INSTRUCTOR: Dr. Nancy Boyd Lillie
OFFICE: BLB 385L
PHONE: 940-565-3158
E-MAIL: nancy.boyd.lillie@unt.edu
STUDENT CONFERENCE HOURS: By appointment

Please check course Announcements regularly for communication from the instructor throughout the semester. This is the primary means of receiving important information from your professor.

REQUIRED TEXT


Assigned readings listed in the course schedule. Complete citations are listed for the week in which they are assigned. Links to articles in the UNT database are provided on the Course Content page in Blackboard.

CATALOG DESCRIPTION

Examines the strategic purposes of the firm as both an economic and social entity within the global marketplace. Topics include: ethics in business and ethical decision making, corporate social responsibility and corporate citizenship, and stakeholder management, including shareholders, employees, customers, the community, government, and the environment. There are no prerequisites for this course.

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. Topics for the course include: ethics in business and ethical decision making, corporate social responsibility and corporate citizenship, and stakeholder management. An examination of the organization’s relationship to various stakeholders will include shareholders, employees, customers, and the environment. Further, issues related to marketing, technology and privacy, and corporate governance are explored. Ethical dilemmas related to each topic are identified and analyzed.
Course objectives include:

- To understand and apply the ethical frameworks related to the business setting.
- To understand the most effective methods of managing stakeholder relationships.
- To understand the concept of corporate governance and its importance to the integrity of the organization.
- To understand and apply the concepts of corporate social responsibility and corporate citizenship, and the practices that put these concepts into practice through service learning activities.
- To apply the general principles of ethical decision making to real ethical dilemmas that organizations and individuals in the business environment face today.
- To understand and analyze the unique problems faced by organizations operating in the global economy, applying the concept of global corporate citizenship to these problems.
- To actively engage and participate in weekly discussion forums by critically analyzing and evaluating information presented in the learning modules, readings, and textbook.
- To identify and evaluate issues related to controversial topics, adopt a position regarding the topic, and defend that position in writing, using appropriate references to defend the chosen position.

COURSE ORGANIZATION

The course is taught in an online format consisting of 8 content modules using Blackboard Learn. It is the student’s responsibility to access online materials and complete course requirements as assigned in the course schedule provided at the end of the syllabus.

Internet access is required for this class. General information about Blackboard Learn is available through the “Student Resources” link on the Blackboard Learn home page. Be sure to check your Browser settings in accordance with the Blackboard requirements or you may encounter technical problems with this course. The Center for Learning Enhancement, Assessment and Redesign (CLEAR) recommends the use of **Mozilla Firefox**. **Other Browsers May Create Problems in Blackboard. In addition, Be Sure You Enable Pop-ups And Clear Your Cache When Taking Exams.** 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 EXAMS USING A WIRELESS CONNECTION. IT IS ALSO BEST NOT TO WAIT UNTIL THE LAST MINUTE TO COMPLETE AN EXAM OR AN ASSIGNMENT. FINALLY, BE AWARE OF THE STUDENT HELP DESK HOURS, AND COMPLETE ASSIGNMENTS AND EXAMS WHEN SUPPORT IS AVAILABLE.**

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, please contact the Help Desk at 940-565-2324 or helpdesk@unt.edu immediately and obtain a ticket number **BEFORE** contacting your instructor. To visit in person, the Help Desk is in Sage Hall, Room 130. Further information on technical requirements and assistance may be found in the Getting Started Module.
DUE DATES AND TIMES

All due dates and times are based on U.S. Central Time (daylight savings time changes to standard time on the first Sunday in November). If you do not live in this time zone, be sure you adjust the times for each deadline so that you comply with the Central time zone.

COURSE REQUIREMENTS

Exams:

There will be three exams scheduled during the semester. The final exam is not comprehensive. Each exam will consist of 40 multiple choice questions and two discussion questions. Make-up exams will be given to students who provide an authorized absence from the Dean of Students or who otherwise provide acceptable proof that they were unable to take the exam during the scheduled time frame. Exams will open at 1:00 p.m. on Sunday and will close at 9:00 p.m. on Monday night. PLEASE NOTE THAT BLACKBOARD SUPPORT SERVICES ARE NOT AVAILABLE BEFORE NOON ON SUNDAY AND AFTER MIDNIGHT SUNDAY THROUGH THURSDAY. IF YOU TAKE AN EXAM AFTER MIDNIGHT, THERE WILL BE NO TECHNICAL SUPPORT IF YOU EXPERIENCE A PROBLEM WITH BLACKBOARD.

It is important that you read and study all assigned material when preparing for exams. While exams are open book, they are timed. Students will not have enough time to look up all answers. Thus, it is important to study and prepare for exams as if you were not allowed to use your books and module materials.

