

Management Responsibility and Ethics

MGMT 480 Thursday Night Session

Fall 2008

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Office hours: Rm 452 –**Monday/Wednesday, 1:30 p.m. to 2:30 p.m. and 4:00 p.m. to 6:15 p.m. and Thursday 5:00 to 6:30 p.m. or by appointment, voice mail, or e-mail.**
Phone: 734.487.4343 (no voice mail on this #)
Alternate Phone: 734.455.5855

Prerequisites: Senior standing or department permission

Required Text: Business and Society: Stakeholders, Ethics and Public Policy Post, Lawrence and Weber. 12th edition. C2005 (McGraw-Hill) ISBN # 978-0-07-353017-8

Please do not purchase any older edition of the text.

EMU COLLEGE OF BUSINESS MISSION STATEMENT:

To support the economic development of Southeastern Michigan by preparing graduates to perform effectively in an “information age” business environment that is being shaped by a global economy.

Ethos Statement Eastern Michigan University College of Business

The College of Business students, faculty and staff comprise a professional, interdependent community committed to perfecting responsible, ethical business professionals to serve business and the wider world. Through a positive learning experience mirroring the business world's best aspects, the community respects the group's common mission and the individuals comprising it. Community members foster the COB ethos through behavior growing from six interrelated values:

1) Integrity

Integrity is practicing in all areas of life what we profess to believe. It is commitment to professional standards in the whole person.

2) Honesty

Honesty requires respect for the truth; it means being truthful, sincere, and straightforward.

3) Trustworthiness

Growing out of integrity and honesty, trustworthiness is the confidence others have that we mean what we say; we can be counted on.

4) Respect

Respect is deference or esteem for what we value. We recognize others' worth as ends, not means. Respect is key to our other values.

5) Learning

We value learning as an end in itself and as a practical tool for success in lifelong professional growth. We gain up-to-date, practical and theoretical knowledge through effective, often participative learning and research.

6) The Work Ethic

We practice self reliance and responsibility to our business profession and community. We are industrious and often self supporting.

Course Description: This course will examine the social, legal and moral pressures of external and community groups on business operations as well as management's role of responsibility and leadership

in interacting with these forces, and reducing and resolving conflicts with them. **Note: This course has been designated as an Intensive Writing Course for the Management Department.**

Course Objectives:

1. To identify and critically analyze current social and legal ethical problems related to modern business and be able to communicate your stand through class discussion, case study analysis, and introspection.
2. To develop strategies that will enable a business to meet its economic and legal obligations while still being socially responsible.
3. To identify current ethical dilemmas as they arise in the news, the workplace, or in the local community.
4. To identify social and ethical threats emerging from rapid social and technological change.

Class Policies:

Cell Phones/Pagers: Please turn off all cell phones and pagers and put them away prior to entering the classroom. Please do not take cell phones out in the classroom for any reason. Please do not wear earphones of any kind in class.

Attendance: Students are expected to attend all class sessions. When a student misses a session for any reason, he/she is responsible for any information or material covered. Contact a fellow classmate for handouts and notes regarding class discussion. Students must be present and actively participate in class to get credit for participation points.

Class Participation: Students are expected to be prepared for each class by thoroughly studying the assigned chapters. Class participation is anticipated and will be a portion of the final grade. Active class participation by all students is critical to the learning experience and for the fullest understanding of coursework. Students are expected to treat each other and their opinions with respect.

Deadlines: Due dates for all assignments will be strictly followed. Assignments are due at the beginning of the class period. Late assignments will be penalized by a loss of points. **Late assignments will be accepted at a maximum of half value up to one class period beyond the due date regardless of the reason. In-Class assignments and WebCT assignments cannot be made up. If an assignment is turned in after the start of class it is considered late.**

Please Note: All assignments that you turn in, must be double-spaced and typed. No exceptions. Assignments that are not double-spaced will receive only a maximum of one-half credit.

Etiquette Expectations:

In all written work for this course, the student must use Standard English. Abbreviations and Instant Messaging type language may not be used for Threaded Discussions, or formal papers.

