

University of North Texas
G. Brint Ryan College of Business
MGMT 3880.001 — Business Ethics and Social Responsibility
16 Weeks, Spring 2022, Online
Tuesday, January 18th through Friday, May 13th

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.
No office hours during finals week

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.** Also, please remember that I can only communicate with you via your UNT affiliated email address (no personal email addresses such as gmail, yahoo, etc.).

Important University Dates for Spring 2021 Semester:

January 18th – Classes begin.
January 21st – Last day to add a class section.
January 31st – Census date; last day to drop a course and receive FULL refund for the course.
March 11th – Midpoint of the semester.
April 8th – Last day for students to drop a course (or all courses) for a grade of ‘W’.
May 4th – Pre-finals day.
May 5th – Pre-finals day.
May 6th – Reading day; NO CLASSES.
May 7th- 13th – Final examinations week.
May 16th – University grade submission by 4 pm.
May 18th – Grades/Academic standing posted on official transcript by 6 pm.

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. **Business Basics (Chapters 1-4).** 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 can include:

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- a) The ability to present an argument for the strategic advantages of good corporate citizenship.
 - b) The ability to social audit, otherwise known as evaluating a company's performance in relation to stakeholder responsiveness and management.
 - c) The ability to recognize the need for change in corporate citizenship strategies and the profile of a firm with a progressive approach.
 - d) The ability to identify the influence of an issue/policy/ program/decision on each of a firm's key stakeholder groups
- B. Ethics, Politics, and Sustainability (Chapters 5-10).** 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 can include:
- a) The ability to identify an organization's stakeholders.
 - b) The ability to recognize and present alternatives to ethical conflicts in the workplace.
 - c) The ability to present an argument for the strategic advantages of good business ethics.
 - d) The ability to recognize a well-developed corporate ethics program.
 - e) The ability to recognize and analyze current events in the business world related to ethics.
- C. The People Involved with 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. Objectives for this section can include:
- a) The ability to identify the influence of an issue/policy/program/decision on each of a firm's key stakeholder groups.
 - b) Recognition of the importance of business/government relations.
 - c) The ability to understand a public or social issue and the influence it can have on a firm's reputation and operations.
 - d) The ability to recognize and respond to issues that are important to various stakeholder groups, including consumers, employees, and the community.
 - e) The ability to identify strategies for managing issues or crises, including media relations.
 - f) The ability to understand current complex public issues like environmental affairs.

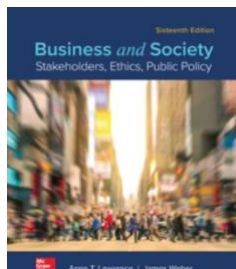
Method of Instruction:

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, interacting and learning new ideas, experiences, and perspectives from your

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classmates and instructor, and being prepared for upcoming assignments by planning ahead. Our course will be divided into 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.

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:

Introduction Activities: 2 quizzes, survey, and discussion	40
Weekly Case Quizzes: 17 quiz scores * 15 points each	255
Exam 1: (Chapters 1-4): 25 questions * 5 points each	125
Exam 2: (Chapters 5-10): 36 questions * 5 points each	180
Exam 3: (Chapters 13-19): 40 questions * 5 points each	200
Individual Case Project: 4 end-of-book cases * 50 points each	200
Total Possible Points:	1000

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

900-1000 ...	A
800-899.99 ...	B
700-799.99 ...	C
600-699.99 ...	D
< 599.99 ...	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

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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.**

PART 1, Exam 1: Business Basics

Chapter 1 – The Corporation and Its Stakeholders

Chapter 2 – Managing Public Issues and Stakeholder Relationships

Chapter 3 – Corporate Social Responsibility and Citizenship

Chapter 4 – Business in a Globalized World

PART 2, Exam 2: Ethics, Politics, and Sustainability

Chapter 5 – Ethics and Ethical Reasoning

Chapter 6 – Organizational Ethics

Chapter 7 – Business Government Relations

Chapter 8 – Influencing the Political Environment

Chapter 9 – Sustainable Development and Global Business

Chapter 10 – Managing for Sustainability

Part 3, Exam 3: The People Involved with Corporations

Chapter 13 – Shareholder Rights and Corporate Governance

Chapter 14 – Consumer Protection

Chapter 15 – Employees and the Corporation

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 17 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 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*

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*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 2-3 weeks of class to devote time into completing this project, but you may choose to work on this throughout the 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 Registrar's website <http://www.unt.edu/catalog/>. Please note that **Friday, April 2nd** is the last day to withdraw (drop all classes) where grades of W will be assigned.