Blackboard Discussions:

Each Blackboard Learn module includes a discussion topic that supports the content of the module. These topics cover issues that would be discussed in a face-to-face class. They stand alone and the topics are not used for exam questions. Some discussion topics require responses to the postings of other students. Students who post that they simply agree or disagree with the position of another student without providing support for their position will not receive full credit for their posting. Grades are assigned to these postings based on the effort students put into this assignment. Again, thoughtful answers that clearly outline a position are required to receive credit. I WILL NOT GIVE FULL CREDIT UNLESS THE POSTINGS REFLECT BOTH EFFORT AND THOUGHT. Participation in these discussion postings is essential. Instructions are provided in the content modules and in the Discussions Tool on the left menu in Blackboard, and postings are due during the week in which the module is assigned. There is no provision for making up a missed discussion topic and topics will not be reopened for any reason. You must complete both posts (your original and the reply) by the deadlines to receive credit for each discussion topic. Incomplete discussion postings will not be graded.

You will be graded on 8 postings @ 15 points each for a total of 120 points.
GRADING

Your final grade will be calculated as follows:

3 Exams @ 100 points each             300 points
Blackboard Discussions (8 @ 15 points each)     120 points
**Total**                                **420 points**

Grades will be based on the percentage of total points earned during the course, according to the scale below:

<table>
<thead>
<tr>
<th>Letter Grade</th>
<th>Total Points Earned</th>
<th>% of Total Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>378 – 420</td>
<td>90% – 100%</td>
</tr>
<tr>
<td>B</td>
<td>336 – 377</td>
<td>80% – 89%</td>
</tr>
<tr>
<td>C</td>
<td>294 – 335</td>
<td>70% – 79%</td>
</tr>
<tr>
<td>D</td>
<td>252 – 293</td>
<td>60% – 69%</td>
</tr>
<tr>
<td>F</td>
<td>Below 252</td>
<td>Below 60%</td>
</tr>
</tbody>
</table>

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: [http://www.unt.edu/policy/UNT_Policy/volume3/18_1_16.pdf](http://www.unt.edu/policy/UNT_Policy/volume3/18_1_16.pdf)

Academic dishonesty includes cheating and plagiarism:

The term “cheating” includes, but is not limited to, (1) use of any unauthorized assistance in taking quizzes, tests or examination; (2) dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments; or (3) 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 academic materials. (Source: Code of Conduct and Disciplines at the University of North Texas). **PLEASE NOTE THAT INFORMATION COPIED FROM WEB SITES CONSTITUTES PLAGIARISM. DO NOT COPY MATERIALS FROM ANY SOURCE, AND REFERENCE THE SOURCE OF QUOTED MATERIAL IN YOUR WRITTEN ASSIGNMENTS.**

This is a class in Ethics. Violation for any noncompliance with university policy will be strictly enforced.
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.

NOTICE TO F1 VISA HOLDERS:

For F–1 students enrolled in classes for credit or classroom hours, no more than the equivalent of one class or three credits per session, term, semester, trimester, or quarter may be counted toward the full course of study requirement if the class is taken on-line or through distance education and does not require the student's physical attendance for classes, examination or other purposes integral to completion of the class. An on-line or distance education course is a course that is offered principally through the use of television, audio, or computer transmission including open broadcast, closed circuit, cable, microwave, or satellite, audio conferencing, or computer conferencing. If the F–1 student's course of study is in a language study program, no on-line or distance education classes may be considered to count toward a student's full course of study requirement [Title 8 CFR 214.2 Paragraph (f)(6)(i)(G)].

University of North Texas Compliance:
To comply with immigration regulations, an F-1 visa holder within the United States may need to engage in an on-campus experiential component for this course. This component (which must be approved in advance by the instructor) can include activities such as taking an on-campus exam, participating in an on-campus lecture or lab activity, or other on-campus experience integral to the completion of this course. If such an on-campus activity is required, it is the student’s responsibility to do the following:

1. Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course
2. Ensure that the activity on campus takes place and the instructor documents it in writing with a notice sent to the International Student and Scholar Services Office. ISSS has a form available that you may use for this purpose, and it is the student’s responsibility to
provide this form to the instructor as directed. F-1 Visa holders may be required to attend weekly scheduled office visits throughout the term.

Because the decision may have serious immigration consequences, if an F-1 student is unsure about his or her need to participate in an on-campus experiential component for this course, s/he should contact the UNT International Student and Scholar Services Office (telephone 940-565-2195 or email internationaladvising@unt.edu) to get clarification before the one-week deadline.

SPOT:

The Student Perceptions of Teaching is a requirement for all organized classes at UNT. This short survey will be made available to you at the end of the semester, providing you a chance to comment on how this class is taught. It is very important that you take a few minutes to participate in the SPOT, as constructive feedback is very important, and it provides information I need to continually improve the quality of the course.

IMPORTANT DATES:

Oct. 28: Beginning this date, a student who wishes to drop the course must receive written consent of the instructor. A grade of W is assigned.
Nov. 11: Last day to drop a course or withdraw with a grade of W.
Dec. 2: Last day for a student to drop a course with either W or WF and with consent from the instructor.
The following is a tentative class schedule. The instructor reserves the right to alter this schedule as circumstances may dictate. All changes will be posted in Announcements on Blackboard.