Instructor Response: I try to make it a habit to get turned in papers graded within 48 hours after on time submissions. Exams are usually graded the same day if possible. E-mail is responded to usually the same day but always within 48 hours.

Honesty: Professionalism and integrity are expected. Honesty is a basic expectation in this class. Plagiarism or cheating on exams will result in an "E" for a final grade. All work must be your own. Anyone found plagiarizing work would not receive any points on that assignment. Eastern Michigan University's undergraduate catalog defines plagiarism as "... the knowing use, without appropriate

approval, of published materials, expressions or works of another with intent to represent the material(s) as one's own.”

Academic Dishonesty:

Professionalism and integrity are expected. Honesty is a basic expectation in this class. Academic dishonesty, including all forms of cheating and /or plagiarism, will not be tolerated in this class. As noted in the EMU Handbook, violations related to “Engaging in academic dishonesty in any form with respect to examinations, course assignments, research projects, grades, and/or academic records, including but not limited to the following: “cheating, falsification, and plagiarism are subject to disciplinary action.

Penalties for an act of academic dishonesty may range from receiving a failing grade for a particular assignment to receiving a failing grade for the entire course. In addition, you may be referred to the Office of Student Judicial Services for discipline that can result in either a suspension or permanent dismissal. The **Student Conduct Code** contains detailed definitions of what constitutes academic dishonesty, but if you are not sure about whether something you are doing would be considered academic dishonesty, consult with me.

Classroom Management Issues:

Students are expected to abide by the Student Conduct Code and assist in creating an environment that is conducive to learning and protects the rights of all members of the University community. Incivility and disruptive behavior will not be tolerated and may result in a request to leave class and referral to the Office of Student Judicial Services (SJS) for discipline. Examples of inappropriate classroom conduct include repeatedly arriving late to class, using a cellular telephone, iPod or other such personal communication devices, or talking while others are speaking. You may access the Code online at <http://www.emich.edu/sjs>

Grading:

The class will operate on a point system as follows:

Journal Assignments (3 @ 25 each)	75 points
Social Audit (Written portion)	100 points
Oral Presentation	25 points
Peer Evaluation	50 points
On Line Chapter Assignments (2 @ 25 each)	50 points
In Class Case Analysis (4 @ 25 each)	100 points
Threaded Discussions Online (2 @ 25 each)	50 points
Attendance/Class Participation	50 points
Exam 1	100 points
Exam 2	<u>100 points</u>
Total Possible	700 points

Extra Credit Opportunities may be announced in class.

Grade Computation:

The final grade will be based on the total number of accumulated points earned during the semester relative to the highest number of points possible.

658 - 700	A	560 - 573	B-	476 - 489	D+
630 - 657	A-	546 - 559	C+	434 - 475	D
616 - 629	B+	504 - 545	C	420 - 433	D-
574 - 615	B	490 - 503	C-	419 and Below	E

Course Content:

Students are expected to thoroughly read each chapter plus the case study at the end of each chapter **prior** to coming to class.

Bolded Items represent the Due Date or In Class Activities for a given date.

<u>Date</u>	<u>Topic / Assignment</u>
Sept 4, 2008	Introduction to course <u>Chapter 1</u> - The Corporation and Its Stakeholder Getting to Know You WebCT Demo
Sept 11, 2008	<u>Chapter 2</u> - Managing Public Issues Discussion of Team Development
Sept 18, 2008	<u>Chapter 3</u> - Corporate Social Responsibility Development of Teams for Social Audit Selection of Social Audit Company Short Team Meeting
Sept 25, 2008	<u>Chapter 5</u> - Ethics and Ethical Reasoning Video scenario's <u>Chapter 6</u> - Organizational Ethics and the Law <u>In Class Case Analysis 1: Glaxo Smith Kline and Aids Drugs (25 points)</u> <i>Threaded Discussion 1 Begins - Privacy in the Workplace</i>
Oct 2, 2008	<u>Chapter 7</u> - The Challenges of Globalization <i>Threaded Discussion 1 Ends (25 points)</i>
Oct 9, 2008	<u>Chapter 10</u> - Antitrust, Mergers and Competition Policy Group Work Social Audit - 40 minutes (Research Findings Discussion Questionnaire activity) <i>Journal Assignment # 1 due (25 points)</i>
Oct 16, 2008	On Line - Students DO NOT attend Class. A lecture and related assignment will be available on line on WebCT. <u>Chapter 4</u> - Global Corporate Citizenship

