Business Ethics and Social Responsibility
MGMT 3880, Section 3
Spring 2016
Tuesday, 6:30 - 9:20 p.m., BLB 015

Instructor: Professor Michele Medina
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Email: Michele.Medina@unt.edu
Office hours: Tuesday 5 – 6 p.m. or by appointment

COURSE DESCRIPTION
A study of ethical behaviors crucial to personal and corporate success in organizations. Codes of ethics, theoretical models and managerial behavior serve as the foundation to investigate ethics and, in turn, social responsibility associated with firm theory. Various stakeholder interests and demands are analyzed as an important theme during the course.

TEXTBOOK

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 major topic areas: Business Ethics; Corporate Social Responsibility; and Stakeholder Management. A lecture-based approach is used to review the material from the text that students are required to read outside of class and will be substantially supplemented with case discussions, video cases, and discussions of current business topics related to the course.

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, 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 use aspects of a “social audit” or to 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
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.

PERFORMANCE EVALUATION AND GRADING

<table>
<thead>
<tr>
<th>Components</th>
<th>Value</th>
<th>Total Points</th>
<th>Final Grade</th>
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<tbody>
<tr>
<td>Exams (4 @ 100 points each)</td>
<td>400</td>
<td>675 to 750</td>
<td>A</td>
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<tr>
<td>Chapter Quizzes (16 @ 10 points each)</td>
<td>160</td>
<td>600 to 674</td>
<td>B</td>
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<tr>
<td>Syllabus Quiz</td>
<td>10</td>
<td>525 to 599</td>
<td>C</td>
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<tr>
<td>In-Class Cases (8 @ 10 points each)</td>
<td>80</td>
<td>450 to 524</td>
<td>D</td>
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<tr>
<td>Individual Written Assignment</td>
<td>80</td>
<td>449 or below</td>
<td>F</td>
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<tr>
<td>Presentation Slides</td>
<td>20</td>
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<td></td>
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<tr>
<td>Total possible points</td>
<td>750</td>
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Your grade will be determined by the total points you accumulate throughout the semester.

PROFESSIONALISM AND PERSONAL RESPONSIBILITY
Act professional, and you will be treated as one. Do not come to me at the end of the semester and ask what you may do for extra credit. Extra credit opportunities, if any, are offered at the instructor’s discretion. Grades will not be rounded at the end of the semester. It is unethical for me to give you points that have not been earned. Put effort into the assigned items, and you won’t need extra credit.
**GRADED COMPONENTS**

**Exams**
Four periodic exams and one optional comprehensive final exam (OCFE) will be given during the semester to ensure students understand the course-related material and to serve as a measure of their performance in the course. These exams will be administered online via Blackboard.

Exams will include material covered in class lectures/discussion as well as information from the textbook, handouts, power point slides, cases, videos, articles, and any other course-related documents. All exams will be administered during a pre-determined time window during which the exam must be taken. Exams not taken within this window cannot be made-up unless the student is participating in a university-sponsored activity (see Make-up Policy).

Students may drop their lowest exam grade and replace it with the OCFE grade, so long as the final exam grade is higher than the lowest exam grade. Students may replace only one (1) exam score with the final exam.

While the exams will be administered online, students are encouraged to study for exams just as they would in a face-to-face environment. Exams will be timed so it is in the student’s best interest to know the material very well before beginning an exam. When time runs out, there will be no opportunity to answer additional questions.

Using textbooks, notes, or any other study materials (including other people) on exams is NOT permitted as there is NOT time to look up answers. Make sure to give yourself enough time to take the exam within the time allotment. The exams will be available in Blackboard on **Tuesday from 5 – 11pm (CST) on the days listed on the Course Schedule**. You will have one shot at the exam regardless of what you see in Blackboard. Each exam will have 50 multiple choice questions and you will have 55 minutes to complete each exam. Exams must be completed in one sitting. Any material that is covered in class is testable.