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

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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. Further into the semester, I will send out a feedback form for you to fill out to help me understand how I can improve my teaching for the remainder of the semester. I will do my best to make enhancements.

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

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COVID-19 AND FACE COVERINGS POLICY & CLASS ATTENDANCE:

While attendance is not applicable to our class, it is important for all of us to be mindful of the health and safety of everyone in our community, especially given concerns about COVID-19. If you do decide to go on campus, please remember to wash your hands frequently, carry hand sanitizer if at all possible, and maintain a safe distance from others. If you are experiencing any [symptoms of COVID-19](https://www.cdc.gov/coronavirus/2019-ncov/symptoms-testing/symptoms.html) (<https://www.cdc.gov/coronavirus/2019-ncov/symptoms-testing/symptoms.html>) please seek medical attention from the Student Health and Wellness Center (940-565-2333 or askSHWC@unt.edu) or your health care provider PRIOR to coming to campus. UNT also requires you to contact the UNT COVID Hotline at 844-366-5892 or COVID@unt.edu for guidance on actions to take due to symptoms, pending or positive test results, or potential exposure. While going to campus may be an important part to succeed in your educational pursuits, your own health, and those of others in the community, is more important. Stay safe and stay healthy.

Face coverings are required in all UNT facilities. Students are expected to wear face coverings on campus and for all face-to-face classes. If you are unable to wear a face covering due to a disability, please contact the Office of Disability Access to request an accommodation. UNT face covering requirements are subject to change due to community health guidelines. Any changes will be communicated via UNT administration.

EMERGENCY EVACUATION PROCEDURES FOR BUSINESS LEADERSHIP BUILDING:

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.

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

Week (Module of Focus)	Date	Weekly Tasks	Deliverables	Points Possible (1000 total)
1 (Start Here and Introduction)	Monday (01/18) to Friday (01/21)	<ul style="list-style-type: none"> ○ Purchase/Rent textbook ○ Review Introduction Module ○ Read Syllabus ○ Complete Deliverables 	<ul style="list-style-type: none"> ○ Ethics Statement Quiz ○ Student Information Survey ○ Syllabus Quiz ○ Make initial post in “Student Introduction” Discussion ○ Respond to at least 2 classmates’ posts 	<ul style="list-style-type: none"> - 2 points - 8 points - 10 points - 10 points - 10 points (5 points for each response)
2 Chapter 1 Chapter 2	Monday (01/24) to Friday (01/28)	<ul style="list-style-type: none"> ○ Read Chapter 1 ○ Read Chapter 2 ○ Complete Deliverables 	<ul style="list-style-type: none"> ○ Chapter 1 Case Quiz ○ Chapter 2 Case Quiz 	<ul style="list-style-type: none"> - 15 points - 15 points
3 Chapter 3 Chapter 4	Monday (01/31) to Friday (02/04)	<ul style="list-style-type: none"> ○ Read Chapter 3 ○ Read Chapter 4 ○ Complete Deliverables 	<ul style="list-style-type: none"> ○ Chapter 3 Case Quiz ○ Chapter 4 Case Quiz 	<ul style="list-style-type: none"> - 15 points - 15 points
4	Monday (02/07) to Friday (02/11)	<ul style="list-style-type: none"> ○ Complete Deliverables 	<ul style="list-style-type: none"> ○ Exam #1 (Chapters 1-4) OPENS Tuesday 02/08 @ 8:00AM CLOSES: Wednesday 02/09 @ 11:59 PM 	<ul style="list-style-type: none"> - 125 points
5 Chapter 5 Chapter 6	Monday (02/14) to Friday (02/18)	<ul style="list-style-type: none"> ○ Read Chapter 5 ○ Read Chapter 6 ○ Complete Deliverables 	<ul style="list-style-type: none"> ○ Chapter 5 Case Quiz ○ Chapter 6 Case Quiz 	<ul style="list-style-type: none"> - 15 points - 15 points
6 Chapter 7 Chapter 8	Monday (02/21) to Friday (02/25)	<ul style="list-style-type: none"> ○ Read Chapter 7 ○ Read Chapter 8 ○ Complete Deliverables 	<ul style="list-style-type: none"> ○ Chapter 7 Case Quiz ○ Chapter 8 Case Quiz 	<ul style="list-style-type: none"> - 15 points - 15 points

