MGMT 3880 – Business Ethics and Social Responsibility, Section 003
Spring 2017 Course Syllabus
BLB 225, Thursday, 6:30 - 9:20 pm

Instructor: Professor Michele Medina
Office: BLB 379J
Email: Michele.Medina@unt.edu

Email is checked regularly Mon-Fri and answered within 24 hours (does not apply to weekends). I will inform you if I will be unable to respond in a timely manner due to travel, illness, etc.

Office hours: Thursday 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.

REQUIRED 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
Your grade in this course will be determined by your performance on four exams, fourteen chapter quizzes, one syllabus quiz, a group project, and class participation. Your grade in this class will be calculated by adding the total points earned (not percentage) during the term. Points are not rounded at the end of the semester. Extra credit opportunities, if any, are offered at the instructor’s discretion and are not guaranteed. The point distribution is as follows:

<table>
<thead>
<tr>
<th>Components</th>
<th>Value</th>
<th>Total Points</th>
<th>Final Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Syllabus Quiz</td>
<td>5</td>
<td>540.0 to 600.0</td>
<td>A</td>
</tr>
<tr>
<td>Chapter Quizzes (14 @ 5 points)</td>
<td>70</td>
<td>480.0 to 539.9</td>
<td>B</td>
</tr>
<tr>
<td>Exams (4 @ 100 points each)</td>
<td>400</td>
<td>420.0 to 479.9</td>
<td>C</td>
</tr>
<tr>
<td>Group Project</td>
<td>100</td>
<td>360.0 to 419.9</td>
<td>D</td>
</tr>
<tr>
<td>Class Participation</td>
<td>25</td>
<td>359.9 or below</td>
<td>F</td>
</tr>
<tr>
<td>Total possible points</td>
<td>600</td>
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**GRADED COMPONENTS**

**Syllabus Quiz**
Each student will complete an online syllabus quiz by the designated due date on the course schedule. You may use the syllabus for this quiz, as its intention is to familiarize you with taking quizzes in Blackboard.
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 (see the course schedule for specific dates and times). The purpose of these quizzes is to ensure that students are reading the assigned chapters before coming to class. They may take a variety of forms – multiple choice, true/false, fill in the blank, or matching. There are a total of 16 quizzes; I will keep the top 14 quiz scores.

To do well on the chapter quizzes, students should read the corresponding textbook chapter. I do NOT recommend taking the quizzes without reading the chapter, or trying to look up the answers during the quiz. While you are permitted to use your book for the quizzes, you will only have 10 minutes per quiz, which will not give you sufficient time to flip through the book for every question. Each quiz must be completed in one sitting. All chapter quizzes are available from the beginning of the semester.

Exams
Four (4) exams 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. All exams will be taken in class and are closed-book exams. The exams will be mostly multiple-choice, but may include fill in the blank, true/false, short answer, or essay. The format of each exam will be specified closer to the exam date. Should you need ODA accommodations (and have let me know during the first week of class), then I will make alternate arrangements for you. 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.

Group Project
For this project, you will be working in teams to tackle an ethical issue that businesses face. All of the group members must be there to present and speak at some point during the presentation. All presenters are required to dress in business casual. Every group member will also complete a team peer evaluation and these will be used to assign grades. If you have problems with your team, please contact me and keep me updated. All teams are to submit their final slides by for the presentation by the assigned date in the Course Schedule. More details on the project will be provided later in the semester.

Class Participation
Class participation is a combination of attendance and your involvement in class discussions and activities. For attendance, you will be required to pick up your name placard (provided by the instructor) and keep it on your desk in front of you. Individuals who don’t pick up their name placards will be marked as absent after class has adjourned. As we only meet once a week, missing a class may affect your class participation grade. Likewise, participation in class activities and discussions is expected, and I will be observing who participates. I will also be calling on students during class, so it is beneficial to come to class prepared in order to improve the quality of your contributions and our class discussions.

FOR ALL ASSIGNMENTS, 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 group project 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 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. Exam make-up requests must be made at least 48 hours prior to the beginning of the exam and comply with University policy. Forward the information to me at Michele.Medina@unt.edu with the subject “MGMT 3880 Exam Conflict” and include your name and a detail reason for the request. The exam must be made up within one week of the originally scheduled exam – no extensions will be granted.

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

Class participation that is missed due to a non-school sponsored activity/reason cannot be made-up. Finally, group presentation points are not allowed to be made-up as the presentation is the basis for the points and team members’ presence is required to earn points for the presentation.

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.

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.

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....**

**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.

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.
CAMPUS CARRY & CONCEALED HANDGUNS
In accordance with state law and UNT policy, students who are licensed may carry a concealed handgun on campus premises except in locations and at any function, event, or program prohibited by law or by this policy. Students may learn more about UNT’s concealed handgun policy at https://campuscarry.unt.edu.

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 the University’s Evaluation (SPOT). The link will be posted on Blackboard and you should receive a separate email from the University regarding their evaluation. This evaluation is used to evaluate faculty performance and provide guidance on what can be improved (also tell what you like!). It is 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.

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 4 at 4:30pm is the last day for a student to drop a course with consent of the instructor. Also, I do not assign WF's in this course. If you decide to drop by the deadline, you will receive a W.