Direct broadband (not wireless) connections are **REQUIRED** for exams. If you get knocked off an exam or have any technical issues, contact the Help Desk at 940-565-2324, then email ASAP at Michele.Medina@unt.edu. **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, Blackboard, student unplugged the phone line, etc.). I will make a determination to allow you to continue to not based on that advice, University policy, applicable law, and my past practice.

**Chapter Quizzes**
To reinforce the material covered in the chapters, each chapter will have a short quiz administered via Blackboard. Students will be given instructions as to the opening and closing times of each quiz. The time to complete the quiz will be limited to ensure that students have read the chapter prior to taking the quiz. **All of the chapter quizzes will open the first day of the semester.** Students may use the textbook and/or notes to complete these quizzes.
**In-Class Cases**
Throughout the semester, we will use cases to facilitate class discussion. Students who are in class and who participate in the exercise are eligible to receive points for these exercises. Students who are in class, but do not participate in the activity, will not receive points. Students who are not present in class, except for a university sponsored activity, are not able to make-up the in-class activity (see Make-Up Policy).

**Individual Written Assignment**
One individual written assignment will be administered. The assignment will serve to evaluate the students’ accumulation of knowledge and skills. The due date for the assignment is listed in the Course Schedule. The instruction for the assignment can be found in the Individual Written Assignment folder on the Course Home Page in Blackboard. The link to upload the assignment will be in the Individual Written Assignment folder. The assignment will come with grading information.

**Presentation Slides**
Students are to prepare a set of presentation slides (PowerPoint) based on their individual written assignment. The due date for these slides is listed in the Course Schedule. Additional guidelines will be posted on Blackboard under the Individual Written Assignment Folder. *Note: Students will not be required to present their papers, but will be required to prepare a presentation as if it would be presented to the class.

FOR ALL ASSIGNMENTS (EXAMS, QUIZZES, ETC.), LATE SUBMISSIONS WILL NOT BE ACCEPTED AND NO MAKE-UPS FOR ANY REASON, NO EXCEPTIONS. (See Make-Up Policy)

**SUNDOWN RULE**
Students have one week from the time grades are posted to inquire about a grade on any graded assignment. The exception to this is the OCFE and final letter grade, which must be addressed within 24 hours of posting. The purpose of this policy is to resolve any question as soon as grades are returned rather than wait until the end of the semester. Students are encouraged to address any grade-related concerns in an efficient manner.

**MAKE-UP POLICY**
You may make up an exam or in-class activity ONLY if you are on a school sponsored activity and I receive written notification from the university, coach, or organization sponsor, prior to the missed class. The assignment must be made up within one week of the missed class – no extensions will be granted.

An exam that is missed because of a non-school sponsored activity can be replaced by counting the grade from the optional comprehensive final exam in its place. Only one exam grade can be replaced by the final exam grade. In-class activities that are missed because of non-school sponsored activities/reasons cannot be made-up.

Since chapter quizzes are available from the beginning of the semester, no make-ups are available for these quizzes. NO EXCEPTIONS.
UNT ACADEMIC INTEGRITY POLICY

Academic integrity emanates from a culture that embraces the core values of trust and honesty necessary for full learning to occur. As a student-centered public research university, UNT promotes the integrity of the learning process by establishing and enforcing academic standards. Academic dishonesty breaches the mutual trust necessary in an academic environment and undermines all scholarship. Academic dishonesty includes cheating, plagiarism, forging the signature of the instructor or of another student, fabrication, and/or facilitating or sabotaging the academic dishonesty of other students.

Any suspected occurrence of academic dishonesty will be investigated and handled in accordance with UNT policy and procedures. The following academic penalties may be assessed at the instructor’s discretion upon determination that academic dishonesty has occurred. *Admonitions and educational assignments are not appealable.*

1) **Admonition.** The student may be issued a verbal or written warning.

2) **Assignment of Educational Coursework.** The student may be required to perform additional coursework not required of other students in the specific course.

