

Business Ethics and Social Responsibility
MGMT 3880.001
Spring 2016
Tuesday/Thursday 9:30 am-10:50 am

INSTRUCTOR: Dr. Tracy L. Dietz

OFFICE: BLB 290F

PHONE: 940-565-3534 (UNT office)

E-MAIL: tracy.dietz@unt.edu

STUDENT

CONFERENCE HOURS: 9:30-11:30 MW or by appointment.

REQUIRED TEXT:

Lawrence, A. T., Weber, J. 2014. 14th ed. *Business and Society: Stakeholders, Ethics, Public Policy*. New York: McGraw-Hill.

COURSE OVERVIEW:

This course will give students an understanding of the strategic purposes of the firm as both an economic and social entity within society. The course is divided into three sections, Business Ethics, Corporate Social Responsibility, and Stakeholder Management In-Depth. A case-based approach is used which applies ethical frameworks and theory to a wide range of business behaviors in the real world.

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 analysis 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, in addition to financial performance, is introduced. Practical management, focusing on four key groups will enlighten students to 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” or evaluate 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 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, its 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 an issue and/or crises, including media relations.
6. The ability to understand current complex public issues like environmental affairs.

COURSE INTERNET “FAVORITES”

The field of business ethics and corporate social responsibility is a dynamic and rapidly changing area of management. “Internet Favorites” are included in the lessons on Blackboard Learn. 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.

COURSE ORGANIZATION:

This course will utilize a combination of face-to-face meetings and online content that is available through Blackboard Learn. It is the student’s responsibility to access online materials and complete course requirements as assigned in the course schedule provided in the syllabus.

To get started on the Blackboard Learn site, link to the following URL: <https://learn.unt.edu/>. This will take you to the login page where you will type in your EUID and password. General information about Blackboard Learn is available through the “Student Resources” link on the Blackboard Learning system home page.

Internet access is required for this class. General information about Blackboard Learn is available through the “Student Resources” link on the Blackboard Learning system home page. Be sure to check your Browser settings in accordance with the Blackboard requirements or you may encounter technical problems with this course. Furthermore, it is best to use Mozilla Firefox, Chrome, or Safari. **DO NOT USE INTERNET EXPLORER. IN ADDITION, BE SURE YOU ENABLE POP-UPS AND CLEAR YOUR CACHE WHEN TAKING QUIZZES.** If you do not have Internet access at home, labs are available on campus.

BE SURE THAT YOU ARE USING A RELIABLE COMPUTER AND INTERNET CONNECTION! FURTHERMORE, DO NOT TAKE QUIZZES USING A WIRELESS CONNECTION. IT IS ALSO BEST NOT TO WAIT UNTIL THE LAST MINUTE TO COMPLETE AN EXAM OR AN ASSIGNMENT.

Please note that your instructor is not equipped to deal with any technical problems students may have with the Blackboard Learn system. If you experience technical problems, students must first contact the Help Desk at 940-565-2324 or helpdesk@unt.edu. To visit in person, the Help Desk is located in Sage Hall, Room 130. Individual problems that are not system-wide will not be considered in granting make-up work.

COURSE REQUIREMENTS:

Quizzes

There will be quizzes on the major cases and the mini-cases assigned during the semester. Major cases are 6-10 pages in length and are found in the back of the textbook. Mini-cases are 1-3 pages in length and are at the end of each chapter. Students are encouraged to read, analyze, and prepare the discussion questions with each case prior to taking each quiz.

All quizzes will be given online on Blackboard. Quizzes will open at 8:00 a.m. on the day assigned and will remain open for 6 days, with the exception of the syllabus quiz. They will close at 11:30 p.m. on the last day. **MAKE-UP QUIZZES ARE NOT GIVEN FOR MAJOR OR MINI-CASE QUIZZES FOR ANY REASON. THERE ARE NO EXCEPTIONS.** Ten mini-case quizzes will be given throughout the semester, including a quiz over the syllabus. The lowest two grades will be dropped. Three major case quizzes will be given and one grade will be dropped. Thus, one major and two mini-case quizzes can be missed with no penalty as those grades will be dropped before grades are calculated.

