

**University of North Texas**  
**College of Business**

MGMT 3880 - Business Ethics and Social Responsibility

Section 003

Spring 2023 Syllabus

January 17 – May 12, 2023

BLB 260

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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 scheduled office hours are Wednesday from 11 am - 1 pm, but I will endeavor to make myself available for you when you need it instead of the other way around. Reach and let me know when you want to meet.

**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

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. 2020. 16<sup>th</sup> ed. *Business and Society: Stakeholders, Ethics, Public Policy*. New York: McGraw-Hill.

## **I. 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.

## **II. 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.

## **III. Stakeholder Management**

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.

## Canvas & Technology

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 taught in person and utilizes online 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.

Assignments & Grading	
Course Overview and Expectations Quiz	50 points
Weekly Reflective Summary	100 points
Ethical Case Analysis	100 points
Mini-Case Quizzes (11 @ 20 points each – lowest one dropped)	200 points
Exams (3 @ 150 points each)	450 points
CSR Pecha Kuchas	100 points
<b>Total Points</b>	<b>1000 points</b>

A = 900 – 1000 points

B = 800 – 899 points

C = 700 – 799 points

D = 600 – 699 points

F = Below 600 points

## **ASSIGNMENT OVERVIEW**

### **Weekly Reflective Summary**

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. Students are expected to read and respond to peers with thoughtful critique, detailed affirmations, or further dialogue and questions.

### **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. High level of expectation exists for critical thought, analytical application of the theory, and practical consideration of stakeholder networks and impact.

### **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. Quizzes are not open book or open note; no outside assistance is allowed. There will be eleven (11) mini-case quizzes given throughout the semester, in addition to a quiz over the syllabus. The lowest grade will be dropped. All quizzes must be taken in class in a proctored environment.

### **Exams**

There will be three exams scheduled during the semester. The final exam (Exam #3) is not comprehensive. All material covered in class, assigned textbook readings, Internet Favorites, 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 exam. All exams will be taken in class, in a proctored environment. Make up exams are not given for reasons not governed by University policy.

## **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; nor is talking to other students, soliciting or giving help. 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. The course will utilize TurnItIn as a plagiarism checker.

## **CHOSEN NAMES & PRONOUNS**

A chosen name is a name that a person goes by that may or may not match their legal name. If you have a chosen name that is different from your legal name, below is a list of resources for updating your chosen name at UNT.

- [UNT Records](#)
- [UNT ID Card](#)
- [UNT Email Address](#)
- [Legal Name](#)

Pronouns (she/her, they/them, he/him, etc.) are a public way for people to address you or reference you in conversation. You can add your pronouns to your Canvas account so that they follow your name when posting to discussion boards, submitting assignments, etc.

## **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.

**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 one's 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>.

**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 Friday, November 12, 2021 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> and click on Request to Drop Class form.

**DUE DATES ON ASSIGNMENTS:**

Due dates are published well in advance and you are encouraged to submit early to avoid technical difficulties, which are your responsibility to resolve and not a justification for late work. If you have a legitimate reason under University policy you should (a) contact your professor in advance to provide notification/verification or (b) work with the Dean of Students Office after the fact to provide your faculty with verification. Late submissions, which are not excused by University policy, will be subject to 25% reduction for the first twenty-fours, then 50% thereafter. To take a missed quiz or exam you must schedule to do so in person and scheduling is done based upon instructor's availability – students should expect a 50% reduction in points for any rescheduled quizzes not covered by University policy. Exams and quizzes are not given in advance. No late work is accepted after May 5, 2023.

If you are experiencing any symptoms of [COVID-19](#) please seek medical attention from the Student Health and Wellness Center (940-565-2333 or ask [SHWC@unt.edu](mailto:SHWC@unt.edu)) or your health care provider. Contact the UNT COVID Hotline at 844-366-5892 or [COVID@unt.edu](mailto:COVID@unt.edu) for guidance on actions to take due to symptoms, pending or positive test results, or potential exposure. Then let me know if it is impacting your assignment completion.