<table>
<thead>
<tr>
<th>The week of:</th>
<th>Topics</th>
<th>Assignment</th>
</tr>
</thead>
</table>
| October 24  | Introduction: Getting Started Module | Complete Getting Started Module  
- “Getting to Know You” Discussion posting due by Sunday, 10/30 @ 11:30 p.m.  
- Student Information Survey, and COB Ethics Statement due by Sunday, 10/30 @ 11:30 p.m.  

Module #1: Ethics and Business  
Reading Assignment: Chapters 1 & 4  
(Links to all outside assigned articles are available on Course Content Page)  
First discussion posting due by Thursday, 10/27 @ 11:30 p.m.; reply posting due by Sunday, 10/30 @ 11:30 p.m. |
| October 31  | Module #2: Ethical Decision Making and Ethics and Philosophy | Reading Assignment: Chapters 2 & 3  
<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Assignments/Readings</th>
</tr>
</thead>
<tbody>
<tr>
<td>October 31</td>
<td>(continued)</td>
<td>First discussion posting due by Thursday, 11/3 @ 11:30 p.m.; reply posting due by Sunday, 11/6 @ 11:30 p.m.</td>
</tr>
<tr>
<td>November 6</td>
<td>Exam #1&lt;br&gt;Opens at 1:00 p.m. on Sunday, 11/6 and closes Monday, 11/7 at 9:00 p.m.</td>
<td>Modules 1, 2; Chapters 1, 2, 3, &amp; 4; and Assigned Articles</td>
</tr>
<tr>
<td>November 7</td>
<td>Module #3: Corporate Social Responsibility and Corporate Citizenship</td>
<td>Reading Assignment:&lt;br&gt;Chapter 5&lt;br&gt;Articles: “The Links Between Competitive Advantage and Corporate Social Responsibility,” on page 230 of textbook, and “The Case Against Corporate Social Responsibility,” on page 156 of textbook.&lt;br&gt;TED Talk: Michael Porter: “The Case for Letting Business Solve Social Problems” Link is included in the discussion instructions.&lt;br&gt;Discussion posting due no later than Sunday, 11/13 @ 11:30 p.m.</td>
</tr>
<tr>
<td>November 14</td>
<td>Module #4: The Business-Employee Relationship</td>
<td>Reading Assignment:&lt;br&gt;Chapter 6&lt;br&gt;Article: “Inside Amazon: Wrestling Big Ideas in a Bruising Workplace,” by Jodi Kantor and David Streitfeld, August 15, 2015. Link provided on Blackboard.&lt;br&gt;First discussion posting due by Thursday, 11/17 @ 11:30 p.m.; reply postings due no later than Sunday, 11/20 @ 11:30 p.m.</td>
</tr>
</tbody>
</table>
|            | Module #5: Technology and Privacy                                      | Reading Assignment:<br>Chapter 7<br>Article: “Hiring in a Social Media
<table>
<thead>
<tr>
<th>November 14 (continued)</th>
<th>Age,” on page 390 of the textbook. Discussion posting due no later than Sunday, 11/20 @ 11:30 p.m.</th>
</tr>
</thead>
<tbody>
<tr>
<td>November 20</td>
<td>Exam #2 Opens at 1:00 p.m. on 11/20 and closes at 9:00 p.m. on 11/21. Modules 3, 4, &amp; 5; Chapters 5, 6, &amp; 7; and Assigned Readings</td>
</tr>
<tr>
<td>November 21</td>
<td>Module #6: Business and Consumers: Ethics in Marketing Readings Assignment: Chapter 8 Article: “First Analysis of Online Food Advertising Targeting Children” Discussion posting due no later than Sunday, 11/27 @ 11:30 p.m.</td>
</tr>
</tbody>
</table>
| Dec. 5                 | Module #8: Corporate Governance and Stockholder Relations Reading Assignment: Chapter 10 Discussion posting due no later than Sunday, 12/11 @ 11:30 p.m. Reading Assignment: Chapter 18 Article: “Are U.S. CEOs Overpaid?” By Steven N. Kaplan. *In Academy of Management Perspectives*, May, 2008, pp. 5-20. Article: “How Much Compensation
<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Assigned Readings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dec. 5 (continued)</td>
<td></td>
<td>Can CEOs Permissibly Accept,” on page 563 of the textbook.</td>
</tr>
<tr>
<td>Dec. 11</td>
<td>Final Exam – Blackboard Opens at 1:00 p.m. Sunday, 12/11 and closes at 9:00 p.m. on Monday, 12/12.</td>
<td>Modules 6, 7, &amp; 8; Chapters 8, 9, &amp; 10; and Assigned Readings</td>
</tr>
</tbody>
</table>