Attendance Points

Attendance is an important for successful course performance. Attendance points will be earned through end-of-class questions assigned randomly throughout the semester. Students who are in class on those days and answer the question assigned for the day will receive 2 points per question. Twenty points are included in your grade (see grading summary below). Please note that ALL points accumulated are considered at the end of the semester when calculating final grades. If you choose not to attend class, you will not receive the benefit of any extra points accrued over and above 20 points during the semester. **THE ONLY WAY TO EARN EXTRA CREDIT POINTS IS THROUGH REGULAR ATTENDANCE. IF YOU ARE COUNTING ON A GRADE TO GRADUATE THIS SEMESTER, YOUR BEST STRATEGY IS TO ATTEND CLASS TO EARN AS MANY POINTS AS POSSIBLE! THERE IS NO OTHER WAY TO EARN EXTRA POINTS. NO EXCEPTIONS!**

If you miss a class, you are responsible for material covered in class (not in the book or any assigned material) that may appear on the exams.

Exams

There will be four exams scheduled during the semester. The final exam (Exam #4) is not comprehensive. All material covered in class, assigned textbook readings, Internet Favorites, and videos are covered on the exams. Handouts provided of the Power Point presentations provide student guides for test preparation. Use them as a guide for reading and studying the textbook material. **THE HANDOUTS DO NOT SUBSTITUTE FOR READING AND STUDYING THE TEXTBOOK. YOU WILL NOT DO WELL ON THE EXAMS IF YOU DO NOT READ THE BOOK!**

Grade adjustments on exams are based a statistical analysis of each question. Each exam question will be reviewed for evidence that a question or answer is unclear or there is a statistical pattern of the same missed questions with the same wrong answers. The students' scores will be adjusted automatically if the instructor decides there is evidence to support doing so.

ALL EXAMS ARE MANDATORY. STUDENTS MAY NOT DROP AN EXAM. MAKE-UP EXAMS WILL BE GIVEN TO STUDENTS WHO PROVIDE ACCEPTABLE PROOF THAT THE ABSENCE IS EXCUSED. IT IS THE STUDENT'S RESPONSIBILITY TO NOTIFY ME BEFORE AN EXAM IN ORDER TO RECEIVE AN EXCUSED ABSENCE. I MAY BE CONTACTED BY PHONE, E-MAIL, OR IN PERSON. STUDENTS WHO FAIL TO PROVIDE ACCEPTABLE DOCUMENTATION REGARDING THE REASON FOR THE ABSENCE WITHIN 3 DAYS AFTER AN EXAM WILL NOT BE GIVEN A MAKE-UP EXAM.

Group Summary

Students will be divided into small groups and asked to develop a summary and assessment of notable ethics violations in business. This summary will require the group to provide a brief history of the violation, identify or suggest the cause and/or circumstances that led to the

violation as well as any breakdowns that might have allowed it to happen, and identify what might have been done to prevent it. You will have one class period in which you will be allowed to meet together for the entire period with the location being at the group's discretion.

Grading:

Major Case Quizzes (2 @ 25 points each – out of 3 total)	50 points
Mini-Case Quizzes (8 @ 10 points each – out of 9 total)	80 points
Group Write-up of Ethics Violation	50 points
Daily Attendance Points	20 points
Exam #1	100 points
Exam #2	100 points
Exam #3	100 points
Final Exam	100 points
Total Points	600 points

A = 540 or more points

B = 480 – 539 points

C = 420 – 479 points

D = 360 – 419 points

Anything less than 360 = F.

POLICY FOR STUDENTS WITH DISABILITIES:

The University of North Texas 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 you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time, however, ODA notices of 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 accommodation for every semester and must meet with each faculty member prior to implementation in each class. For additional information see the Office of Disability Accommodation website at <http://www.unt.edu/oda>. You may also contact them by phone at 940.565.4323.

Special Note about Blackboard Learn. Blackboard Learn is committed to making certain that online courses are open and accessible to people with disabilities. As a result, Blackboard Learn complies with Section 508 of the United States Rehabilitation Act of 1973, enabling people with disabilities and those using assistive technologies, such as screen readers, to fully use the software.

SCHOLASTIC CODE OF CONDUCT:

Below is the link to the UNT Policy on Academic Integrity that governs student standards on academic integrity and issues related to academic dishonesty:

https://policy.unt.edu/sites/default/files/untpolicy/pdf/7-Student_Affairs-Academic_Integrity.pdf

Violation for any noncompliance with university policy will be strictly enforced.

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 Center for Student Rights and Responsibilities 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 classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at www.unt.edu/csrr.

STUDENT EVALUATIONS

Students will be asked to assess the course and instructor near the end of the semester using an online tool. When you receive notification that the student evaluation site is open, please complete the survey.

IMPORTANT SEMESTER DEADLINES

Friday, February 26th Last day to drop with an automatic W.

Tuesday, April 5th Last day to drop with consent of instructor with either a W or a WF.

Friday, April 22nd Last day to withdraw from all courses for the semester.

