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 capacity to evaluate ethically, legally, and politically problematic business scenarios and to develop sound responses to such scenarios.
(2) To enhance your critical thinking and writing skills, especially as such skills relate to the exercise of ethical managerial leadership.
(3) To learn how to manage organizations consistent with organizational integrity.
(4) To develop an understanding of social and environmental risk management.

Course Requirements:

(1) This is a discussion-based class where in-class discussion is an important part of the learning process. Attendance is required. It is a student’s responsibility to sign the attendance roster each week. Students are allowed one absence without penalty (students who miss 0-1 classes will receive 100% attendance). Students who miss two or more classes will receive -10 for the first two missed classes (out of 100) and – 5 for each missed class thereafter (e.g, a student who misses three classes will receive an 85% and a student who misses five classes will receive 75% for the attendance portion of the grade). Missing half of a class period will result in a reduced attendance grade of 2.5. Please note that the unpenalized absence is intended to accommodate family or work emergencies, illness, or the like and it would be prudent to reserve it for that purpose. 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. Students participating in official university events will receive an excused absence with appropriate documentation. Students who are hospitalized for an extended period of time because of a serious injury or illness may receive special accommodation. The University’s inclement weather number is 704-786-2877.

(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. Typically each class will begin with discussion of a required reading. 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.

(3) There will be an in-class midterm and final exam. Students must take the exams at the scheduled time and place barring extraordinary circumstances. Information about the exams will be distributed in advance.

(4) 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.

Grading:

The midterm is worth 25% 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%; and attendance
is worth 10%. Failure to complete the written team project, the midterm exam, or the final exam, will result in the student failing the class. The grading scale is as follows:

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A &= 90 - 100 \\
B &= 80 - 89.99 \\
C &= 70 - 79.99 \\
D &= 60 - 69.99 \\
F &= < 60
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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](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/](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  8/20  Introductions

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

Week II  8/27  Corporate Responsibility I: The Stockholder View

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, Case Study: “The NYSEG Corporate Responsibility Program,” pp. 120-122

Week III  9/3  Corporate Responsibility II: The Stakeholder View

ABB, Freeman, “Managing for Stakeholders,” pp. 57-68
ABB, Legal Perspective: A.P. Smith Manufacturing v. Barlow, MySearchLab
ABB, Johnson & Johnson, “Our Credo,” MySearchLab
ABB, Case Study: “Merck & River Blindness,” pp. 124-125

Week IV  9/10  Ethics & Organizational Culture

ABB, Trevino and Nelson, “Ethics as Organizational Culture,” pp. 95-107
Case to be distributed on Moodle
Week V 9/17 Privacy & the Internet

ABB, Johnson, “Privacy and Internet Ethics,” pp. 399-410


Week VI 9/24 Self-Regulation & Organizational Integrity in the Pharmaceutical Industry

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

Week VII 10/1 Midterm

Week VIII 10/8 Fall Recess -- No Class

Week IX 10/15 Managing an Organizational Ethics Program

Guest Speaker: Allen Stewart, Manager Ethics & Compliance, Duke Energy

Week X 10/22 Whistle-blowing

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

Week XI 10/29 Organizational Values & the Financial Crisis

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 XII  11/05  Business & Human Rights

ABB, “The United Nations Global Compact,” MySearchLab

Week XIII  11/12  Environmental Sustainability

ABB, Case Study: “Texaco in the Ecuadorean Amazon,” pp. 504-505
ABB, Case Study: “Interface Corporation and Sustainable Business,” p. 511

Week XIV  11/19  Measuring Social and Environmental Risk

Epstein, “Implementing a Social, Environmental and Economic Impact Measurement System” (available on Moodle)

In-Class Social and Political Risk Group Project

Week XV  11/26  Team Presentations

Week XVI  12/02  Team Presentations

Final Exam

The final (in-class) exam will be given during the officially scheduled examination period: 5:30 – 8:15, Tuesday, December 10. 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