



Course OBHR 4310, Section 001, Ethical Issues in Business
Professor Dr. Diane S. McNulty
Term Fall 2016
Meetings Monday & Wednesday, 2:30-3:45 p.m., JSOM 12.218

Professor's Contact Information

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General Course Information

Pre-requisites, Co-requisites, & other restrictions None.

- **This is a C3-certified course.** C3-certified courses will help you strengthen your writing and speaking skills as you deepen your understanding of key material in your major. JSOM employers tell us that your ability to write clearly and speak well about topics in your field will strongly increase your chances of professional success. C3 courses will help you to develop as a professional communicator and demonstrate your abilities both to your instructor and to potential employees. You will take four (4) C3 courses before you graduate and will then be eligible to receive the UT Dallas Certificate in Critical Communication Skills upon graduation. For more information about how to apply for the C3 certificate, visit <http://oue.utdallas.edu/c3/>.

Course Description

- This course will examine ethical concepts as they relate to the business environment, domestically and globally: A study of ethics must begin by exploring the historical and philosophical basis for values in American business. Multinational cultural diversity as it relates to corporate America business ethics will be the framework of the issues explored. The concept of social entrepreneurship, as is recognition of the value of CSR, is growing in communities as societal consciousness evolves, and this class will delve into social entrepreneurial options as we explore in depth through actual class participation in a community project.
- Students will have an opportunity to participate in at least one community service project.
- Class will center around lectures; teamwork: case discussions and

exercises; guest lecturers; videos; deliverables (see pg. 6 for details); exam; individual assignments; team assignments; individual issue paper (optional); class participation and presentations.

Learning Outcomes

- Be knowledgeable of values, culture, and political impact on business - both globally and domestically;
- Be familiar with laws and the regulatory processes within which businesses must work;
- Be familiar with formal/informal ethical business guidelines;
- Increase awareness of the multitude of issues and dilemmas facing business management daily;
- Increase awareness of how business responds ethically to challenges and difficulties faced;
- Be able to form strategies to deal with ethical issues;
- Be aware of social entrepreneurship and social enterprises; CSR and how to be proactive.

Lawrence-Weber: Business and Society: Stakeholders, Ethics, Public Policy, 15th Edition, 'Ethical Issues in Business', McGraw Hill//Create, ISBN 9781308852485 – Custom PRINT Book; OR

ISBN 9781308853529 – Custom e-Book

To purchase e-Book: Go to <http://create.mheducation.com/shop>. Under the 'Bookstore' tab, search using the above ISBN. Follow instructions for check out and payment.

Required Texts & Materials

HBR Reprint: The Parable of the Sadhu, Reprint #97307 – To be handed out in class.

Real Time Cases (2): Business Ethics Issues with Clients
Corporate Social Responsibility Planning

How to access Real Time Cases:

1. Go to www.realtimecases.com
2. Scroll down to 'Students' and register, following instructions
3. Link Course ID# 4NF3UBWOEV to your account
4. Once your account is set up, Log In
5. On left under your name click on 'Courses'
6. You will be asked to Validate Course ID# (above) to purchase and view cases. \$11 per case.

Assignments & Academic Calendar

(Due to possible guest lecturer's schedule, some material and lecture topics may move back or forward a week. Exam date will remain the same.)

**Individual assignments are due the day they are assigned. Late assignments lose 5 points per class day not turned in.*

***Note: Text page numbers referenced in weekly assignments section that follows are the page numbers at the top of each page in the text.*