TENTATIVE CLASS SCHEDULE Spring 2016

The following is a tentative class schedule. The instructor reserves the right to alter this schedule as circumstances may dictate. All changes will be announced in class. **STUDENTS WHO ARE ABSENT FROM CLASS ARE RESPONSIBLE FOR OBTAINING THIS INFORMATION.**

Date	Topics	Assignment
Jan. 19	Course Introduction Syllabus Review Part I: Ethical Issues in Business Ethics and Ethical Reasoning	<i>Syllabus Quiz (Mini-Quiz #1):</i> Available online from 8:00 a.m. 1/19 to 11:30 p.m. 1/20. Read Chapter 4
Jan. 21	Ethics and Ethical Reasoning	Chapter 4 Read and prepare: <i>Chiquita Brands: Ethical Responsibility</i>, pp. 88-89. Mini-Case Quiz #2 Available online from 8:00 a.m. 1/21 to 11:30 p.m. 1/27. Video: <i>Ethics in Corporate America: A Crisis of Credibility</i>
Jan. 26	Ethics and Ethical Reasoning (continued)	Chapter 4
Jan. 28	Organizational Ethics and the Law	Read Chapter 5 Read and prepare: <i>Alcoa's Core Values in Practice</i> mini-case, pp. 111-113. Mini-case Quiz #3 Available online from 8:00 a.m. 1/28 to 11:30 p.m. 2/3
Feb. 2	Part II: Corporate Social Responsibility The Corporation and Its Stakeholders	Read Chapter 1 Read and prepare:

		<i>A Brawl in Mickey's Backyard</i> mini-case, pp. 22-23. Mini-case Quiz #4 Available online from 8:00 a.m. 2/2 to 11:30 p.m. 2/8.
Feb. 4	Managing Public Issues and Stakeholder Relationships	Read Chapter 2
Feb. 9	Corporate Social Responsibility	Read Chapter 3 Read and Prepare: <i>Timberland's Model of</i> <i>Corporate Social Responsibility,</i> pp. 65-67. Mini-case Quiz #5 Available online from 8:00 a.m. 2/9 to 11:30 p.m. 2/15. Video: <i>Doing Well and Doing</i> <i>Good: Corporate Social</i> <i>Responsibility as a Profit</i> <i>Generator</i>
Feb. 11	Corporate Social Responsibility	Chapter 3 <i>2014 Best 100 Corporate</i> <i>Citizens</i>
Feb. 16	Exam #1	Chapters 1, 2, 3, 4, 5 Assigned Videos, Internet Favorites, <i>2014 Best Corporate</i> <i>Citizens</i>
Feb. 18	The Challenges of Globalization	Read Chapter 6 Video: <i>Globalization Is Good</i>
Feb. 23	The Challenges of Globalization (continued)	Chapter 6 Read and Prepare: <i>The Carlson Company and</i> <i>Protecting Children in the</i> <i>Global Tourism Industry,</i> pp. 458- 466.

		Major Case Quiz #1 Available online from 8:00 a.m. 2/23 to 11:30 p.m.2/29
Feb. 25	Global Corporate Citizenship	Read Chapter 7
March 1	Part 3: Stakeholder Management In-Depth Business Government Relations	Read Chapter 8 Read and Prepare: <i>Derivative Losses at JPMorgan Chase</i> , pp. 180 - 182. Mini-Case Quiz #6 Available online from 8:00 a.m.3/1 to 11:30 p.m. 3/7.
March 3	Influencing the Political Environment	Read Chapter 9 Read and Prepare: <i>Stop Online Piracy Act – A Battle between Old and New Media</i> , pp. 207-208. Mini-Case Quiz #7 Available online from 8:00 a.m. 3/3 to 11:30 p.m. 3/9.
March 8	Exam #2	Chapters 6, 7, 8, 9 Assigned Videos, Internet Favorites
March 10	Stockholders and Corporate Governance	Read Chapter 14 Read and Prepare: <i>Citigroup Shareholders</i> , pp. 330-331. Mini-Case Quiz #8 Available online from 8:00 a.m. 3/10 to 11:30 p.m. 3/16.
March 14-18	Spring Break	
March 22	Group Assessment of Ethical Violations Examples	Spend time with your group to analyze and write based upon the instructions provided; Due

