

Students are introduced to the types of ethical conflicts that occur in the workplace, the reasons behind these conflicts, and methods for resolving them. The profile of a sound corporate ethics program is introduced. Students will be challenged to analyze current ethical conflicts highlighted in the press. Ethical conflicts in the workplace are analyzed using the stakeholder management framework. Objectives for this section include:

1. The ability to identify an organization's stakeholders.
2. The ability to recognize and present alternatives to ethical conflicts in the workplace.
3. The ability to present an argument for the strategic advantages of good business ethics.
4. The ability to recognize a well-developed corporate ethics program.
5. The ability to recognize and analyze current events in the business world related to ethics.

III. Stakeholder Management In-Depth

This final section of the course goes into depth on issues and management challenges with key stakeholder groups while operating in a globalized world. Students will learn methods for managing these issues proactively to maintain good corporate citizenship. Objectives for this section include:

1. The ability to identify the influence of an issue/policy/program/decision on each of a firm's key stakeholder groups.
2. Recognition of the importance of business/government relations.
3. The ability to understand a public or social issue and the influence it can have on a firm's reputation and operations.
4. The ability to recognize and respond to issues that are important to various stakeholder groups, including consumers, employees, and the community.
5. The ability to identify strategies for managing issues or crises, including media relations.
6. The ability to understand current complex public issues like environmental affairs.

Internet Resources and Information

The field of business ethics and corporate social responsibility is a dynamic and rapidly changing area of management. As such, there are many links to supplementary materials on the Internet. These sites provide technical assistance and resources to practicing managers to design ethics, citizenship, and public affairs programs. At the end of the course, students should be able to access information and resources to design ethics, corporate social responsibility, and public affairs programs in future business endeavors.

Canvas & Technology

- You can access the course at <https://unt.instructure.com>
- Login using your EUID and Password
- Click “MGMT 3880” from the list of courses

Please note that Canvas relies exclusively on electronic technologies for online courses, and technology is not a 100% reliable. It is each student’s responsibility to take exams in a location with a reliable computer and internet connection. Students are advised to use the Business Leadership Building computer labs for taking exams as the BLB has the latest technology. Be sure to check your browser before starting the exam (Google Chrome or Mozilla Firefox work best). Be sure to use a hard-wired broadband connection or a very dependable wireless connection, and make sure your device is plugged-in or charged. Students assume ALL responsibility for the operating condition of personal computers and the functionality of individual Internet connections. Also, do not take assessments using a mobile device. Your enrollment in this class signifies that you possess basic computer skills necessary to use information systems like Canvas. The student assumes ALL responsibility for participating, taking exams, and uploading assignments within Canvas Learning System.

TECHNICAL ISSUES WITH CANVAS:

Please immediately report ALL Canvas problems to the UNT helpdesk at 940.565.2324. Be sure to ask for a ticket number and then email the ticket number to me along with the report from the helpdesk. Without a ticket number, I can’t follow up on the technical issue. Technical difficulties will be resolved as they appear. The University computer techs can determine exactly what has taken place and will advise me of the outcome (your ISP, our ISP, Canvas, etc.). I will determine how to resolve the technical issue based on their advice, University policy, applicable law, and my experience.

EUID ACCESS AND PASSWORDS:

Enterprise User Identification Numbers (EUID’s) and passwords are required by the University of North Texas to access this course. It is the student’s responsibility to maintain a current EUID number and password. You may reset your password at <https://ams.unt.edu/acctreq.php>.

CLASS STRUCTURE:

This course is taught exclusively online, through Canvas, and it is the student’s responsibility to be able to access, and appropriately use, online materials and complete course requirements as assigned in the course schedule provided in the syllabus. This course does not comply with immigration regulations for an F-1 visa holder within the United States. The necessary on-campus or in-person components are not offered due to the brief and compacted nature of the course.

Students are expected to read all the assigned materials on time, per the course calendar in the syllabus. Lecture notes and other materials posted online are not a substitute for thorough reading of the chapter. Additional material, which may include video segments or articles, may be assigned from time to time. Often, this material will reflect content that is newly identified as relevant to the course and is therefore not specified on the syllabus.