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7 Chapter 9 Chapter 10	Monday (02/28) to Friday (03/04)	<ul style="list-style-type: none"> ○ Read Chapter 9 ○ Read Chapter 10 ○ Complete Deliverables 	<ul style="list-style-type: none"> ○ Chapter 9 Case Quiz ○ Chapter 10 Case Quiz 	- 15 points - 15 points
8	Monday (03/07) to Friday (03/11)	<ul style="list-style-type: none"> ○ Complete Deliverables 	<ul style="list-style-type: none"> ○ Exam #2 (Chapters 5-10) OPENS Tuesday 03/08 @ 8:00AM CLOSES: Wednesday 03/09 @ 11:59 PM 	- 180 points
9	Monday (03/14) to Friday (03/18)	<ul style="list-style-type: none"> ○ Spring Break ○ Reward Yourself ○ Relax 		
10 Chapter 13 Chapter 14	Monday (03/21) to Friday (03/25)	<ul style="list-style-type: none"> ○ Read Chapter 13 ○ Read Chapter 14 ○ Complete Deliverables 	<ul style="list-style-type: none"> ○ Chapter 13 Case Quiz ○ Chapter 14 Case Quiz 	- 15 points - 15 points
11 Chapter 15 Chapter 16	Monday (03/28) to Friday (04/01)	<ul style="list-style-type: none"> ○ Read Chapter 15 ○ Read Chapter 16 ○ Complete Deliverables 	<ul style="list-style-type: none"> ○ Chapter 15 Case Quiz ○ Chapter 16 Case Quiz 	- 15 points - 15 points
12 Chapter 17 Chapter 18 Chapter 19	Monday (04/04) to Friday (04/08)	<ul style="list-style-type: none"> ○ Read Chapter 17 ○ Read Chapter 18 ○ Read Chapter 19 ○ Complete Deliverables 	<ul style="list-style-type: none"> ○ Chapter 17 Case Quiz ○ Chapter 18 Case Quiz ○ Chapter 19 Case Quiz 	- 15 points - 15 points - 15 points
13	Monday (04/11) to Friday (04/15)	<ul style="list-style-type: none"> ○ Complete Deliverables ○ *Pick 4 Cases for Individual Project 	<ul style="list-style-type: none"> ○ Exam #3 (Chapters 13-19) OPENS Tuesday 04/12 @ 8:00AM CLOSES: Wednesday 04/13 @ 11:59 PM 	- 200 points

14	Monday (04/18) to Friday (04/22)	<ul style="list-style-type: none"> ○ *Complete <u>first</u> case for individual case project ○ *Complete <u>second</u> case for individual case project 		
15	Monday (04/25) to Friday (04/29)	<ul style="list-style-type: none"> ○ *Complete <u>third</u> case for individual case project ○ *Complete <u>fourth</u> case for individual case project 		
16	Monday (05/02) to Friday (05/06)	<ul style="list-style-type: none"> ○ *Review your individual case project ○ Complete Deliverables 	*Submit individual case project (contains four cases total)	- 200 points (50 points per case)
17	Monday (05/09) to Friday (05/13)	<ul style="list-style-type: none"> ○ Relax ○ Focus on your other courses ○ Congrats! 		

***You do not have to wait until Week 13 to start working on your individual case project. You may submit the individual case project as early as you wish (and possibly finish the class up to a month early).**

The sooner you submit your project, the sooner I can upload the grade for your individual project. You may wait until the last minute to submit your project, though, if you need to. Please keep in mind: If everyone waits until Week 16 to submit their individual case projects, I will be grading all projects during Week 17 (which will be a timely task) so you may not be able to see your grades before Canvas closes and final grades are submitted.