University of North Texas
G. Brint Ryan College of Business
MGMT 3880 - Business Ethics and Social Responsibility
Syllabus Section 003 – Fall 2019
August 26 – December 13
BLB 010

Professor: Dr. Jae Webb – Department of Management
Office: BLB - 399a
Email: Jae.Webb@unt.edu

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**

OFFICE HOURS: My office hours are Tuesday and Thursday from 8:30 a.m. – 9:30 a.m. and Wednesday from 1:30 – 4:30 p.m. To ensure my availability you should contact me at least 24 hours in advance. Drop-ins run the risk that my time has already been scheduled by other students.

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 topics:

1. Ethics in the Business Environment
2. Stakeholder Management
3. Corporate Social Responsibility

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:

We will be using the Connect component of this text – you must have online access to this tool
I. Ethics in the Business Environment

Students study a variety of ethical frameworks and ethical processes in an effort to develop critical thought around the concept of ethics. Students are introduced to the types of ethical conflicts that occur in the workplace and taught to analyze the different components of an ethical conflict. Students practice looking at ethical conflicts from various standpoints to create a more complete understanding of the nature of the conflict. Various tools for understanding and managing ethical conflicts are introduced. Objectives for this section include:

1. The ability to reason through a social situation using multiple ethical frameworks.
2. The ability to identify and give voice to various interests in an ethical dilemma.
3. The ability to recognize and present alternatives to ethical conflicts in the workplace.
4. The ability to present an argument for the strategic advantages of good business ethics.

II. Stakeholder Management

Students learn to identify various groups and types of stakeholders that exist in an increasingly complex and globalized business environment. Students will learn methods for managing these issues proactively to maintain good corporate citizenship and avoid ethical pitfalls. Objectives for this section include:

1. The ability to conduct an analysis of stakeholder types, interests, and relevance to the operations of a firm.
2. The ability to understand a public or social issue and the influence it can/should have on a firm’s reputation and operations.
3. The ability to identify strategies for managing issues or crises with consideration to an ethical outcome.
4. The ability to listen to and respond to stakeholders in an issue management process.

III. Corporate Social Responsibility

Students will develop an understanding of the concept of corporate social responsibility, sometimes called corporate citizenship. The contemporary role of business is reviewed with consideration to the impact of globalized businesses on cultures, the environment, and political arenas. Students are tasked to reflect on long-term sustainable business models and the concept of enlightened self-interest.

1. The ability to identify social, environmental, and political impacts of businesses.
2. The ability to argue for the strategic advantages of good corporate citizenship.
3. The ability to assess the current status and value of a firm’s public profile in relationship to corporate citizenship.
4. The ability to develop strategies and solutions to poor corporate citizenship performance.
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 participation, and technology is not a 100% reliable. Students assume ALL responsibility for the operating condition of personal computers and the functionality of individual Internet connections. While the class is taught in-person, students are expected to be able to navigate the Canvas course site to access information and submit assignments.

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 a hybrid course, meeting in person once a week and then heavily utilizing online tools and resources through Canvas. It is the student’s responsibility to show up and participate, as well as be able to access, and appropriately use, online materials assigned in the course schedule provided in the syllabus.

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. Easter egg - students who read this sentence and e-mail their professor the phrase ‘lucky day’ before September 9, 2019 will receive 10 points added to their final grade as extra credit. This proves that it pays to read the syllabus in full, but be a sport and don’t spread the word. No reason to let others profit from your hard work.
Quizzes
There will be quizzes over the assigned reading given throughout the semester according to the course calendar at the end of the syllabus. Quizzes are not open book or open note; no outside assistance is allowed. There will be nine (9) quizzes given throughout the semester. The lowest grade will be dropped and the best eight quiz (8) grades used to toward your class grade. Make-up quizzes are not given for missed quizzes outside of reasons governed by University policy.

Exams
There will be four exams scheduled during the semester according to the course calendar at the end of the syllabus. The last exam (Exam #4) is not comprehensive. All material covered in class, assigned textbook readings, and videos are covered on the 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. Students will have an option to take a final (5th) exam to replace their lowest exam grade of the previous four – this exam will be comprehensive.

Weekly Insights
Students will make weekly posts to the course site in Canvas regarding their experience that week; focusing on insights gained from reading the material, class dialogue, or exposure to concepts. There will be thirteen (13) posts made in total and ten (10) will be used toward calculating the final grade.

Ethical Case Analysis
Students will be presented a case study of an ethical issue in a business and be asked to pick a position and respond in writing, identifying an ethical framework through which their position is defended.

SmartBook Activities
Each chapter in the book is assigned as a SmartBook reading experience. This is a function of CONNECT by McGraw-Hill that provides a guided, interactive experience of reading the textbook. All chapters are assigned through CONNECT and students must complete at least 10 of the 12 to earn the necessary points toward their final grade.

Grading:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weekly Insights (13 @ 10 points each – three dropped)</td>
<td>100</td>
</tr>
<tr>
<td>SmartBook Activities (12 @ 12 points each – two dropped)</td>
<td>120</td>
</tr>
<tr>
<td>Mini-Case Quizzes (8 @ 20 points each – lowest one dropped)</td>
<td>140</td>
</tr>
<tr>
<td>Ethical Case Analysis</td>
<td>140</td>
</tr>
<tr>
<td>Exam #1</td>
<td>125</td>
</tr>
<tr>
<td>Exam #2</td>
<td>125</td>
</tr>
<tr>
<td>Exam #3</td>
<td>125</td>
</tr>
<tr>
<td>Exam #4</td>
<td>125</td>
</tr>
<tr>
<td><strong>Total Points</strong></td>
<td><strong>1000</strong></td>
</tr>
</tbody>
</table>

The Instructor reserves the right to make changes to this syllabus if needed. Notices will be delivered electronically in advance of changes being made.
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.** = 600 – 699 points
- **F.** = Below 600 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/](http://www.unt.edu/catalog/). Please note that November 4 is the last day for a student to drop a course. With regards to dropping the course, you will need to go to the following link: [https://registrar.unt.edu/registration/dropping-class](https://registrar.unt.edu/registration/dropping-class) and click on Request to Drop Class form.

