

University of North Texas
G. Brint Ryan College of Business
MGMT 3880.002 — Business Ethics and Social Responsibility
5 Weeks, Session 1, Summer 2022, Online
Monday, June 6 through Friday, July 8

Instructor: Professor Paula Kincaid, Department of Management
Office: Virtual Office via Zoom
Email: paula.kincaid@unt.edu
Office Hours: Virtual office hours (one-on-one zoom session meetings) will need to be scheduled in advance directly with Professor Kincaid.

Email is the best way to reach me. I will respond to emails, depending on your question(s) or concern(s), within 48 hours. Depending on the complexity of your email, I may require additional time to respond if additional research is needing to be done to assist your issue. **Please put the course number and section in the title of the email.**

Important University Dates for Summer 2021 5W2 Semester:

June 6th – Classes begin.
June 8th – Last day to add a class section.
June 9th – Census date; last day to drop a course and receive FULL refund for the course.
June 22nd – Midpoint of the semester.
June 30th – Last day for students to drop a course (or all courses) for a grade of ‘W’.
July 8th – Last day of the term.
July 8th – Final examination.
July 11th – University grade submission deadline by 4 pm.
August 17th – Grades/Academic standing posted on official transcript.

Course Overview:

This course is a **junior-level, professional-field course**, designed to prepare you for your careers in the corporate world. This course will give students an understanding of the strategic purposes of the firm as both a social and economic entity within society. Additionally, we take a case-based approach so students can apply ethical frameworks and theories to a wide range of business behaviors in encountered in the business world. Specifically, the course is divided into three sections:

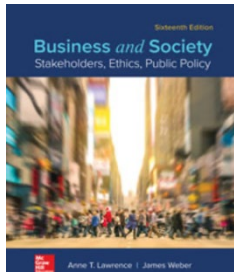
- A. **Ethics and Business Basics (Chapters 1-10).** Students will develop an understanding of the concept of corporate social responsibility or *corporate citizenship*. Social auditing or accountability for reporting a company’s social performance is introduced. Practical management, focusing on four key groups will inform students of the types of stakeholder challenges in the modern work environment. 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.
- B. **Ethics, People, and Corporations (Chapters 11-19).** 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.

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Method of Instruction:

This course will be taught, primarily, online through Canvas. I encourage you to form study groups while maintaining social distancing recommendations with your classmates to exchange ideas within the discussion board area. You can also schedule zoom sessions with your classmates to discuss class-related content. The key to succeeding in this course will center on your ability to be self-directed in your weekly assignments, to learn about new material, and to prepare for upcoming assignments by planning ahead. Our course will be divided into 5 weekly modules where you may complete all assigned tasks for the corresponding week before the weekly due dates emerge. Each new module will open on the Saturday before the week begins, and you will be able to submit assignments as early as Monday.

REQUIRED Textbook:



We will utilize Lawrence and Weber's Business and Society: Stakeholders, Ethics, Public Policy, 16th edition, published by McGraw Hill. Please only purchase this most recent edition with its updated content. The cases covered in the most recent edition are different than older editions... Thus, in order to succeed in this course, you need the newest content.

You can purchase one of the two hard copy versions (bounded or loose-leaf). If there is an e-book version of this book (16th edition) available for purchase, you may purchase that format. The UNT Bookstore offers this textbook where you can rent or buy. You can also purchase or rent the loose-leaf or bounded version directly from the publisher at <https://www.mheducation.com>. For the bounded edition, the **ISBN is 978-1-260-04366-2**. For the loose-leaf edition, the **ISBN is 978-1-260-14049-1**.

PLEASE NOTE: IT IS MANDATORY TO HAVE THIS TEXTBOOK. PLEASE DO NOT EMAIL AND ASK IF YOU CAN GET BY WITHOUT IT. YOU NEED THE TEXTBOOK

Microsoft Office Suite® and Adobe PDF Reader are the official software packages for this class. You are enrolled in a College of Business class therefore, you may obtain a free-of-charge copy at <https://cob.unt.edu/students/microsoft-campus-licensing-agreement>. Do not send any assignments in Pages®, nor Word Perfect®. Additionally, do not link any assignments to Google Docs® or Google Sheets®. You will also need access to a **Windows or Apple compatible PC / Tablet / Smartphone** connected to an electrical source and the Internet. Additional requirements include a screen, web cam, microphone, keyboard, mouse, speakers, printer, and video codec software. Most computers less than five years old have the necessary codec software. Campus access labs are also fully equipped.