3) **Partial or no credit for an assignment or assessment.** The instructor may award partial or no credit for the assignment or assessment on which the student engaged in academic dishonesty, to be calculated into the final course grade.

4) **Course Failure.** The instructor may assign a failing grade for the course.

Should the procedure for appeal of a case of academic dishonesty extend beyond the date when the instructor submits course grades for the semester, the student will be assigned a grade that reflects the penalty, which shall be adjusted, as appropriate, at the conclusion of any appeal process.

Specific details and description of UNT’s Policy on Student Standards of Academic Integrity (18.1.16) and students’ right to appeal are available at [http://policy.unt.edu/sites/default/files/untpolicy/pdf/7-Student_Affairs-Academic_Integrity.pdf](http://policy.unt.edu/sites/default/files/untpolicy/pdf/7-Student_Affairs-Academic_Integrity.pdf).

If you engage 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. In addition, the case will be referred to the Dean of Students for appropriate disciplinary action. This policy is intended to protect the honest student from unfair competition with unscrupulous individuals who might attempt to gain an advantage through cheating.

*Remember, this is an ETHICS class....*

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.

ADA STATEMENT
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://disability.unt.edu. You may also contact them by phone at (940) 565-4323. If you have an established disability as defined in the Americans with Disabilities Act and would like to request accommodation, please see me as soon as possible. My contact information is displayed on p.1.

RETENTION OF STUDENT RECORDS
Student records pertaining to this course are maintained in a secure location by the instructor of record. All records such as exams, answer sheets (with keys), and written papers submitted during the duration of the course are kept for at least one calendar year after course completion. Course work completed via the Blackboard online system, including grading information and comments, is also stored in a safe electronic environment for one year. You have a right to view your individual record; however, information about your records will not be divulged to other individuals without the proper written consent. You are encouraged to review the Public Information Policy and F.E.R.P.A. (Family Educational Rights and Privacy Act) laws and the university’s policy in accordance with those mandates at the following link: http://essc.unt.edu/registrar/ferpa.html

STUDENT CONDUCT
The Code of Student Conduct can be found at http://conduct.unt.edu/. Any student behavior that interferes with an instructor’s ability to conduct class or other students’ opportunity to learn is unacceptable and will not be tolerated in any instructional setting at UNT. This includes traditional face-to-face classes, online or blended classes, labs, discussion groups or boards, field trips, and verbal and/or written (including email) communication with the instructor and/or other students. Examples of unacceptable behavior include, but are not limited to, disrespectful treatment of other students (written or verbal), disrupting lecture, and use of inappropriate or profane language or gestures in class or other instructional settings.

A student engaging in unacceptable behavior may be directed to leave the classroom or other instructional setting and may also be referred to the Dean of Students to consider whether his/her conduct violates UNT’s Student Code of Conduct.
EMERGENCY NOTIFICATION & PROCEDURES
UNT uses a system called Eagle Alert to quickly notify you with critical information in the event of an emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). The system sends voice messages (and text messages upon permission) to the phones of all active faculty staff, and students. Please make certain to update your phone numbers at http://www.my.unt.edu. Some helpful emergency preparedness actions include: 1) know the evacuation routes and severe weather shelter areas in the buildings where your classes are held, 2) determine how you will contact family and friends if phones are temporarily unavailable, and 3) identify where you will go if you need to evacuate the Denton area suddenly. In the event of a university closure, please refer to Blackboard for contingency plans for covering course materials.

COURSE EVALUATIONS
This semester, the Department of Management will encourage you to complete 2 course evaluations: (1) The College of Business online evaluation and (2) the University’s Evaluation (SPOT). Both of these will be available online and I will provide you the link for the College of Business evaluation. You should receive a separate email from the University regarding their evaluation. These evaluations are used to evaluate faculty performance and provide guidance on what can be improved (also tell what you like!). These are very important to me as you are the reason I’m here. I truly value your feedback and greatly appreciate your taking the time to complete the evaluations which will be administered towards the end of the semester.