	<u>August 22</u>
	Welcome & Introduction to the Course
WEEK 1	<u>August 24</u>
	Welcome & Introduction to the Course
	Readings: Text – “The Corporation & Its Stakeholders” (pages 4-25)
	Case: The Parable of the Sadhu – <u>read for discussion Week 2.</u>
	<u>VALUES AND ETHICS</u>
	<u>August 29</u>
	Discussion of Parable of Sadhu
	<u>August 31</u>
WEEK 2	Values Survey – in class – 50 pts. (Must take in class to receive points.)
	Lecture: “Values in American Business”
	Readings: Text - “The Corporation & Its Stakeholders” (Continues)
	*Due: Assignment 1: Text Case - “After Rana Plaza” (pages 336-346)
	<u>September 5</u>
	LABOR DAY HOLIDAY – No class
WEEK 3	<u>September 7</u>
	Lecture: “Public Business Expectations & Ethics”
	Readings: Text – “Ethics and Ethical Reasoning” (pages 96-116)
	<u>CSR & COMMUNITY OF CORPORATION</u>
	<u>September 12</u>
	Ethics Survey – in class – 50 pts. (Must take in class to receive points.)
	Discussion of Business Ethics
	<u>September 14</u>
WEEK 4	Lecture: “Corporate Social Responsibility”
	Readings: Text – “Managing Public Issues and Stakeholder Relationships” (pages 26-46)
	*Due: Assignment #2 – Text Case - “General Motors and the Ignition Switch Recalls” (pages 347-356)
	<u>September 19</u>
	Lecture: “Corporate Social Responsibility” (Continues)
WEEK 5	<u>September 21</u>
	Readings: Text – “Business in a Globalized World” (pages 72-89)
	<u>GLOBAL ETHICAL CHALLENGES</u>
	<u>September 26</u>
	Building Global Ethical Standards (Continues)
	<u>September 28</u>
WEEK 6	Global Ethical Dilemmas/Challenges
	Readings: Text – “Ethics and Ethical Reasoning” (pages 96-116)
	*Due: Assignment #3 – Text Case - “Moody’s Credit Ratings and the Subprime Mortgage Meltdown” (pages 368-380)
	<u>October 3</u>
	Global Ethics (Continues)
WEEK 7	<u>October 5</u>
	Readings: Text – “Organizational Ethics” (pages 117-136)
	*Due: Assignment #4 – Corporate Social Responsibility Planning (Real Time Case)

ETHICS AND POLITICS MEET BUSINESS/PUBLIC POLICY

October 10

Functional Ethics/Area Codes of Ethics

Readings: Text – “Business-Government Relations” (pages 140-162)

WEEK 8

October 12

EXAM

October 17

Business/Government and Ethics

Readings: Text – “Influencing the Political Environment” (pages 163-185)

WEEK 9

October 19

NO CLASS (HINT: Good time to do community service!)

October 24

In Class – Briefcase Dilemma Game (Group Exercise – 50 points, in class only).

WEEK 10

***Due: Assignment #5 –Text Case -“The Carlson Company and Protecting Children in the Global Tourism Industry” (pages 358-366)**

October 26

Briefcase Dilemma Continues with Team Presentations

CORPORATE GOVERNANCE

October 31

Lecture: Sustainable Development/Global Business

November 2

WEEK 11 Sustainable Development/Global Business (Continues)

Readings: Text – “Sustainable Development and Global Business” (pages 190-212)

***Due: Assignment #6 -“Business Ethical Issues of Clients” (Real Time Case)**

November 7

Lecture: Corporate Governance & Shareholder Rights

WEEK 12

November 9

Shareholder Rights & Corporate Governance

Readings: Text – “Shareholder Rights and Corporate Governance” (pages 216-239)

November 14

Governance (Continues)

November 16

Lecture: Governance

WEEK 13

Readings: Text – “Employees and the Corporation” (pages 241-262)

***Due: Assignment #7 – Text Case -“The Upper Big Branch Mine Disaster” (pages 381-390)**

WEEK 14 **NO CLASSES – Fall Break (Nov. 21-25)**

November 28

Future of Business & Ethics

WEEK 15

November 30

Readings: Text – “Managing a Diverse Workforce” (pages 263-286)

WEEK 16
December 5
Community & Corporation
Readings: Text – “The Community and the Corporation” (pages 288-331)
***DUE: Final Issue Paper (LAST day to turn in)**
December 7
Individual Reports-optional

CLASS PROCESS

OBHR 4310 will run in a competitive manner, individually and as a team member. YOU control your point count, thus your grade. You are expected to attend class and roll is taken (NO SIGN IN AFTER 20 MINUTES LATE); but total points earned is up to you. Students will self-select 4-6 team members and will remain on this team for the semester. The team will earn credits toward various levels of course success (game-like) and a small component of individual final semester grade. Peer evaluation will be required. (See pg. 6 for details.)