- Oct 23, 2008 Chapter 11 – Ecology, Sustainable Development, in Global Business
In Class Case Analysis 2: Shell Oil in Nigeria (25 points)
Group Work Social Audit (40 minutes – Bibliography activity)
Journal Assignment # 2 due (25 points)
- Oct 30, 2008 **On Line - Exam 1 via WebCT –**
Covers Chapters 1-6, articles, videos, lectures, podcasts.
A study guide for this exam will be provided within two weeks prior to the exam.
This is an on-line exam through WebCT. Students do not attend class.
- Nov 6, 2008 Chapter 12 - Managing Environmental Issues
Video – Three Gorges Dam
Chapter 13 –Technology: A Global Economic-Social Force
Video – Bioengineered Corn
Social Audit Presentation: _____
Group Work – Social Audit (40 minutes – Peer review initial draft activity)
Threaded Discussion II Begins (Violence on TV and in the Movies)
- Nov 13, 2007 Chapter 15 – Stockholder Rights and Corporate Governance
Chapter 16 – Consumer Protection
Journal Assignment 3 Due (25 points)
Threaded Discussion 11 Ends (25 points)
In Class Case Analysis 3: Odwallwa (25 points)
Group Work – Social Audit case presentation
Written Social Audit Due – All groups (up to 100 points)
Social Audit Presentation: _____
- Nov 20, 2008 **ON LINE CLASS**
Chapter 20 – Business and the Media (the lecture for this chapter will be online).
Students will review the material and answer assignment questions on line in WebCT. **This is an on-line assignment through WebCT. Students do not attend class.**
- Nov 27, 2008 No Class – Thanksgiving Break – Enjoy
- Dec 4, 2008 Chapter 18 – Employees and the Corporation - outline
In Class Case Analysis 4: Nike’s Dispute with University of Oregon (25 points)
Social Audit Presentation : _____
Social Audit Presentation: _____
Social Audit Presentation: _____
Social Audit Presentation : _____
- Dec 11, 2008 **On Line - Final Exam**
Covers Chapters 10, 11, 12, 13, 15, 16, 18, 20
This exam will be conducted on line in WebCT.
Students do not attend class.
This is an on-line exam through WebCT. Students do not attend class.

Note: This schedule is subject to change with advance notice.

Bolded items are items we will complete in class. Items in italics are due dates for assignments.

Use of Technology

Technology in MGMT 480:

This course will make use of available technology channels through the use of WebCT, eReserves and Podcasting.

Course Technological Components/Requirements:

This course will make use of several technological tools. In order to participate fully in the course, you must have a PC with PowerPoint, and Word. At present Internet Explorer generally works best. (Note: After Microsoft implemented their latest version 7.0, WebCT will not work with Firefox). You may also download and use iTunes for the course podcasts. All EMU library and computer lab P.C's are equipped to fully access WebCT and iTunes.

WebCT:

Students will have some class periods that will be conducted through the web site. Follow the syllabus for specific date. Students **DO NOT** attend class during these class periods. A Web Lecture or exam and associated questions will be conducted on-line as indicated in the syllabus. Students will answer questions related to the lecture in an e-mail to me through the WebCT system. Each on line session is worth **25 points**. **Assignments that are part of the On-Line Chapter discussions are due by the end of the day on the date of the on line class. There is no grace period for on-line assignments.** (Note: **alternate access web address if my.emich is not working: <http://webct1.emich.edu>**) A demonstration of the WebCT system will be provided on the first night of class. For WebCT assistance, call the 24/7 help line at 1-866-207-3338. All EMU computer lab PC's are able to access WebCT.

