BUSINESS ETHICS &
CORPORATE RESPONSIBILITY

Required Texts:


Catalog Description:

Analysis of ethical issues that arise in contemporary business practice, both domestically and globally. Topics may include ethical issues concerning labor practices, marketing, financial services, environmental practices, human rights, and emerging technologies. Students will be taught to recognize, analyze, and address ethical challenges as they arise in their careers. Consideration will also be given to public policies and global ethics codes that inform business decision-making.

Value and Purpose:

Ethical issues permeate business. Managing ethical issues -- both within an organization and in relationship to a range of external stakeholders -- is important for the purposes of ensuring organizational integrity, enhancing organizational legitimacy, and managing risk. The societal expectation that businesses have social and environmental obligations has never been greater or more widespread. Most medium and large sized businesses identify ethical values, such as respect for employees or customers, as a feature of their core mission. Increasingly companies employ ethics and sustainability officers, or managers, to help implement their core values and strategy. Many industries have implemented voluntary ethics codes. Over 8,000 businesses have joined the United Nations Global Compact and have thereby committed to adhering to its principles regarding human rights, labor, the environment, and anti-corruption. In the last few year’s companies from PepsiCo to Gap to Nike have embraced “sustainability” and begun reporting not just financial performance but social and environmental performance as well. Managers operating in a global economic environment are better able to engage with policy makers, non-governmental organizations, and a range of stakeholders on social, environmental and financial issues, if they understand the ethical dimensions of business and demonstrate best practices in their policies and in their social and environmental reporting.
Course Goals:

(1) To enhance your understanding of different conceptions of the proper functions and goals of business.
(2) To enhance your understanding of complex ethical issues inherent in the practice of business.
(3) To enhance your capacity to evaluate ethically, legally, and politically problematic business scenarios and to develop sound responses to such scenarios.
(4) To enhance your critical thinking and writing skills, especially as such skills relate to the exercise of ethical managerial leadership.
(5) To develop an understanding of triple-bottom line management and best practices with respect to business ethics and sustainability.

Course Requirements:

(1) Regular, on-time attendance is expected in order for students to receive credit for in-class instructional time. The University’s inclement weather number is 704-786-2877. A student whose religion requires that he or she miss class for a religious observance must fill out a “Request for Religious Observances” form and submit it to me prior to the census date for the semester to receive an excused absence for that event.
(2) It is important that you read the assigned material prior to each class meeting. It will be assumed that you have completed the required assigned reading prior to class.
(3) Thoughtful discussion is an essential part of this class and an acquired skill. Students are expected to fully participate in class discussion where this means actively listening as well as speaking.
(4) There will be short assignments in nearly every class beginning the second week of the semester. Most will be in-class, open book individual assignments, one or more of these will be group assignments, and one or more will be take-home assignments. Assignments missed because of an absence cannot be made up. The lowest two scores on these assignments will be dropped from your overall grade.
(5) There will be one team case study and analysis. Teams will be required to submit a written version of the case study and present the case study in class. Detailed instructions will be distributed separately. All students will be given the opportunity to confidentially evaluate the performance of their peers.
(6) There will be an in-class, final exam. Students must take the exam at the scheduled time and place barring extraordinary circumstances.

Grading:

The short, weekly assignments are worth 35% of your final grade; the written team project is worth 25%; the oral Power Point team presentation is worth 10%; the final examination is worth 30%. Failure to complete the written team project or the final exam will result in the student failing the class. The grading scale is as follows:

A = 90 - 100
B = 80 - 89.99
C = 70 - 79.99
D = 60 - 69.99
F = < 60

Professor:

Dr. Denis Arnold
Associate Professor of Management & Surtman Distinguished Scholar in Business Ethics
Office: 244A Friday Building, Main Campus; Center City 713 (Shared Offices)
Office Hours: Center City 713, Tuesdays 4:15 – 5:15. Also feel free to speak with me after class. Email is the best means of communicating with me at other times. In addition I hold office hours on the main campus on Tuesdays and Thursdays from 9:30-11:30.
Office Telephone: 687-7703
E-mail: denisarnold@uncc.edu

Moodle Environment:

This course includes a significant and required use of the Moodle on-line environment. You must be able to access course materials and announcements on-line. You can login to Moodle here: http://moodle.uncc.edu

Email:

You must be reachable via your UNC Charlotte email account. All course communication will be directed to you at your university email address. If you primarily use a different email account, then you should set up your university email to automatically forward to your primary account.

Diversity:

The Belk College of Business strives to create an inclusive academic climate in which the dignity of all individuals is respected and maintained. Therefore, we celebrate diversity that includes, but is not limited to ability/disability, age, culture, ethnicity, gender, language, race, religion, sexual orientation, and socio-economic status.

