University of North Texas  
College of Business  
MGMT 3880 - Business Ethics and Social Responsibility  
Syllabus Section TBD - Summer  
2020  
June 26 – July 29

Professor:  Dr. Jae Webb – Department of Management  
Office:  BLB - 399a  
Email:  Jae.Webb@unt.edu

To communicate, you MUST email me directly at the UNT email above or through Canvas. If you do not use your UNT assigned student e-mail address your e-mail may not make it to my inbox. I will contact you via your UNT email address, which you are expected to have access to and monitor as a UNT student.  
See http://it.unt.edu/eagleconnect for questions.

** Please include MGMT 3880 in the Subject Line**

OFFICE HOURS: My office hours are scheduled on as needed basis with wide availability throughout the week. Students are advised to make contact at least 24 hours in advance to schedule an appointment.

COURSE OVERVIEW:  
This course will give students an understanding of the strategic purposes of the firm as both a social and economic entity within society. The course is divided into three sections:

1. Business Ethics  
2. Corporate Social Responsibility  
3. Stakeholder Management In-Depth

A case-based approach is used that applies ethical frameworks and theory to a wide range of business behaviors in the real world. Students will learn to apply ethical frameworks to select and defend actions within an organizational framework.

REQUIRED TEXT:  

The Instructor reserves the right to make changes to this syllabus if needed. Notices will be delivered electronically in advance of changes being made.
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 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 include:

1. The ability to present an argument for the strategic advantages of good corporate citizenship.
2. The ability to social audit, otherwise known as evaluating 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’s 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 issues 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 Canvas. 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.

Canvas & Technology

- You can access the course at https://unt.instructure.com
- Login using your EUID and Password
- Click “MGMT 3880” from the list of courses

Please note that Canvas relies exclusively on electronic technologies for online participation, and technology is not a 100% reliable. Students assume ALL responsibility for the operating condition of personal computers and the functionality of individual Internet connections. While the class is taught in-person, students are expected to be able to navigate the Canvas course site to access information and submit assignments.

TECHNICAL ISSUES WITH CANVAS:
Please immediately report ALL Canvas problems to the UNT 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 determine how to resolve the technical issue based on their advice, University policy, applicable law, and my experience.

EUID ACCESS AND PASSWORDS:
Enterprise User Identification Numbers (EUID’s) and passwords are required by the University of North Texas to access this course. It is the student’s responsibility to maintain a current EUID number and password. You may reset your password at https://ams.unt.edu/acctreq.php.

CLASS STRUCTURE:
This course is taught in person and utilizes online resources through Canvas. It is the student’s responsibility to show up and participate, as well as be able to access, and appropriately use, online materials assigned in the course schedule provided in the syllabus.

Students are expected to read all the assigned materials on time, per the course calendar in the syllabus. Lecture notes and other materials posted online are not a substitute for thorough reading of the chapter. Additional material, which may include video segments or articles, may be assigned from time to time. Often, this material will reflect content that is newly identified as relevant to the course and is therefore not specified on the syllabus.

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Quizzes
There will be quizzes on the mini-cases assigned during the semester. Mini-cases are 1-3 pages in length and are at the end of each assigned chapter. Students are encouraged to read, analyze, and prepare the discussion questions with each case prior to taking each quiz. Quizzes are not open book or open note; no outside assistance is allowed. There will be eight (8) mini-case quizzes given throughout the semester. The lowest grade will be dropped and the best seven quiz grades used to toward your class grade. Make-up quizzes are not given for missed quizzes outside of reasons governed by University policy.

Exams
There will be two exams scheduled during the semester. The final exam (Exam #2) is not comprehensive. All material covered in class, assigned textbook readings, Internet Favorites, and videos are covered on the exams. Exams are not open book or open note; no outside assistance is allowed. Students are expected to study beforehand and use this knowledge to take the exams.