E-Reserves - Outside Readings:

From time to time students will be directed to read various articles from periodicals which will be placed on line at the following address: www.reserves.emich.edu. Use Password: **mgmt480**. No spaces or caps. These readings will help the student stay abreast of recent developments in the field of Ethics and Social Responsibility. Students are encouraged to submit articles to me for submission on the reserves site. Discussion of the articles may take place in a class assignment and/or as a test component.

Podcasts:

Students will subscribe to podcasts (audio recordings) for this course through iTunes. Instructions for subscription will be given the first night of class. Podcasts will consist of items that are currently in the news on the topics of Ethics, Social Responsibility and Stakeholder management. Podcasts topics will be part of exam material or in class discussions. You may upload the podcasts to your iPod for portability. Podcasts may also be accessed in WebCT via an MP3 file.

Assignments:

Threaded Discussions:

Students will be expected to participate in online discussions on the WebCT site. There will be two Threaded Discussion assignments open for one week each on the web site. You are expected to post your thoughts to the "original" discussion question and review and post a "response" comment to one or more of the thoughts of your fellow classmates. Your original post must be a minimum of 100 words and your second or response post must be a minimum of 50 words. Students **MUST** enter and respond twice for full credit. **(2 @25 points each Threaded Discussion)**

Social Audit:

For this project you will research and conduct a social audit on a U.S. Company. The Company will be one of the annual **100 Best** as featured in *Corporate Responsibility Officer magazine*. Students will work in groups on this project. Your report will be 10-12 pages plus a title page and a bibliography. A separate handout regarding the specifics of the project is available on WebCT. **Your group will conduct a 10-15 minute overview of your Social Audit company and your findings near the end of the semester. (25 points)** You will have the opportunity to evaluate your fellow team mates for this assignment. (up to 50 points). If a person in the group does not carry their weight, team members may fire that person after discussion with the person and written notice to that person AND discussion with me in advance. If a person is fired from a group, they must complete a Social Audit on their own for credit. In the case of firing, there will be zero(0) points given for the peer evaluation.

Journal Assignments:

The journal assignments allow you to reflect on current business ethics issues this course raises. These assignments aim to enhance your critical thinking skills regarding everyday issues that arise in the business arena. You are asked to reflect upon:

- **Entries # 1:** Detail an ethical issue within your company or a company that you are familiar with. The issue can be about company or employee behavior. Tell me what you would do if you were in charge. Don't forget to relate it to the course principles. I will maintain strict confidentiality in reviewing this assignment. Minimum 300 words. (note this is not something that you take from the news. This should reflect your own experience.)
- **Entry # 2:** The values survey. Reflect on the results of the survey. The Values Survey will be found on the WebCT . Your entry must contain a self-reflection on the results of the survey. Minimum of 1 page of reflection or 300 words. Please reflect on the point scores in your paper. I do not need to have a copy of the values survey.
- **Entry # 3:** Each student will research a current article on an ethics topic. It can be about any ethics topic that we have looked at during this course. Review the article via a synopsis and discussion of its relevance to this course. Be specific on what course elements your article relates to. NOTE: Articles on the eReserves site may NOT be used. Minimum of 300 words.

Each journal entry must be **typed, double-spaced, 12-point font. Minimum of 300 words each journal.** Make sure you include your name and Student I.D. Number. Each journal entry will be graded for the quality of comments (depth of written discussion), and the logical and clear arrangement of ideas as well as spelling and proper grammar. Make sure that you carefully proofread your work. Try to relate the information in your journal to the course principles as well, using at least the terms in the text such as: (model of corporate social responsiveness, model of corporate environmental responsibility, model of ethical reasoning, charity principle, stewardship principle, ethical egoist etc.) **Note: You will turn each journal in during our class period. These are not online assignments.**

Group Case Analysis:

Students will work in groups to complete four in class case study analysis. The cases may be found in the back of your text book. Your group will identify all ethical problems/issues in the case as well as a discussion of alternatives that could have been utilized. Students are expected to come to the class sessions noted on the syllabus having fully read the case a couple of times.