Philosophy for Reward System:

In learning and understanding how you and others think about work/social/societal/cultural/ethical dilemmas you face, you are individually forced to make decisions that have consequences for you as an individual and for others such as work teams. You could view this as an ‘ETHICS HEALTH’ meter. You lose ethical health when you do something unethical or make a wrong choice. You can replenish your ethical health with a POWER UP.

POWER UP is defined as a positive move or decision often reducing stress and the gain of more social consciousness and responsibility. When you accumulate POWER UPS (OPTIONAL POINTS), you move levels of ethical health and social consciousness and accomplish tasks.

This semester as the class progresses through readings, cases, lectures, exercises, and assignments, you will achieve increasing levels of **social consciousness** and individual value insights and improve your understanding of how ethics and individual decisions and ethical health develop over time. Additionally, as you successfully complete assignments and participate in exercises, you will earn points/credits toward levels of success. These levels are:

- ETHICAL COMMUNITY ENTREPRENEUR (Ultimate Level)
- COMMUNITY INNOVATOR
- SOCIETAL INITIATOR
- ETHICAL EXPLORER
- ETHICAL ADVENTURER (You at beginning of course.)

QUESTIONS:

How do I gain a level of success? What happens when I do? You all start out as Ethical Adventurers. This class is the adventure.

Each individual and team will be given required assignments/projects and optional POWER UPS or tasks that will be graded and awarded points. The points earned will indicate your achievements, thus levels of success. Not all are mentioned in the syllabus.

Your goal for the semester individually is to reach the ultimate level of achievement-ETHICAL COMMUNITY ENTREPRENEUR. If you attain that

level through points gained you will receive an 'A' in this class. Other letter grades will be determined by level of success and POINT COUNT. COMMUNITY INNOVATOR is associated with B level and so on. (see Point Deliverables, below).

Attendance is required and taken (no credit given for late arrival – after 20 minutes).

DELIVERABLES FOR SEMESTER – REQUIRED:

Understand that your grade is based totally on points YOU EARN. So, if you want to make an 'A', you may be required to do additional assignments or Power-Ups. I require that each student do the following to PASS this class.

1. **Exam (1)**–Due on Wed., October 12th –total possible 100 points;
2. **Final Issue Paper** (5-10 pgs.)–Due Mon., December 5th -total possible points is 100; NO late papers accepted.
3. **Individual case assignments** – Due as scheduled on syllabus – 50 possible points each, for a total possible points of 350 points;
4. **Group/Team Participation** – To be assigned as well as point count in class, for a total of 100+ points.

GRADING SYSTEM

Optional Points:

5. **Community Service** – See 'Assignment' section. Possible 300 points. Community Service Presentation – Possible 100 points.
6. **Power-Ups** – See syllabus for assignments for point options.

Required Points:

Values Survey Participation – 50 points (no make-up, if missed)
 Ethics Survey Participation – 50 points (no make-up, if missed)
 Mid-Term Exam – 100 points
 Final Issue Paper – up to 100 points
 7 Cases, analysis – up to 100 points each = possible total of 650 points.

Total Required Points is a possible 950 to make an A-; 1050 to make an A.

Optional Points:

Briefcase Game – 100 points per person, team venture. Must be in class to get these points.
 Community Service – 300 possible points
 Community Service Presentation – 100 possible points
 Power-Ups – News Articles – up to 100 points
 Power-Ups – Lectures Attended – 100
 Team Options – 100+

DELIVERABLES/ POWER UP's/ OPTIONAL POINTS

Minimum Required Points one receives is 1000 if you do all required and receive maximum grade or perfect scores. To determine your grade, add all your points.