Quizzes

There will be quizzes on the mini-cases assigned during the semester. Mini-cases are 1-3 pages in length and are at the end of each assigned chapter. Students are encouraged to read, analyze, and prepare the discussion questions with each case prior to taking each quiz. All quizzes are accessed online through Canvas and can be found under the Quizzes link in the navigation bar. Quizzes are available for 24 hours and will open at midnight and close at 11:59 p.m. on the days identified in the syllabus. Quizzes are ten questions. Students will have twelve minutes for each quiz. At the end of the twelve minutes the quiz will automatically submit with whatever answers have or have not been selected. You cannot start and stop quizzes. There will be six (6) mini-case quizzes given throughout the semester, in addition to a quiz over the syllabus. The lowest grade will be dropped and replaced with an overall average of your other quiz grades (excluding the syllabus quiz). Make-up quizzes are not given for missed quizzes. Quizzes are not open book or open note; no outside assistance is allowed. Students are expected to study beforehand and use this knowledge to take the quizzes.

Exams

There will be three exams scheduled during the semester, one at the end of each week. The final exam (Exam #3) is not comprehensive. All material covered in class, assigned textbook readings, Internet materials, and videos are covered on the exams. Exams will be open for 24 hours each; will open at midnight and close at 11:59 p.m. on the days identified in the course schedule. The dates are posted on the syllabus and students are expected to adjust their schedules to be able to take the exams. Exams are 50 questions long. Students will have sixty minutes for each exam. At the end of the sixty minutes the exam will automatically submit with whatever answers have or have not been selected. You cannot start and stop exams. Exams are not open book or open note; no outside assistance is allowed. Students are expected to study beforehand and use this knowledge to take the exams.

Case Study Analysis

Students will be presented a case study of an ethical issue in a business and be asked to respond in writing, creating a proposed course of action, and defending it through the application of a selected ethical framework. The assignment is not to exceed two pages in length, will be single spaced, and use size 12 font.

Discussion Board

There will be two (2) discussion boards that students are required to participate in. These discussion boards present students with a “mini-case” and ask them to respond to a prompt related to the case. Requirements for each discussion post will appear with the prompt in the module on Canvas. Students must respond to at least two other postings made by students.

Grading:

Syllabus Quiz	10 points
Mini-Case Quizzes (6 @ 50 points each)	300 points
Discussion Boards (2 @ 70 points each)	140 points
Exam #1	150 points
Exam #2	150 points
Exam #3	150 points
Case Study Analysis	100 points
Total Points	1000 points

Grades will be based on the points earned during the course according to this scale:

- A = 900 – 1000 points
- B = 800 – 899 points
- C = 700 – 799 points
- D = 650 – 699 points
- F = Below 650 points

DROPPING THE COURSE:

If you decide it is necessary to drop the course, please adhere to the Academic Calendar on the Registrar's website: <http://www.unt.edu/catalog/>. Please note that **January 7, 2019** is the last day for a student to drop a course. To drop the course, please contact the Department of Management Staff at 940.565.3140 for assistance. Be prepared to provide them with the course number, your full name and student ID number. Since you are an online student, they can assist you over the phone OR if you are on campus, you may go by the Department of Management in the Business Leadership Building – room 207.

EMERGENCY ALERTS:

The University of North Texas has an emergency Notification System, Eagle Alert (<https://www.unt.edu/eaglealert/>), which has the capability of calling or text messaging emergency notices. As a student, you may also register with Eagle Connect Alert to receive notification of any warnings or campus closings that are announced. Instructions for enrollment can be found at my.unt.edu. The university's radio station, KNTU 88.1 FM and website <http://www.unt.edu>, will provide updated information during an emergency.

COURSE EVALUATIONS:

This semester, UNT will administer course evaluations online (the “SPOT” – Student Evaluation of Teaching). The evaluations are used to evaluate faculty performance and provide guidance on what can be improved (also tell us what you like!). These are very important to me as you are the reason I'm here. I truly value your feedback and very much appreciate you taking the time to complete the evaluations which will be administered towards the end of the semester. You will be notified on Canvas and via your UNT email once the evaluations open.