You will complete a work sheet in class as a group. If it is obvious that a student has not thoroughly read the case, I reserve the right to give zero points for that assignment. **Students must be present in class the day of the case discussion to obtain points for the case discussions. Each in class case discussion is worth up to 25 points.**

Examinations: There will be two examinations throughout the semester. Exams will be given on line through WebCT and will consist of all lecture material, assigned text readings, assigned outside readings from the eReserves site, videos and podcasts. There is no makeup for the exams unless the student meets with me in advance of the date and describes a serious business or personal reason for needing to miss the exam – e.g. death in the family. A study guide for each exam can be found at least two weeks in advance in the Study Tools section of WebCT.

Additional Publisher Resources:

McGraw Hill, the publisher of our text maintains a website that will be of interest to you. It contains many resources including some sample multiple choice and true and false exam type questions. I encourage you to visit the site often. The URL is <http://www.mhhe.com/lawrence m12e>. The last three digits stand for 12th edition.

Miscellaneous:

Assistance in Writing:

For students who feel they have a need to obtain special assistance in completing assignments, please contact the Holman Learning Center at the Halle Library. The mission of Holman Learning Center is to provide instruction and services that will support students in the development of skills necessary for their effective performance and positive adjustment to the learning environment.

Assistance is available with building study skills, effective writing techniques, study habits development, note taking, time management and a host of other skill building services.

The following link will give you direct access. <http://tlc.emich.edu/> This link is also on our WebCT webliography section.

Academic Dishonesty:

“Academic dishonesty, including all forms of cheating, falsification, and/or plagiarism, will not be tolerated in this course. Penalties for an act of academic dishonesty may range from receiving a failing grade for a particular assignment to receiving a failing grade for the entire course. In addition, you may be referred to the Office of Student Judicial Services for discipline that can result in either a suspension or permanent dismissal. The **Student Conduct Code** contains detailed definitions of what constitutes academic dishonesty but if you are not sure about whether something you are doing would be considered academic dishonesty, consult with the course instructor. You may access the **Code** online at www.emich.edu/sjs.”

Special Needs Accommodations:

If you wish to be accommodated for your disability, EMU Board of Regents Policy #8.3 requires that you first register with the Access Services Office (ASO) in 240J Student Center. You may contact ASO by telephone at 734.487.2470. Student with disabilities are encouraged to register with ASO promptly as you will only be accommodated from the date you register with them forward. **No retroactive accommodations are possible.**”

Religious Holidays:

Current University policy recognizes the rights of students to observe religious holidays without penalty to the student. Students are to provide advance notice to the instructor in order to make up work, including examinations that they miss as a result of their absence from class due to observance of religious holidays. If satisfactory arrangements cannot be made, the student may appeal to the head(s) of the department(s) in which the course(s) is/are offered.)

Classroom Management:

“Students are expected to abide by the **Student Conduct Code** and assist in creating an environment that is conducive to learning and protects the rights of all members of the University Community. Incivility and disruptive behavior will not be tolerated and may result in a request to leave class and referral to the Office of Student Judicial Services (SJS) for discipline. Examples of inappropriate classroom conduct include repeatedly arriving late to class, using a mobile /cellular phone while in the class session, or talking while others are speaking. You may access the **Code** online at: www.emich.edu/sjs.”

Student and Exchange Visitor Statement (SEVIS):

“The **Student Exchange Visitor Information System (SEVIS)** requires F and J students to report the following to the Office of International Students, 244 Student Center within ten (10) days of the event:

- Changes in your name, local address, major field of study, or source of funding;
- Changes in your degree-completion date;
- Changes in your degree-level (ex. Bachelors to Masters)
- Intent to transfer to another school

Prior permission from OIS is needed for the following:

- Dropping **ALL** courses as well as carrying or dropping **BELOW** minimum credit hours;
- Employment on or off-campus;
- Registering for more than one **ONLINE** course per term (F visa only)
- Endorsing I-20 or DS-2019 for re-entry into the USA.

Failure to report may result in the termination of your SEVIS record and even arrest and deportation. If you have questions or concerns, contact the Office of International Students at 734.487.3116, not the course instructor.”

TK: word/Syllabus MGMT 480 F08 Thursday Night