Point Scores:

A+ = points above 1150	B+ = 850	C+ = 700	F = Below 550
A = 1050	B = 800	C = 650	
A- = 950	B- = 750	D = 550	

*Points assigned to each deliverable are not guaranteed a maximum score.

Each assignment must be labeled with full name and assignment #.

You must log into e-learning weekly in order to check point totals. More instructions to come. TA contact for point count totals: Huizhu Chen, hxc151830@utdallas.edu.

ASSIGNMENTS/DELIVERABLES/CASES

Assignment 1: Text Case “After Rana Plaza” , text page 336

Due Week 2

In your 1-3 page analysis identify the issues and stakeholders, using the Key Issue Briefing Format provided, and include in your write-up. Answer the discussion questions also in your analysis.

Assignment 2: Text Case “General Motors and the Ignition Switch Recalls”, text page 347

Due Week 4

Again, use the table to identify issues and stakeholders in your 1-3 page write-up. Refer to case questions for analysis

Assignment 3: Text Case “Moody’s Credit Ratings and the Subprime Mortgage Meltdown”, text page 368

Due Week 6

Answer the discussion questions as part of your 1-3 page analysis.

Assignment 4: Real Time Case* “Corporate Social Responsibility Planning”

Due Week 7

Respond to issues raised as you have done in previous case analyses.

Assignment 5: Text Case “The Carlson Company and Protecting Children in the Global Tourism Industry”, text page 358

Due Week 10

Respond to questions at the end of case also.

Assignment 6: Real Time Case* “Business Ethical Issues of Clients”

Due Week 11

Respond to issues raised and your proposed resolution.

Assignment 7: Text Case “The Upper Big Branch Mine Disaster”, text page 381

Due Week 13.

Answer the discussion questions in your 1-3 page analysis.

*REAL TIME CASES: These are cases you view on the web and then prepare a response through an analysis of case issues. See page 2 under “Required Texts and Materials” for instructions on how to sign in to these.

Process:

1. Watch case (approx. 10 minutes). May access additional information on-line.
2. View assignment. Complete as an individual and turn in to instructor.

If written case responses and analysis yield good, relevant suggestions then your input will be shared with the company for comment and then shared with you.

LEVELS OF SOCIAL CONSCIOUSNESS	<u>ETHICAL COMMUNITY ENTREPRENEUR</u> -Requires points as above (A=1050) As an Ethical Community Entrepreneur, you have become a skilled, competent, and confident player capable of making good ethical decisions and thus have good or excellent ETHICAL HEALTH level. Your understanding and empathy for values and cultural differences globally will enable you to be an asset in any endeavor you choose. You have excelled!
	<u>COMMUNITY INNOVATOR</u> -Requires points as above (B=800) Community Innovators are showing leadership in their group. They are exploring community service options and really intrigued by the ethical decision making power they are developing. You are acquiring empathy and will enable you to operate in healthy ethical situations.
	<u>SOCIETAL INITIATOR</u> -Requires points as above (C=650) Societal Initiators are applying some of the ethical decision making skills and values concepts to their own business experiences and are researching what level of control they have in making their own social consciousness and ethical health a priority.
	<u>ETHICAL EXPLORER</u> -Requires points as above (D=550) Ethical Explorers are interested in grasping new concepts of ethics and corporate social responsibility. They are exploring concepts introduced in class and readings and applying them to their own individual business experiences.
	<u>ETHICAL ADVENTURER</u> -Earned below 550 points and failed course. Ethical Adventurers are learning about good ethical business decision making. They are beginning to look at dilemmas through a different perspective; not so much your own views but what is good for business and good for society but have not joined the game to train for ethical success.