**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](http://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 situation.

## **PROHIBITION OF DISCRIMINATION, HARASSMENT, AND RETALIATION**

The University of North Texas (UNT) prohibits discrimination and harassment because of race, color, national origin, religion, sex, sexual orientation, gender identity, gender expression, age, disability, genetic information, veteran status, or any other characteristic protected under applicable federal or state law in its application and admission processes; educational programs and activities; employment policies, procedures, and processes; and university facilities. The University takes active measures to prevent such conduct and investigates and takes remedial action when appropriate.

UNT is committed to providing a safe learning environment free of all forms of sexual misconduct, including sexual harassment sexual assault, domestic violence, dating violence, and stalking. UNT's Survivor Advocates can assist a student who has been impacted by violence by filing protective orders, completing crime victim's compensation applications, contacting professors for absences related to an assault, working with housing to facilitate a room change where appropriate, and connecting students to other resources available both on and off campus. The Survivor Advocates can be reached at [SurvivorAdvocate@unt.edu](mailto:SurvivorAdvocate@unt.edu) or by calling the Dean of Students Office at 940-565- 2648. Additionally, alleged sexual misconduct can be non-confidentially reported to the Title IX Coordinator at [oeo@unt.edu](mailto:oeo@unt.edu) or at (940) 565 2759.

## **RETENTION OF STUDENT RECORDS**

Student records pertaining to this course are maintained in a secure location by the instructor of record of the course and are kept for at least one calendar year after course completion. Students are encouraged to review the Public Information Policy and the Family Educational Rights and Privacy Act (FERPA) laws and the University's policy. See UNT Policy 10.10, Records Management and Retention for additional information.

## **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>. Any person who believes that a violation of University policy has been committed by a student can go to <https://report.unt.edu> and report the allegation. Students who have read the syllabus up until this point have found the easter egg. To get additional points for reading this far, email your professor by the end of the day on January twenty second with the subject line 'lucky day' and get ten points added to your ending grade.

## **STUDENT SERVICES & ACADEMIC SUPPORT**

### *Mental Health*

UNT provides mental health resources to students to help ensure there are numerous outlets to turn to that wholeheartedly care for and are there for students in need, regardless of the nature of an issue or its severity. Listed below are several resources on campus that can support your academic success and mental well-being:

- [Student Health and Wellness Center](https://studentaffairs.unt.edu/student-health-and-wellness-center) (<https://studentaffairs.unt.edu/student-health-and-wellness-center>)
- [Counseling and Testing Services](https://studentaffairs.unt.edu/counseling-and-testing-services) (<https://studentaffairs.unt.edu/counseling-and-testing-services>)
- [UNT Care Team](https://studentaffairs.unt.edu/care) (<https://studentaffairs.unt.edu/care>)

- [UNT Psychiatric Services](https://studentaffairs.unt.edu/student-health-and-wellness-center/services/psychiatry) (<https://studentaffairs.unt.edu/student-health-and-wellness-center/services/psychiatry>)
- [Individual Counseling](https://studentaffairs.unt.edu/counseling-and-testing-services/services/individual-counseling) (<https://studentaffairs.unt.edu/counseling-and-testing-services/services/individual-counseling>)

*Additional Student Support Services*

- [Registrar](https://registrar.unt.edu/registration) (<https://registrar.unt.edu/registration>)
- [Financial Aid](https://financialaid.unt.edu/) (<https://financialaid.unt.edu/>)
- [Student Legal Services](https://studentaffairs.unt.edu/student-legal-services) (<https://studentaffairs.unt.edu/student-legal-services>)
- [Career Center](https://studentaffairs.unt.edu/career-center) (<https://studentaffairs.unt.edu/career-center>)
- [Multicultural Center](https://edo.unt.edu/multicultural-center) (<https://edo.unt.edu/multicultural-center>)
- [Counseling and Testing Services](https://studentaffairs.unt.edu/counseling-and-testing-services) (<https://studentaffairs.unt.edu/counseling-and-testing-services>)
- [Pride Alliance](https://edo.unt.edu/pridealliance) (<https://edo.unt.edu/pridealliance>)
- [UNT Food Pantry](https://deanofstudents.unt.edu/resources/food-pantry) (<https://deanofstudents.unt.edu/resources/food-pantry>)

