BUSINESS ETHICS &
CORPORATE RESPONSIBILITY

Required Texts:


Catalog Description:

Analysis of ethical issues that arise in contemporary business practices, 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 – within an organization and in relation 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 ethical obligations has never been greater or more widespread. Most medium and large sized organizations identify ethical values, such as respect for employees or customers, as a feature of their core missions. Many companies employ ethics managers to help implement their core values and social strategy. The purpose of this course is threefold: First, to facilitate the development of individual ethical decision making skills, especially in an organizational context. Second, to learn how to manage an ethical organizational culture consistent with appropriate ethical values and legal requirements. Third, to better understand and manage corporate social and environmental responsibilities.

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 responsibility and risk management.
Course Requirements:

(1) This is a discussion-based course where in-class discussion is an essential part of the learning process. It will be assumed that you have completed the required assigned reading prior to class each week. In-class comments and questions must reflect knowledge of the required readings in order to receive full participation credit. Student participation will be evaluated and graded at the end of each class period, except for the first day of class, and the three class periods with exams and team meetings, based on the Student Discussion Evaluation Rubric available on Moodle. Students who are not present in class cannot obtain discussion points. Students will receive a score of 0-3 for each class period based on my evaluation of your participation in class discussion. Participation in these twelve class sessions allows students to earn up to 36 points. Student participation will be evaluated on a 33-point scale at the end of the semester (in other words, 33 total points will earn a student 100% on the discussion portion of the grade, 30 points will earn a student a 90.9 and so on).

(2) There will be three in-class exams, one on each major section of the course. Details will be provided prior to the exams.

(3) There will be one team case study analysis and presentation. Teams will be required to submit a written version of the case study and present the case study in class. Detailed instructions are available on Moodle. All students will be given the opportunity to confidentially evaluate the performance of their peers.

Grading:

The exams are each worth 15% of your final grade; the written team project is worth 20%; the oral Power Point team presentation is worth 5%; class participation is worth 30%. Failure to complete the written team project, or any of the exams, 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  
Surtman Distinguished Professor of Business Ethics & Professor of Management  
Office: 206 Friday Building, Main Campus; Center City 713 (shared offices)  
Office Hours: Center City by appointment. 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 9:00-10:45.  
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:

Note: Short case studies will supplement our weekly readings and will either be distributed in class or posted to Moodle.

Week I 8/19 Introductions
Part I: Ethics & the Individual

Week II  8/26  Ethics & the Individual I


Week III  9/2  Ethics & the Individual II


Week IV  9/9  Ethics & the Individual III


Week V  9/16  Ethics & the Individual IV

In-class exam on part one
First team meeting

Part II: Managing Ethics in Organizations

Week VI  9/23  Managing Ethics in Organizations I


Week VII  9/30  Managing Ethics in Organizations II

Team project topic approval deadline

Week VIII  10/7  Fall Recess

Week IX  10/14  Managing Ethics in Organizations III

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

Week X  10/21  Managing Ethics in Organizations IV

Guest Speaker: Allen Stewart, Ethics Manager, Duke Energy.

Week XI  10/28  Managing Ethics in Organizations V

In-class exam on part two
Second team meeting

Part III: Managing Corporate Responsibility

Week XII  11/04  Corporate Responsibility I: External Stakeholders


Week XIII  11/11  Corporate Responsibility II: Environmental Sustainability


Week XIV  11/18  Corporate Responsibility III: Global Ethics


Week XV  11/25  Corporate Responsibility IV

In-class exam on part three
Third team meeting

Week XVI  12/02  Team Presentations

Final Exam  12/09  Team Presentations
The final exam period is 5:30 – 8:15, Tuesday, December 9.
Team presentations due via email by 5:00pm

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