Course Policies

Late Work	Team work is not made up due to absence.
Make-up Exams	Make-up Exam: On individual case basis; professor must be notified <u>prior</u> to exam administration if student is unable to test.
Extra Credit	Extra Credit: See Optional POWER UPs.
Individual Assignments REQUIRED	See Individual Required Assignments – 7 cases + Final Paper Team work in class – peer review – possible 100+ points per semester.
Special Assignment	<p style="text-align: center;">FINAL ISSUE PAPER <u>Paper Due On or Before Monday, December 5, 2016</u></p> <p>TOPIC Statement of ethical issue to be developed. If you are developing an issue, then develop the current status of the issue. The paper should include a ‘business’ dimension; an ‘international’ dimension; and an ‘ethical’ dimension. It will be evaluated according to the following criteria.</p> <ul style="list-style-type: none"> A. Choice of topic B. Problem addressed C. Clear concepts: issues of ethical significance D. Strategy for ethical resolution E. Result <p style="text-align: center;">(Continued on next page)</p>

	<p>F. Opinions of result and resolution/conclusion</p> <p>G. Reference to periodicals, literature, website, etc.</p> <p>H. Bibliography** (see note below)</p> <p>**References to information, whether electronic or not, must be cited either by a text reference or a footnote and cited in the Bibliography. Failure to do so <u>and</u> to include a Bibliography will automatically lower paper grade to <u>C</u>.</p>
Class Attendance & Participation	<p>Class attendance and active class participation is strongly encouraged. Participation contributes to a better understanding of the readings and group discussions. Part of this experience is learning from other class participants and applying this understanding to the issue paper and class discussions. Group grades are given by fellow group members in a peer evaluation throughout the semester. Attendance is NOT counted if a student is more than 20 minutes late.</p>
Academic Integrity, Judicial Affairs, etc.	<p>Please refer to UT Dallas Syllabus Policies and Procedures at http://go.utdallas.edu/syllabus-policies</p>
Off-Campus Instruction and Course Activities	<p>Off-campus, out-of-state, and foreign instruction and activities are subject to state law and University policies and procedures regarding travel and risk-related activities. Information regarding these rules and regulations may be found at http://www.utdallas.edu/BusinessAffairs/Travel_Risk_Activities.htm. Additional information is available from the office of the school dean.</p>

KEY ISSUE/STAKEHOLDER BRIEFING FORMAT
(Format can be used for case analysis.)

Issues	Stakeholders	Ethical Response	Actual Response
Name of issue Contact information for issue manager(s)	Definition of issue Who is involved	Response recommendations Other support documents attached	Case conclusion
ISSUE 1			Your response
ISSUE 2			
ISSUE 3			

OPTIONAL COMMUNITY SERVICE PROJECT
May turn in any time before Monday, December 5th
(300 points)*

To complete this assignment and earn the points, you must present your community service project in some form of media. This means that you can submit a photo collage, a PowerPoint deck, a written paper, a video, etc. However, it must meet the following criteria:

- Identify the non-profit (social enterprise) you volunteered for;
- Explain exactly what you did to earn credit;
- Explain/demonstrate the impact this volunteerism had on the community;
- Summarize how this experience impacted you; what did you learn

*You must include a signed verification on the non-profit's letterhead verifying that you volunteered on a specific day or time.

(**You may present in class December 5th or 7th a 10 minute maximum presentation for 100 extra points.)

Community Services Options

(Partial List)

If you do church community service or volunteer with a youth sports program or some other organization, your existing volunteerism may count. Best idea is to email your professor and let her know so that she can confirm. Perhaps the student organization you belong to is doing a community service project.

If you do not currently have a placement, then consider the following:

This is a one-time 2-3 hour commitment. You will need verification in written format that you volunteered.