*Academic Support Services*

- [Academic Resource Center](https://clear.unt.edu/canvas/student-resources) (<https://clear.unt.edu/canvas/student-resources>)
- [Academic Success Center](https://success.unt.edu/asc) (<https://success.unt.edu/asc>)
- [UNT Libraries](https://library.unt.edu/) (<https://library.unt.edu/>)
- [Writing Lab](http://writingcenter.unt.edu/) (<http://writingcenter.unt.edu/>)



Week	Class Date	Course Content Coverage	Assignments & Due Dates
Week 1	01/16/23	Course Introduction, Expectations, & Overview	No Class on MLK Day
	01/18/23		Academic Integrity Module (in-class) Course Expectations and Overview Quiz
Week 2	01/23/23	Ethical Theory and Application: utilitarian, deontological, feminist, and virtue ethics in the work environment.	
	01/25/23		Weekly Reflective Summary Due by Sunday Chapter 14 Mini-case Quiz
Week 3	01/30/23	Chapter Five: Ethics and Ethical Reasoning	
	02/01/23		Weekly Reflective Summary Due by Sunday Chapter 5 Mini-case Quiz
Week 4	02/06/23	Chapter One: The Corporation and Its Stakeholders	
	02/08/23		Weekly Reflective Summary Due by Sunday Chapter 1 Mini-case Quiz
Week 5	02/13/23	Chapter Two: Managing Public Issues and Stakeholder Relationships	
	02/15/23		Weekly Reflective Summary Due by Sunday Chapter 2 Mini-case Quiz
Week 6	02/20/23		Exam Review Session
	02/23/23		Exam #1
Week 7	02/27/23	Chapter Three: Corporate Social Responsibility and Citizenship	
	03/01/23		Weekly Reflective Summary Due by Sunday Chapter 3 Mini-case Quiz
Week 8	03/06/23	Chapter Four: Business in a Globalized World	
	03/08/23		Weekly Reflective Summary Due by Sunday Chapter 4 Mini-case Quiz Ethical Case Analysis due by 3/12/23
Week 9	03/20/23	Chapter Nine: Sustainable Development and Global Business	
	03/23/23		Weekly Reflective Summary Due by Sunday Chapter 9 Mini-case Quiz
Week 10	03/27/23	Chapter Ten: Managing for Sustainability	
	03/29/23		Weekly Reflective Summary Due by Sunday Chapter 10 Mini-case Quiz
Week 11	04/03/23		Exam Review Session
	04/05/23		Exam #2
Week 12	04/10/23	Chapter Sixteen: Managing a Diverse Workforce	
	04/12/23		CSR Pecha Kuchas Due by 4/12/23
Week 13	04/17/23	Chapter Fifteen: The Employee and the Corporation	
	04/19/23		Weekly Reflective Summary Due by Sunday Chapter 15 Mini-case Quiz
Week 14	04/24/23	Chapter Six: Organizational Ethics	
	04/26/23		Weekly Reflective Summary Due by Sunday Chapter 6 Mini-case Quiz
Week 15	05/01/23	Selected readings from Chapters 18/19 (TBD) on managing public relations and corporate reputation	
	05/03/23		Chapter 18 Mini-case Quiz
Week 16	05/10/23	Exam #3: Covers only materials since last exam – Wednesday at 8:00 a.m.	

Official Due Dates for All Assignments are in Canvas

The Instructor reserves the right to make changes to this syllabus if needed. Notices will be delivered electronically in advance of changes being made.