SUCCEED AT UNT
UNT endeavors to offer you a high-quality education and to provide a supportive environment to help you learn and grow. And, as a faculty member, I am committed to helping you be successful as a student. Here’s how to succeed at UNT: Show up. Find support. Take control. Be prepared. Get involved. Be persistent. To learn more about campus resources and information on how you can achieve success, go to succeed.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 April 5th is the last day for a student to drop a course with consent of the instructor. Also, I do not assign WFs in this course. If you decide to drop by the deadline, you will receive a W.

To drop the course, please contact your advisor or the Department of Management Office at 940-565-3140. Be prepared to provide them with the course information (MGMT 3880.003), your full name, and student ID number. The Department of Management is located in the Business Leadership Building – BLB 207.
NOTES
Laptop computers and similar devices (including tablets) are **not allowed** unless prior approval is received from the instructor. Cell phones are to be put on **silent** and **stored out of sight** during class lecture. If you need your phone for work or a personal matter, please visit with the instructor before class.

The instructor reserves the right to amend the syllabus as necessary due to unforeseen circumstances. In the event the syllabus is amended, students will be appropriately notified.

Continued enrollment in this course constitutes student's acceptance of the policies in this syllabus.

**IMPORTANT DATES**

Jan 19 – Classes begin  
Feb 1 – Census date  
Feb 2 – Beginning this date a student who wishes to drop a course must receive written consent of the instructor  
April 5 – Last day to drop a course with consent of the instructor  
April 18 – Beginning this date, a student who qualifies may request an incomplete  
April 22 – Last day to withdrawal (drop all classes)  
May 5 – Last class day