ATTENDANCE AND ASSIGNMENTS POLICY:

Students are required to log into course through Canvas multiple times a week to check class announcements, check grades, and complete assignments. For due dates and exam times, please see the Course Schedule towards the end of the syllabus. University policy states the conditions and remedies for school and personal related absences. These include, but are not limited to University sanctioned activities, illness, civic duty, military service, caregiver leave, and religious observances (to include funerals). To treat everyone equally, some form of official documentation may be required as to why-when-where. This is not intended to be an invasion of privacy but will allow me to accommodate you during this unusual period. Please inform me of the situation and we can discuss on a case by case basis.

DISABILITY ACCOMMODATION:

UNT makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide a student with an accommodation letter to be delivered to faculty to begin a private discussion regarding the students' specific course needs. Students may request accommodations at any time, however, ODA notices of accommodation should be provided to me within the first week of the semester. Note that students must obtain a new letter of accommodation for every semester. For additional information see the ODA website at <http://disability.unt.edu>.

ACCEPTABLE STUDENT BEHAVIOR:

Act professionally and respectfully at all times. Student behavior that interferes with an instructor's ability to conduct a class, or other students' opportunity to learn, is unacceptable, disruptive, and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior may be referred to the Dean of Students to review whether the student's conduct violated the Code of Student Conduct. The Code of Student Conduct can be found at <https://conduct.unt.edu>.

ACADEMIC INTEGRITY

According to UNT Policy 06.003, Student Academic Integrity, (<https://policy.unt.edu/policy/06-003>) academic dishonesty occurs when students engage in behaviors including, but not limited to cheating, fabrication, facilitating academic dishonesty, forgery, plagiarism, and sabotage. A finding of academic dishonesty may result in a range of academic penalties or sanctions ranging from admonition to expulsion from the University. All violations of the Student Academic Integrity policy will be reported. Usage of cell phones, iPhones, cameras, or ANY other electronic device is NOT allowed during an exam or quiz. Talking to other students, soliciting or giving help is not allowed. Copying, photographing, or disseminating the questions in any form is prohibited. Remember, the exam questions are randomized so you will not see the same questions in the same order as your classmates. Be advised, you will submit your work to an electronic plagiarism monitoring service such as www.Turnitin.com.

Start Date	Reading Schedule	Assignments & Due Dates
Week 1		
12/17/2018	<p>Chapter 1 – The Corporation and Its Stakeholders</p> <p>Chapter 2 – Managing Public Issues and Stakeholder Responsibility</p> <p>Chapter 5 – Ethics and Ethical Reasoning</p>	<p>Syllabus Quiz – available 12/17/18- 12/19/18 (Mon-Wed)</p> <p>Mini-Case Quiz Ch. 1 – available 12/18/18 (Tue.)</p> <p>Mini-Case Quiz Ch. 5 – available 12/20/18 (Thurs.)</p> <p>Exam 1 covers Chapters 1,2, & 5, all material from the modules, and is available 12/21/18 (Fri.)</p> <p>Discussion Board #1 is due by 12/21/18 (Fri.)</p>
Week 2		
12/31/2018	<p>Chapter 4 – Business in a Globalized World</p> <p>Chapter 3 – Corporate Social Responsibility and Citizenship</p> <p>Chapter 6 – Organizational Ethics</p>	<p>Mini-Case Quiz Ch. 4 – available 1/1/19 (Tue.)</p> <p>Mini-Case Quiz Ch. 3 – available 1/3/19 (Thurs.)</p> <p>Exam 2 covers Chapters 4, 5, & 6, all material from the modules, and is available all day 1/4/19 (Fri.)</p> <p>Discussion Board #2 is due by 1/4/18 (Fri.)</p>
Week 3		
01/07/2019	<p>Chapter 9 – Sustainable Development and Global Business</p> <p>Chapter 10 – Managing for Sustainability</p> <p>Chapter 14 – Consumer Protection</p>	<p>Mini-Case Quiz Ch. 9 – available 1/8/19 (Tue.)</p> <p>Mini-Case Quiz Ch. 10 – available 1/10/19 (Thurs.)</p> <p>Exam 3 covers Chapters 9, 10, & 14, all material from the modules, and is available all day 1/11/19 (Fri.)</p> <p>Case Study Analysis is due by 1/10/18 (Thurs.)</p>