Stakeholder Management Plan
Students will be presented a case study of an international ethical issue in a business and be asked to respond in writing, selecting a course of action, and defending it through the application of a selected ethical framework. The final product will resemble a business document as presented by a consulting group. The plan must address each stakeholder affected by the business, account for and address negative externalities, and balance corporate and social interests.

Weekly Insights
Students will make weekly posts to the course site in Canvas regarding their experience that week; focusing on insights gained from reading the material, class dialogue, or exposure to concepts. There will be nine posts made in total, including three weeks prior to departure and one week after return from location.

Ethical Case Analysis
Students will be presented a case study of an ethical issue in a business involving the site location and be asked to pick a position and respond in writing, identifying an ethical framework through which their position is defended.

Grading:

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
</tr>
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<tbody>
<tr>
<td>Weekly Insights (9 @ 10 points each)</td>
<td>90</td>
</tr>
<tr>
<td>Ethical Case Analysis</td>
<td>100</td>
</tr>
<tr>
<td>Stakeholder Management Plan</td>
<td>200</td>
</tr>
<tr>
<td>Mini-Case Quizzes (8 @ 30 points each – lowest one dropped)</td>
<td>210</td>
</tr>
<tr>
<td>Exam #1</td>
<td>200</td>
</tr>
<tr>
<td>Exam #2</td>
<td>200</td>
</tr>
<tr>
<td><strong>Total Points</strong></td>
<td><strong>1000</strong></td>
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Grades will be based on the points earned during the course according to this scale:

- A. = 900 – 1000 points
- B. = 800 – 899 points
- C. = 700 – 799 points
- D. = 600 – 699 points
- F. = Below 600 points

**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/](http://www.unt.edu/catalog/). Please note that (DATE TBD) is the last day for a student to drop a course. With regards to dropping the course, you will need to go to the following link: [https://registrar.unt.edu/registration/dropping-class](https://registrar.unt.edu/registration/dropping-class) and click on Request to Drop Class form.

**EMERGENCY ALERTS:**

The University of North Texas has an emergency Notification System, Eagle Alert ([https://www.unt.edu/eaglealert/](https://www.unt.edu/eaglealert/)), which has the capability of calling or text messaging emergency notices. As a student, you may also register with Eagle Connect Alert to receive notification of any warnings or campus closings that are announced. Instructions for enrollment can be found at my.unt.edu. The university's radio station, KNTU 88.1 FM and website [http://www.unt.edu](http://www.unt.edu), will provide updated information during an emergency.

**COURSE EVALUATIONS:**

This semester, UNT will administer course evaluations online (the “SPOT” – Student Evaluation of Teaching). The evaluations are used to evaluate faculty performance and provide guidance on what can be improved (also tell us what you like!). These are very important to me as you are the reason I’m here. I truly value your feedback and very much appreciate you taking the time to complete the evaluations which will be administered towards the end of the semester. You will be notified on Canvas and via your UNT email once the evaluations open.

**ATTENDANCE AND ASSIGNMENTS POLICY:**

Students will be expected to attend class regularly and participate in class dialogue. Any absence from class should be discussed with the professor in advance or as soon as possible after the absence occurs. University policy states the conditions and remedies for school and personal related absences. These include, but are not limited to University sanctioned activities, illness, civic duty, military service, caregiver leave, and religious observances (to include funerals). To treat everyone equally, some form of official documentation may be required as to why-when-where. This is not intended to be an invasion of privacy but will allow me to accommodate you during this unusual period. Please inform me of the situation and we can discuss on a case by case basis. If the instructor believes that class participation/attendance is severe enough to interfere with the learning experience the professor will arrange individual consultation with the student. The possibility of a grade reduction or alternative assignments is reserved for extreme cases.
DISABILITY ACCOMMODATION:
UNT 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 a student with an accommodation letter to be delivered to faculty to begin a private discussion regarding the students’ specific course needs. Students may request accommodations at any time, however, ODA notices of accommodation should be provided to me within the first week of the semester. Note that students must obtain a new letter of accommodation for every semester. For study abroad courses, students requesting accommodations should notify their faculty leader as early as possible so that appropriate arrangements can be made. Note that while the ADA does not extend beyond US borders, and international accessibility requirements vary broadly from US standards, UNT study abroad programs will endeavor to provide accommodations wherever practicable. Students are strongly encouraged to deliver letters of reasonable accommodation 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 see the ODA website at http://disability.unt.edu.