Academic Honesty:

You are required to complete 100% of your own work in this class (including making a full contribution to the team project). Cheating violates the UNCC Code of Academic Integrity and may result in course failure, suspension, and/or expulsion. For more information see the following: http://integrity.uncc.edu/
Disability and Impairment Accommodation:

If you require course adaptations or accommodations because of a disability, or if you have emergency medical information about which I should be informed, please speak with me as soon as possible. Students are responsible for notifying me of any conditions that may impair their academic performance for which reasonable accommodation can be made. Without advance warning, such difficulties cannot be used later as a basis for requesting deadline extensions or reconsideration of grades. Students who require such accommodations must work with the Office of Disability Services (704-687-4355).

Schedule of Class Meetings:

Week I    8/21    Introductions

        ABB, Case Study: “Should Company Policy Apply to All?” pp. 42

Week II  8/28  Corporate Responsibility I: The Stockholder View

        ABB, Chp. 1, “Ethical Theory and Business Practice,” pp. 1-11 and 17-21 (skip or skim 12-16)
        ABB, Introduction to Chapter 2, pp. 46-49 only
        ABB, Friedman, “The Social Responsibility of Business is to Increase Its Profits,” pp. 53-57
        ABB, Legal Perspective: Dodge v. Ford Motor Company, MySearchLab
        ABB, Legal Perspective: A.P. Smith Manufacturing v. Barlow, MySearchLab
        ABB, Case Study: “The NYSEG Corporate Responsibility Program,” pp. 120-122

Week III 9/4  Corporate Responsibility II: The Stakeholder View

        ABB, Freeman, “Managing for Stakeholders,” pp. 57-68
        ABB, Johnson & Johnson, “Our Credo,” MySearchLab
        ABB, Case Study: “Outsourcing at Any Cost?,” pp. 122-124
        ABB, Case Study: “Merck & River Blindness,” pp. 124-125

Important: Class meets this week only on the UNC Charlotte main campus (9201 University City Blvd., Charlotte, 28223) due to DNC. Class will meet in Friday Building Room 123 at 6:00pm. Center City parking permits will be valid in commuter lots.
Week IV  9/11  Managing Organizational Ethics I: Ethics and Organizational Culture

ABB, Trevino and Nelson, “Ethics as Organizational Culture,” pp. 95-107
Case to be distributed on Moodle

Week V  9/18  Managing Organizational Ethics II: Whistle-blowing

ABB, Brenkert, “Whistle-blowing, Moral Integrity, and Organizational Ethics,” pp. 179-192

Guest Speaker: Peter Anderson, Anderson Law LLC

Week VI  9/25  Managing Organizational Ethics III: Self-Regulation and Organizational Integrity

ABB, Case Study: “Pfizer: Repeat Offender,” pp. 322-325
ABB, Legal Perspective: Kasky v. Nike, Inc., MySearch Lab

Week VII  10/2  International Management I: Business & Human Rights

ABB, “The United Nations Global Compact,” MySearchLab

Week VIII  10/9  Fall Recess -- No Class

Week IX  10/16  International Management II: Base of the Pyramid Strategies

Prahalad and Hart, “The Fortune at the Base of the Pyramid,” pp. 1-14 (available on Moodle)
AAB, Hart, “Taking the Green Leap at the Base of the Pyramid,” pp. 494-501
AAB, Case Study: “The Water Initiative,” pp. 526-527
AAB, Case Study: “Coca-Cola: The Entrepreneur Development Program – South Africa,” pp. 655-56
Week X  10/23  Ethical Issues in Banking

ABB, Case Study:  “Predatory Lending at Countrywide Financial,” pp. 385-389

Guest Speakers:  Wes Beckner, Regional Group President, Charlotte Metro, BB&T; Cameron Wells, Regional Group SVP for Retail Banking, BB&T

Week XI  10/30  Managing the Triple Bottom Line

E, Making Sustainability Work, Introduction and Chps. 1, 2, 3 pp. 19-102
ABB, Case Study:  “Texaco in the Ecuadorean Amazon,” pp. 504-505

Week XII  11/06  Sustainability Performance and Measurement

E, Making Sustainability Work, Chps. 4, 5 & 7, pp. 103-142 and 163-197
ABB, Case Study:  “What Does it Mean to Be Truly Green: Environmental Sustainability at Frito Lay North America,” pp. 513-520

In-Class Social and Political Risk Group Project

Week XIII  11/13  “Balancing Stakeholder Interests,” An Evening with Hugh McColl, Founding CEO of Bank of America

Week XIV  11/20  Social and Environmental Reporting

E, Making Sustainability Work, Chps. 8-10, pp. 198-261
ABB, Case Study:  “Ethics and Sustainability at Alcoa: A Symbiotic Relationship,” pp. 521-525

Sustainability Report Analysis Due in Class

Week XV  11/27  Team Presentations

Week XVI  12/04  Team Presentations
Final Exam

The final (in-class) exam will be given during the officially scheduled examination period: 5:30 – 8:15, Tuesday, December 11. You must take the exam at this time barring extraordinary circumstances (e.g., a medical emergency) or a conflicting required UNC Charlotte or work obligation.

ALL PARTS OF THIS SYLLABUS ARE SUBJECT TO REVISION
ANY REVISIONS WILL BE ANNOUNCED IN CLASS OR VIA EMAIL