		April 12
March 24	Stockholders and Corporate Governance	Chapter 14 Read and Prepare: <i>Citigroup Shareholders</i>, pp. 330-331. Mini-Case Quiz #8 Available online from 8:00 a.m. 3/24 to 11:30 p.m. 3/30.
March 29	Stockholders and Corporate Governance	Chapter 14
March 31	Consumer Protection	Read Chapter 15 Read and prepare <i>Mattel and Toy Safety</i>, Major Case, pp. 531-540. Major Case Quiz #2 Available online from 8:00 a.m. 3/31 to 11:30 p.m. 3/6.
April 5	Consumer Protection (continued)	Chapter 15 Video: <i>In Debt We Trust</i>
April 7	The Natural Environment and Business	Read Chapters 10 & 11
April 12	The Natural Environment and Business (continued)	Chapters 10 & 11 Video: <i>The Story of Stuff</i> Read and Prepare <i>Kimpton Hotels' Earthcare Program</i>, pp. 503-510. Major Case Quiz #3 Available online from 8:00 a.m. 4/12 to 11:30 p.m. 4/18.
April 14	Exam #3	Chapters 10, 11, 14, 15 Assigned Videos and Internet Favorites
April 19	Technology: A Global Economic-Social Force Managing Technological Challenges	Read Chapter 12 Read Chapter 13 (pages 285-297) Read and Prepare:

		Mini-Case Quiz #9 <i>Cardholders' Information at Citigroup Hacked</i> , pp. 305-306. Available online from 8:00 a.m. 4/19 to 11:30 p.m. 4/25
April 21	The Community and the Corporation	Read Chapter 18
April 26	Employees and the Corporation	Read Chapter 16 Read and Prepare: Mini-Case Quiz #10 <i>No Smoking Allowed – On the Job or Off</i> , pp. 376-377. Available online from 8:00 a.m. 4/26 to 11:30 p.m. 5/2.
April 28	Employees and the Corporation	Read Chapter 16 Video: <i>Can You Afford to Retire?</i>
May 3	Employees and the Corporation	Chapter 16
May 5	Managing Public Relations	Managing Public Relations
May 12	Final Exam Section 001 – Thursday May 12 – 8:00-10:00	Chapters 12/13, 16, 18, 19, Assigned Videos and Internet Favorites

A syllabus is similar to an employee handbook or policy manual that many employers give to new employees during their orientation. A common part of these handbooks is a "sign-off" statement in which the employee states that s/he understands and agrees to follow the employer's policies.

Similarly, the following statement acknowledges that you have received and read a copy of the syllabus for MGMT 3880 Business Ethics and Social Responsibility, for the Spring 2015 semester, and that you understand its contents. Please sign and return this document to your instructor by Monday, February 2, 2015.

I have read, understand, and have in my possession a copy of the syllabus for MGMT 3880. I understand the requirements of this course as outlined in the syllabus, and I agree to abide by the policies contained in this document.

Print Name: _____

Student Signature

Date

UNT College of Business Student Ethics Statement

As a student of the UNT College of Business, I will abide by all applicable policies of the University of North Texas, including the Student Standards of Academic Integrity, the Code of Student Conduct and Discipline and the Computer Use Policy. I understand that I am responsible reviewing the policies as provided by link below before participating in this course. I understand that I may be sanctioned for violations of any of these policies in accordance with procedures as defined in each policy.

I will not engage in any acts of academic dishonesty as defined in the Student Standards of Academic Integrity, including but not limited to using another's thoughts or words without proper attribution (plagiarism) or using works in violation of copyright laws. I agree that all assignments I submit to the instructor and all tests I take shall be performed solely by me, except where my instructor requires participation in a group project in which case I will abide by the specific directives of the instructor regarding group participation.

While engaged in on-line coursework, I will respect the privacy of other students taking online courses and the integrity of the computer systems and other users' data. I will comply with the copyright protection of licensed computer software. I will not intentionally obstruct, disrupt, or interfere with the teaching and learning that occurs on the website dedicated to this course through computer "hacking" or in any other manner.

I will not use the university information technology system in any manner that violates the UNT nondiscrimination and anti-sexual harassment policies. Further, I will not use the university information technology system to engage in verbal abuse, make threats, intimidate, harass, coerce, stalk or in any other manner which threatens or endangers the health, safety or welfare of any person. Speech protected by the First Amendment of the U.S. Constitution is not a violation of this provision, though fighting words and statements that reasonably threaten or endanger the health and safety of any person are not protected speech.

Student Standards of Academic Integrity

http://policy.unt.edu/sites/default/files/untpolicy/pdf/7-Student_Affairs-Academic_Integrity.pdf

Code of Student Conduct and Discipline

http://conduct.unt.edu/sites/default/files/pdf/code_of_student_conduct.pdf

Computer Use Policy

<http://policy.unt.edu/policy/3-10>

Student Signature

Date