ACCEPTABLE STUDENT BEHAVIOR:
Act professionally and respectful at all times. Student behavior that interferes with an instructor’s ability to conduct a class, or other students’ opportunity to learn, is unacceptable, disruptive, and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior may be referred to the Dean of Students to review whether the student’s conduct violated the Code of Student Conduct. The Code of Student Conduct can be found at https://conduct.unt.edu.

ACADEMIC INTEGRITY
According to UNT Policy 06.003, Student Academic Integrity, (https://policy.unt.edu/policy/06-003) academic dishonesty occurs when students engage in behaviors including, but not limited to cheating, fabrication, facilitating academic dishonesty, forgery, plagiarism, and sabotage. A finding of academic dishonesty may result in a range of academic penalties or sanctions ranging from admonition to expulsion from the University. All violations of the Student Academic Integrity policy will be reported. Usage of cell phones, iPhones, cameras, or ANY other electronic device is NOT allowed during a test or quiz. Talking to other students, soliciting or giving help is not allowed. Copying, photographing, or disseminating the questions in any form is prohibited. Remember, the exam questions are randomized so you will not see the same questions in the same order as your classmates. Be advised, you will submit your work to an electronic plagiarism monitoring service such as www.Turnitin.com.

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<table>
<thead>
<tr>
<th>Date</th>
<th>Course Content Coverage</th>
<th>Assignments &amp; Due Dates</th>
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| Pre-Departure | Pre-Departure Meeting: Course Introduction, Expectations, & Overview  
Preliminary Readings Assigned from text assigned | Three (3) Weekly Insights Due in June prior to arrival on location.    |
| TBD (Spring 2019) |                                                                                       |                                                                       |
| Week 1 |                                                                                       |                                                                       |
| June 29 | Chapter Five: Ethics and Ethical Reasoning  
Chapter Six: Organizational Ethics | Chapter Five (5) Mini-case Quiz  
Chapter Six (6) Mini-case Quiz  
Ethical Case Analysis Assigned  
Weekly Insight Due on Canvas |
| Week 2 |                                                                                       |                                                                       |
| July 6 | Chapter One: The Corporation and Its Stakeholders  
Chapter Two: Managing Public Issues and Stakeholder Relationships | Chapter One (1) Mini-case Quiz  
Chapter Two (2) Mini-Case Quiz  
Ethical Case Analysis Due  
Weekly Insight Due on Canvas |
| Week 3 |                                                                                       |                                                                       |
| July 13 | Chapter Four: Business in a Globalized World  
Chapter Three: Corporate Social Responsibility and Global Citizenship | Chapter Four (4) Mini-case Quiz  
Chapter Three (3) Mini-case Quiz  
Exam #1  
Stakeholder Management Plan Assigned  
Weekly Insight Due on Canvas |
| Week 4 |                                                                                       |                                                                       |
| July 20 | Chapter Nine: Sustainable Development and Global Business  
Chapter Ten: Managing for Sustainability | Chapter Nine (9) Mini-case Quiz  
Chapter Ten (10) Mini-Case Quiz  
Weekly Insight Due on Canvas |
| Week 5 |                                                                                       |                                                                       |
| July 27 | Chapter Fifteen: The Employee and the Corporation  
Chapter Sixteen: Managing a Diverse Workforce | Stakeholder Management Plan Due  
Exam #2  
Weekly Insight Due on Canvas |
| Post-Program |                                                                                       | Weekly Insight due by August 7                                  |

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