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.
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<thead>
<tr>
<th>Date</th>
<th>Topics</th>
<th>Assignment for Next Class</th>
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<tbody>
<tr>
<td>Jan 19</td>
<td>Introductions, Syllabus Review, Overview of Course Content, Lecture: Chapter 5 &amp; 6, Video: <em>Finding the Truth Behind a Fatal Crash &amp; GM Ignition Recall Test</em></td>
<td>Syllabus Quiz due 1/26 by 6pm&lt;br&gt;Ch. 5 &amp; 6 Quizzes due 1/26 by 6pm&lt;br&gt;Read Ch. 1 &amp; 2&lt;br&gt;Read General Motors and the Ignition Switch Recalls (p. 461-470) &amp; answer discussion questions, read Auto Industry Bailout article, and sections from GM Valukas Report</td>
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<td>Jan 26</td>
<td>Lecture: Chapters 1 &amp; 2, Video: <em>GM Recall: McCaskill Slams ‘Culture of Cover-up’ at Consumer Protection Hearing, GM Recall: How the Ignition Switches Fail, &amp; GM Ad Discussion: General Motors</em></td>
<td>Chapter 1 &amp; 2 Quizzes due 2/2 by 6pm&lt;br&gt;Study for Exam 1</td>
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<td>Feb 2</td>
<td><strong>Exam 1</strong> <em>(Ch. 5, 6, 1, &amp; 2, and related materials)</em></td>
<td>Read Chapters 3 &amp; 4&lt;br&gt;Ch. 3 &amp; 4 Quizzes due 2/9 by 6pm&lt;br&gt;Read the Upper Big Branch Mine Disaster case (p. 513-522) &amp; answer discussion questions</td>
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<td>Feb 9</td>
<td>Lecture: Chapters 3 &amp; 4, Video: <em>Inside Big Coal’s Big Lies &amp; For the Sake of Our Miners Discussion: Upper Big Branch Mine</em></td>
<td>Read Chapters 7 &amp; 8&lt;br&gt;Ch. 7 &amp; 8 Quizzes due 2/16 by 6pm&lt;br&gt;Read Mini-Case 1: Should E-Cigarettes Be Regulated (p. 154-155) &amp; answer discussion questions</td>
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<td>Feb 16</td>
<td>Lecture: Chapters 7 &amp; 8, Discussion: E-Cigarettes Review for Exam 2</td>
<td>Study for Exam 2</td>
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<td>Mar 2</td>
<td><strong>Exam 2</strong> <em>(Ch. 3, 4, 7, &amp; 8, and related materials)</em></td>
<td>Read Chapters 9 &amp; 10&lt;br&gt;Ch. 9 &amp; 10 Quizzes due 3/9 by 6pm&lt;br&gt;Watch Alaska Gold video &amp; answer discussion questions</td>
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<tr>
<td>Date</td>
<td>Activity</td>
<td>Notes</td>
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<td>Mar 9</td>
<td>Lecture: Chapters 9 &amp; 10 Video: <em>Cantwell Asks Obama to Limit Mining in Bristol Bay</em> Discussion: Alaska Gold <strong>Project Ideas Due</strong></td>
<td>Read Chapters 11 &amp; 13 Ch. 11 &amp; 13 Quizzes due 3/23 by 6pm Read Mini-Case 2: How Safe is your Personal Information? (p. 252-255) &amp; answer discussion questions</td>
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<td>Mar 16</td>
<td>Spring Break!!</td>
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<td>Mar 23</td>
<td>Lecture: Chapters 11 &amp; 13 Discussion: Personal Information Safety Review for Exam 3</td>
<td>Study for Exam 3</td>
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<td>Mar 30</td>
<td><strong>Exam 3</strong> (Ch. 9, 10, 11, &amp; 13, and related materials)</td>
<td>Read Chapters 14 &amp; 15 Ch. 14 &amp; 15 Quizzes due 4/6 by 6pm Read After Rana Plaza case (p. 440-450) &amp; answer discussion questions, and watch <em>Made in Bangladesh</em> video</td>
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<td>Apr 6</td>
<td>Lecture: Chapters 14 &amp; 15 Video: <em>PBS News Hour, Undercover in a Bangladesh Clothing Factory, &amp; Factory Fire Strikes in Bangladesh</em> Discussion: Rana Plaza</td>
<td>Read Chapters 17 &amp; 18 Ch. 17 &amp; 18 Quizzes due 4/13 by 6pm Read Mini-Case 3: Apple’s Supplier Code of Conduct and Foxconn’s Chinese Factories (p. 392-393) &amp; answer discussion questions</td>
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<tr>
<td>Apr 13</td>
<td>Lecture: Chapters 17 &amp; 18 Discussion: Apple &amp; Foxconn Q&amp;A about group project Presentation order assignment Review for Exam 4</td>
<td>Study for Exam 4</td>
</tr>
<tr>
<td>Apr 20</td>
<td><strong>Exam 4</strong> (Ch. 14, 15, 17, &amp; 18, and related materials)</td>
<td>Work on group presentations</td>
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<tr>
<td>Apr 27</td>
<td><em>Group Project Workday</em></td>
<td>Work on group presentations</td>
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<td>May 4</td>
<td><strong>ALL groups turn in hard copies of PPT slides</strong> Peer Evaluations due Group Project Presentations</td>
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<td>May 11</td>
<td>Group Project Presentations</td>
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**Instructor reserves the right to amend the syllabus as needed.**

*March 12 – Daylight Savings (spring forward) April 4 – Last day to drop May 4 – Last day of class May 6-12 – Final Exams*