Schedule of Instruction:

Week 1: June 6 – June 10

Chapter 2 – Managing Public Issues and Stakeholder Relationships
Chapter 3 – Corporate Social Responsibility and Citizenship

Week 2: June 13 – June 17

Chapter 5 – Ethics and Ethical Reasoning
Chapter 6 – Organizational Ethics

Week 3: June 20 – June 24

Chapter 16 – Managing a Diverse Workforce
Chapter 17 – Business and Its Suppliers

Week 4: June 27 – July 1

Chapter 18 – The Community and the Corporation
Chapter 19 – The Public and Corporate Reputation

Week 5: July 5 – July 8

Case project

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Grading:

Your final grade in this course can be calculated by adding the total points earned. Your grade will be based on effort in the successful completion of the following assignments

Syllabus Quiz	20
Chapter quizzes: 8 quiz scores * 10 points each	80
Exams: 2 exams * 100 points	200
Case Project: 4 cases * 50 points each	200
Total Possible Points:	500

Final grades will be earned for the following levels of performance: (please keep in mind that final grades are earned—thus, **no rounding up**). As the instructor, I reserve the right to curve exams graded, if deemed appropriate after analyzing the results. Grades will be posted on Canvas.

Total Points and Grade

450-500 ...	A
400-449.99 ...	B
350-399.99 ...	C
300-349.99 ...	D
< 300 ...	F

ABOUT THE GRADED COMPONENTS

*Sharing questions and/or answers with other students, taking pictures of examination questions, and/or writing down-copying-pasting the questions, **will be considered unethical and will result in a letter grade of an F**. Posting any class materials to the internet, or distributing the class materials among future/current/previous students will also result in a letter grade of an F. **These policies apply to ANY and ALL assignments, assessments, discussions, quizzes, and examinations**. In addition, I will report your unethical academic behavior to the appropriate offices on campus. **I will not be lenient on this issue.**

Exams: The three exams follow the organization of our textbook (excluding chapters 11 and 12). Each exam will cover material from the chapter reading. Exams will be in the form of multiple-choice and true/false and you will be given roughly 60 seconds to complete each question. You will not be able to skip forward or backwards in the exam. You must answer them in order (example: #1, #2, #3.... #40) and you will NOT be permitted to go back and change any answers. To relieve some of the anxiety that students often feel about examinations, I am allowing exams to be open book and open note BUT they must be taken individually. **Please note** – 60 seconds is not sufficient time to find an answer in the book, or shuffle through a lot of notes, and submit your answer for each question. You must have a good understanding of the material in order to have enough time to get through the entire exam at a swift pace. I will submit your grades once the testing window has closed and you will then be able to see what answers you missed. **HINT, HINT – NUDGE, NUDGE: To succeed on the examinations, make sure you understand each chapter's objectives.**

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PART 1, Exam 1: Ethics and Business Basics

Chapter 2 – Managing Public Issues and Stakeholder Relationships
Chapter 3 – Corporate Social Responsibility and Citizenship
Chapter 5 – Ethics and Ethical Reasoning
Chapter 6 – Organizational Ethics

Part 2, Exam 2: The People Involved with Corporations

Chapter 16 – Managing a Diverse Workforce
Chapter 17 – Business and Its Suppliers
Chapter 18 – The Community and the Corporation
Chapter 19 – The Public and Corporate Reputation

Quizzes: There will be 8 total weekly quizzes, one for each chapter discussed throughout the semester.

Each quiz must be completed by Friday 11:59 PM for each given week. The purpose of the quizzes is to ensure you keep up with your weekly readings from the textbook chapters and the associated weekly case that are discussed. Normally, you will have two case quizzes a week. Each case quiz will contain 3 questions and you will not have 5 minutes to complete the quiz once it is opened. **Please note, you will be able to, and are expected to, read the case before starting the quiz** Questions will be multiple choice. Quizzes must be taken individually. In other words, you may not work with other students on quizzes.

Individual Case Project: The purpose of the individual case project is to facilitate and apply an understanding of the key concepts, terms, and objectives that you have learned as a whole from this course. Additionally, this will allow you to stay up-to-date with real business cases that have occurred in recent history. This could be valuable information to know when you are applying for managerial positions on the job market because ethical decision making is becoming a top concern for organizations.

You must choose **FOUR** of the end-of-book cases, thoroughly read through them, and answers the associated discussion-type questions for each case. I will provide a downloadable word document that you may use as a template to answer the associated questions. Each case will be worth 50 points each (200 points total). Please remember, I have the right to run each submitted project through Turn-It-In if I suspect plagiarism has occurred. You will have the last week of class to devote time into completing this project, but you may choose to work on this in earlier weeks of the summer semester and submit it early if you prefer.

OTHER IMPORTANT TOPICS:

Technical issues with CANVAS: The University is committed to providing a reliable online course system to all users. However, in the event of any unexpected server outage or any unusual technical difficulty which prevents students from completing a time sensitive assessment activity, the instructor will extend the time windows and provide an appropriate accommodation based on the situation. **Please immediately report all Canvas problems to the 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 make a determination on how to resolve the technical issue based on their advice, University policy, applicable law, and my experience. **Please note that no access to the internet or any problems with your internet connection is NOT a technical issue.**

Eagle connect accounts: All students should activate and regularly check their EagleConnect (e-mail) account. EagleConnect is used for official communication from the University to students and this will be the account I contact you at since we are NOT using messages in Canvas. For information about EagleConnect, including how to activate an account and how to have EagleConnect forwarded to another e-mail address, visit <https://eagleconnect.unt.edu/>

Dropping the Course: I usually advise against dropping a course. If you decide it is necessary to drop the course, please speak with me first, **meet with an advisor** and adhere to the Academic Calendar on the

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Registrar's website <http://www.unt.edu/catalog/>.