**EMERGENCY ALERTS:**
The University of North Texas has an emergency Notification System, Eagle Alert ([https://www.unt.edu/eaglealert/](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](http://www.unt.edu), will provide updated information during an emergency.

**COLLEGE EMERGENCY EVACUATION PROCEDURES:**

*Severe Weather:* In the event of severe weather, all building occupants should immediately seek shelter in the designated shelter-in-place area in the building. If unable to safely move to the designated shelter-in-place area, seek shelter in a windowless interior room or hallway on the lowest floor of the building. All building occupants should take shelter in rooms 055, 077, 090, and the restrooms on the basement level. In rooms 170, 155, and the restrooms on the first floor.

*Bomb Threat/Fire:* In the event of a bomb threat or fire in the building, all building occupants should immediately evacuate the building using the nearest exit. Once outside, proceed to the designated assembly area. If unable to safely move to the designated assembly area, contact one or more members of your department or unit to let them know you are safe and inform them of your whereabouts.

Persons with mobility impairments who are unable to safely exit the building should move to a designated area of refuge and await assistance from emergency responders. All building occupants should immediately evacuate the building and proceed to the south side of Crumley Hall in the grassy area, west of parking lot 24.

**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.

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ATTENDANCE AND ASSIGNMENTS POLICY:
Students will be expected to attend class regularly and participate in class dialogue. Any absence from class should be discussed with the professor in advance or as soon as possible after the absence occurs. 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. If the instructor believes that class participation/attendance is severe enough to interfere with the learning experience the professor will arrange individual consultation with the student. The possibility of a grade reduction or alternative assignments is reserved for extreme cases. No late work is accepted outside of reasons governed by University policy.

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 respectful 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 a test 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.

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<table>
<thead>
<tr>
<th>Class Date</th>
<th>Reading Schedule</th>
<th>Assignments &amp; Due Dates</th>
</tr>
</thead>
</table>
| 08/29/2019   | Reading Handout           | Weekly insight due by 09/01/19 on Canvas  
SmartBook Activity Chap. 5 due by 09/01/19 on Connect |
| 09/05/2019   | Chapter 5                 | Weekly insight due by 09/08/19 on Canvas  
SmartBook Activity Chap. 6 due by 09/08/19 on Connect  
Quiz - covers assigned reading |
| 09/12/2019   | Chapter 6                 | Weekly insight due by 09/15/19 on Canvas  
SmartBook Activity Chap. 1 due by 09/15/19 on Connect  
Quiz - covers assigned reading |
| 09/19/2019   | Chapter 1                 | Weekly insight due by 09/22/19 on Canvas  
SmartBook Activity Chap. 2 due by 09/22/19 on Connect  
Exam 1 – Covers Chapters 5 & 6 from the text and lectures from class |
| 09/26/2019   | Chapter 2                 | Weekly insight due by 09/29/19 on Canvas  
SmartBook Activity Chap. 15 due by 09/29/19 on Connect  
Quiz - covers assigned reading |
| 10/03/2019   | Chapter 15                | Weekly insight due by 10/06/19 on Canvas  
SmartBook Activity Chap. 16 due by 10/06/19 on Connect  
Quiz - covers assigned reading |
| 10/10/2019   | Chapter 16                | Weekly insight due by 10/13/19 on Canvas  
Quiz - covers assigned reading |
| 10/17/2019   | Case Study Analysis Assigned | Weekly insight due by 10/20/19 on Canvas  
SmartBook Activity Chap. 7 due by 10/20/19 on Connect  
Exam 2 – Covers chapters 1, 2, 15, & 16 from the text and lectures from class |
| 10/24/2019   | Chapter 7                 | Weekly insight due by 10/27/19 on Canvas  
SmartBook Activity Chap. 8 due by 10/27/19 on Connect  
Quiz - covers assigned reading  
Case Study Analysis due by start of class |
| 10/31/2019   | Chapter 8                 | Weekly insight due by 11/03/19 on Canvas  
SmartBook Activity Chap. 3 due by 11/03/19 on Connect  
Quiz – covers assigned reading  
Case Study Analysis due by start of class |
| 11/07/2019   | Chapter 3                 | Weekly insight due by 11/10/19 on Canvas  
SmartBook Activity Chap. 4 due by 11/10/19 on Connect  
Exam 3 Covers Chapters 7 & 8 from the text and lectures from class |
| 11/14/2019   | Chapter 4                 | Weekly insight due by 11/17/19 on Canvas  
SmartBook Activity Chap. 9 due by 11/17/19 on Connect  
Quiz - covers assigned reading |
| 11/21/2019   | Chapter 9                 | Weekly insight due by 11/24/19 on Canvas  
SmartBook Activity Chap. 10 due by 11/24/19 on Connect  
Quiz - covers assigned reading |
| 11/28/2019   | Chapter 10                | NO CLASS – Happy Thanksgiving! |
| 12/05/2019   |                           | Exam 4 Covers Chapters 3, 4, 9, & 10 from the text and lectures from class. |

**Final is Thursday, December 12, at 8:00 a.m.**

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