(Source: [http://registrar.unt.edu/registration/spring-registration-guide](http://registrar.unt.edu/registration/spring-registration-guide))
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<thead>
<tr>
<th>Date</th>
<th>Topics</th>
<th>Chapters and/or Assignments</th>
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</thead>
<tbody>
<tr>
<td>Jan 19</td>
<td>Introductions&lt;br&gt;Syllabus Review&lt;br&gt;Overview of Course Content&lt;br&gt;Lecture: Chapter 1&lt;br&gt;Videos: <em>In the Coal: The Upper Big Branch Disaster &amp; Don Blankenship Video Clip</em></td>
<td>Syllabus Quiz&lt;br&gt;Ch. 1 Quiz&lt;br&gt;Read Case 1: The Upper Big Branch Mine Disaster – p. 448-457</td>
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<td>Jan 26</td>
<td>Lecture: Chapters 2 &amp; 3&lt;br&gt;Video: <em>Inside Big Coal’s Big Lies</em>&lt;br&gt;Discussion: Upper Big Branch Mine &amp; ICC1</td>
<td>Ch. 2 &amp; 3 Quizzes&lt;br&gt;<em>In-Class Case 1: Coca-Cola’s Water Neutrality Initiative</em> (p. 43-44)</td>
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<tr>
<td>Feb 2</td>
<td>Lecture: Chapters 4&lt;br&gt;Discussion: Upper Big Branch Mine &amp; ICC2&lt;br&gt;Review for Exam 1</td>
<td>Ch. 4 Quiz&lt;br&gt;<em>In-Class Case 2: Chiquita Brands: Ethical Responsibility or Illegal Action?</em> (p. 88-89)</td>
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<td>Feb 9</td>
<td><strong>EXAM 1</strong>&lt;br&gt;Covers Ch. 1-4, class notes, cases, and any videos or articles used for class discussion</td>
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<td>Feb 16</td>
<td>Lecture: Chapters 5 &amp; 6&lt;br&gt;Videos: <em>Toy Recall Part 1 &amp; 2</em>&lt;br&gt;Discussion: Mattel &amp; Toy Safety, videos, &amp; ICC3</td>
<td>Ch. 5 &amp; 6 Quizzes&lt;br&gt;Read Case 2: Mattel and Toy Safety – p. 531-540&lt;br&gt;<em>In-Class Case 3: Conflict Coltan in the Global Electronics Industry</em> (p. 134-136)</td>
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<td>Feb 23</td>
<td>Lecture: Chapters 7 &amp; 8&lt;br&gt;Discussion: Mattel &amp; Toy Safety &amp; ICC4</td>
<td>Ch. 7 &amp; 8 Quizzes&lt;br&gt;<em>In-Class Case 4: Apple’s Supplier Code of Conduct and Foxconn’s Chinese Factories</em> (p. 155-157)</td>
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<td>Mar 1</td>
<td>Discussion &amp; Exam Review</td>
<td><strong>INDIVIDUAL ASSIGNMENT TOPIC DUE</strong></td>
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<td>Mar 8</td>
<td><strong>EXAM 2</strong>&lt;br&gt;Covers Ch. 5-8, class notes, cases, and any videos or articles used for class discussion</td>
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<td>Mar 15</td>
<td>~ SPRING BREAK ~ NO CLASSES ~</td>
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<td>Date</td>
<td>Topics</td>
<td>Chapters and/or Assignments</td>
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<td>Mar 22</td>
<td>Lecture: Chapters 9 &amp; 10&lt;br&gt;Discussion: ICC5&lt;br&gt;Video: Alaska Gold</td>
<td>Ch. 9 &amp; 10 Quizzes&lt;br&gt;&lt;em&gt;In-Class Case 5: Stop Online Piracy Act – A Political Battle between Old and New Media&lt;/em&gt; (p. 207-208)</td>
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<td>Mar 29</td>
<td>Lecture: Chapters 11 &amp; 12&lt;br&gt;Discussion: Alaska Gold &amp; ICC6</td>
<td>Ch. 11 &amp; 12 Quizzes&lt;br&gt;&lt;em&gt;In-Class Case 6: How Protected is Your Online Privacy?&lt;/em&gt; (p. 282-284)</td>
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<td>Apr 5</td>
<td><strong>EXAM 3</strong>&lt;br&gt;Covers Ch. 9-12, class notes, cases, and any videos or articles used for class discussion</td>
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<td>Apr 12</td>
<td>Lecture: Chapters 14 &amp; 15&lt;br&gt;Videos: <em>Examining the Roots of U.S. Economic Woes &amp; A Second Mortgage Disaster on the Horizon?</em>&lt;br&gt;Discussion: Videos &amp; ICC8</td>
<td>Ch. 14 &amp; 15 Quizzes&lt;br&gt;Read Case 3: Moody’s Credit Ratings and the Subprime Mortgage Meltdown – p. 480-492&lt;br&gt;In-Class Case 7: Citigroup Shareholders Say No on Pay (p. 330-331)</td>
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<td>Apr 19</td>
<td>Individual Assignment &amp; Presentation Slide Workday</td>
<td><strong>Individual Assignment &amp; Presentation Slides due Friday, April 22 by 11pm via Blackboard</strong></td>
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<tr>
<td>Apr 26</td>
<td>Lecture: Chapters 16 &amp; 18&lt;br&gt;Discussion: Moody’s &amp; ICC 8</td>
<td>Ch. 16 &amp; 18 Quizzes&lt;br&gt;In-Class Case 8: No Smoking Allowed – On the Job or Off (p. 376-377)</td>
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<td>May 3</td>
<td><strong>EXAM 4</strong>&lt;br&gt;Covers Ch. 14, 15, 16, &amp; 18, class notes, cases, and any videos/articles used for class discussion</td>
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<tr>
<td>May 10</td>
<td><strong>Optional Comprehensive Final</strong>&lt;br&gt;Covers all chapters, class notes, and videos/articles used in class discussion</td>
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**The instructor reserves the right to amend the course content and schedule as needed.**