Course Evaluations: This semester, the Department of Management will encourage you to complete an online evaluation (SPOT). The evaluation is 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 your time to complete the evaluations which will be administered towards the end of the semester. I will utilize your valuable feedback to improve my effectiveness in teaching future classes.

Scholastics Dishonesty Policy: The UNT Code of Student Conduct and Discipline provides penalties for misconduct by students, including academic dishonesty. Academic dishonesty includes cheating and plagiarism. The term "cheating" includes, but is not limited to, (1) use of any unauthorized assistance in taking quizzes or examinations and (2) the acquisition, without permission, of tests or other academic material belonging to a faculty member or staff of the university. The term "plagiarism" includes, but is not limited to, the use, by paragraph or direct quotation, of the published or unpublished work of another person without full and clear acknowledgment. It also includes the unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials. (Source: Code of Conduct and Discipline at the University of North Texas.)

The incident will be reported to the UNT Office of the Provost and the investigation will follow the outlined "Academic Integrity Process" as referenced at <http://www.vpaa.unt.edu/academic-integrity.htm>. If you have engaged in academic dishonesty related to this class, you will receive a failing grade on the test or assignment and a failing grade in the course. This policy is intended to protect the honest student from unfair competition with unscrupulous individuals who might attempt to gain an advantage through cheating.

Acceptable Student Behavior: Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Dean of Students to consider whether the student's conduct violated the Code of Student Conduct. The university's expectations for student conduct apply to all instructional forums, including university and electronic classrooms, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at <https://deanofstudents.unt.edu/conduct>

Office of Disability Access: The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking reasonable accommodation must first register with the Office of Disability Access (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with a reasonable accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course.

You may request reasonable accommodations at any time; however, ODA notices of reasonable accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of reasonable accommodation for every semester and must meet with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of reasonable accommodation via email attachment, during faculty office hours, or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information, refer to the Office of Disability Access website at <https://disability.unt.edu>. You may also contact ODA by phone at (940) 565-4323.

MGMT 3880.001 – Business Ethics and Social Responsibility**Summer 2022 Course Schedule**

Week (Module of Focus)	Date	Weekly Tasks	Deliverables	Points Possible (500 total)
1 Chapter 2 Chapter 3	Monday (06/06) to Friday (06/10)	<ul style="list-style-type: none"> ○ Review Chapter 2 Module ○ Read Chapter 2 ○ Review Chapter 3 Module ○ Read Chapter 3 ○ Complete Deliverables 	<ul style="list-style-type: none"> ○ Syllabus Quiz ○ Chapter 2 Quiz ○ Chapter 3 Quiz 	<ul style="list-style-type: none"> - 20 points - 10 points - 10 points
2 Chapter 5 Chapter 6	Monday (06/13) to Friday (06/17)	<ul style="list-style-type: none"> ○ Review Chapter 5 Module ○ Read Chapter 5 ○ Review Chapter 6 Module ○ Read Chapter 6 ○ Complete Deliverables 	<ul style="list-style-type: none"> ○ Chapter 5 Quiz ○ Chapter 6 Quiz ○ Exam 1 (Chapters 2,3,5,6) 	<ul style="list-style-type: none"> - 10 points - 10 points - 100 points
3 Chapter 16 Chapter 17	Monday (06/20) to Friday (06/24)	<ul style="list-style-type: none"> ○ Review Chapter 16 Module ○ Read Chapter 16 ○ Review Chapter 17 Module ○ Read Chapter 17 ○ Complete Deliverables 	<ul style="list-style-type: none"> ○ Chapter 16 Quiz ○ Chapter 17 Quiz 	<ul style="list-style-type: none"> - 10 points - 10 points
4 Chapter 18 Chapter 19	Monday (06/27) to Friday (07/01)	<ul style="list-style-type: none"> ○ Review Chapter 18 Module ○ Read Chapter 18 ○ Review Chapter 19 Module ○ Read Chapter 19 ○ Complete Deliverables 	<ul style="list-style-type: none"> ○ Chapter 18 Quiz ○ Chapter 19 Quiz ○ Exam 2 (Chapters 16,17,18,19) 	<ul style="list-style-type: none"> - 10 points - 10 points - 100 points
5 Individual case project	Tuesday (07/05) to Friday (07/08)	<ul style="list-style-type: none"> ○ Select 4 cases ○ Read each case and answer associated questions ○ Complete Deliverables 	<ul style="list-style-type: none"> ○ Case project containing your 4 chosen cases 	<ul style="list-style-type: none"> - 200 points

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