These groups have been contacted and will accept you as a volunteer:

1. Hunger Busters info@hungerbusters.com
2. North Texas Food Bank www.ntfb.org
3. Genesis Benefit Thrift Store (Dallas) cadkins@genesishelter.org
4. Hope's Door (Plano) www.hopesdoorinc.org Volunteer opportunities-1 hr. Orientation last Sat. of every month, 10:30 a.m.-noon, counts as service
5. North Texas Pet Food Pantry www.ntxpetfoodpantry.org/volunteer
6. Wilkinson Center (Dallas)-various opportunities www.thewilkinsoncenter.org
7. Minnie's Food Pantry (Plano) www.minniesfoodpantry.org

(Continued on next page)

SAMPLE PROJECTS:

Last year, one team donated to Genesis Women's Shelter through a project they developed on their own. They filled slightly used handbags with essentials such as toothpaste, deodorant, comb, makeup samples, etc. The three person team collected and filled 40 purses. They received more points than those allocated due to their creativity.

The JSOM collected shoes for Buckner Children's Home.

UTD Campus and JSOM offer volunteer opportunities such as COMET CLOSET and Campus Food Pantry.

POWER UP
Individual Optional Assignment
May turn in any time before Monday, December 5th
(25 points per assignment)
(Total points you could earn by repeating this up to 100 points.)

From a news story, identify a timely ethical business issue and analyze it from your perspective using the system presented in the text Chapter 1, page 13 or 20. Issues analysis form enclosed. May receive credit for four (4).

Attach the clipping or print website and reference.

One-Two (1-2) Pages – May turn in any time before Monday, December 5th.

POWER UP
Individual Optional Assignment
May turn in any time before Monday December 5th
(possible 100 points)

In order to complete this POWER UP, you must attend an optional JSOM CEO lecture event or you may count a JSOM club event business/executive speaker. If you do this option, please obtain the faculty advisor signature also. May receive credit for 4 total JSOM CEO lectures, 25 points each lecture attended, for a total points possible of 100. Turn in to professor or her designee a 3 x 5” card or paper at the lecture or event stating your name, lecture/event date, and speaker name. Also, write a one-page summary of each presentation and what you learned from it.

Optional
COMMUNITY SERVICE PROJECT
PRESENTATION
(100 points)

You may choose (or your team may choose) to do a PowerPoint or video presentation of Community Service Project. Brief 10 minute maximum oral presentation – you may do so on December 5th or 7th during class. More details to follow.

Optional Assignment
Individual OR Team Option
(*possible 100 points per person)

Investigate a public company and determine the following:

- 1) Do they have a separate Foundation?
- 2) How does the company address ethics, Corporate Social Responsibility, public affairs, and issues management?
- 3) Prepare a 10 minute presentation or video clip detailing your findings to present in class late October.

*If a team takes this one on, then your professor will give each team member up to 100 points based on quality of information presented.

GUIDELINES FOR WRITING ASSIGNMENTS
(Used in C-3 Designated Classes)

Writing Rubric	Good (2)	OK (1)	Poor (0)	Score
Organization	Clear and appropriate beginning, development and conclusion. Paragraphs and transitions are clear and appropriate.	Adequate beginning, development and conclusion. Adequate paragraph structure/flow and transitions.	Persistent errors or misjudgments in organization, structure, and paragraphing.	
Grammar and Formatting	No major errors in word selection, sentence structure, spelling, punctuation or formatting.	Several errors in word selection, sentence structure, spelling, punctuation or formatting.	Persistent errors in word selection, sentence structure, spelling, punctuation or formatting.	
Audience	Strong concern for audience demonstrated through organization, tone, and word choice.	Adequate sense of audience demonstrated through organization, tone, and word choice.	Poor sense of audience demonstrated through organization, tone, and word choice.	
Needs of Reader	Clear grasp of needs of reader and use of evidence to convince reader that their need will be satisfied.	Document doesn't clearly grasp need of reader, use appropriate evidence, or clearly offer to satisfy need.	Document doesn't clearly grasp needs of reader, use evidence, or offer to satisfy need.	
Citation	Correct choice, use and citation of source material.	Minor errors in choice, usage and/or citation of source materials.	Persistent errors in choice, usage and/or citation of source materials.	
			TOTAL:	