



UNIVERSITY OF
GEORGIA

Terry College of Business
Department of Management
Athens, Georgia 30602

Sample Course Syllabus¹

MGMT 5442 - BUSINESS & SOCIETY

Tuesdays & Thursdays, Period 2 (9:30 a.m. – 10:45 a.m.) – 157 Brooks Hall

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Course Text:

Archie B. Carroll, Jill Brown, and Ann K. Buchholtz, ***Business and Society: Ethics, Sustainability and Stakeholder Management***, 10th Edition, 2018, Cengage Learning.
ISBN: 978-1-305-95982-8

https://books.google.com/books/about/Business_Society.html?id=-cf7vQAACAAJ
<http://www.cengage.com/c/business-society-ethics-sustainability-stakeholder-management-10e-carroll>

Course Prerequisite: MGMT 3000 - Management of Organizations and Individuals

Course Description:

This course is designed to investigate the broad spectrum of business and society issues that current and future managers face today. As corporate America struggles to find its ethical identity in a business environment that grows increasingly complex, managers are confronted with exceedingly difficult challenges in balancing their economic, legal, ethical and

philanthropic responsibilities to the variety of stakeholder groups with which they interact. This course addresses these challenges from an individual, managerial and organizational perspective.

Teaching/learning methods used in this course will include lectures, class presentations, discussions of actual longer and shorter cases, brief reports, and other special assignments. Occasional guest speakers and videos may be used.

Course Objectives:

Among the more important objectives for this course are the following:

1. To develop a broader and more complete understanding of the stakeholder and ethics environments in which business functions.
2. To help the student perceive and understand the importance of sound business ethics practices in the effective functioning of organizations. This includes coming to understand that virtually every decision managers face has an ethical facet or dimension to it.
3. To comprehend the major stakeholder groups which interact with business organizations and the kinds of expectations they may hold with respect to their role in the business enterprise and society.
4. To understand the major corporate social responsibilities (CSR) of business: economic, legal, ethical, and philanthropic and to appreciate their tensions with one another.
5. To understand what business ethics means, what influences come to bear on business ethics decision making and the various ethical principles, guidelines and concepts which constitute the academic field of business ethics and shape the ethical climate of organizations.
6. To develop written and oral presentation skills in which the student may effectively articulate the ethical concepts discussed in the course and apply them to case studies, decisions which managers face and dilemmas which they may experience in their professional lives.

Course Requirements:

1. Three exams. Exams will cover all class materials assigned. Exams will cover text, class materials, cases studied, and any other assignments.

Exam Dates:	Exam 1	Oct. 3 (Thursday)
	Exam 2	Nov. 21 (Thursday)
	Final Exam	Dec. 17 (Tuesday) – 7:00 p.m.-8:30 p.m.

2. Group Presentation. Each student will be assigned to a presentation group. Each group will have 6 members. Each group will present an analysis of a major case or company during the semester. Each presentation plus discussion will last about 30-45 minutes. A suggested format for the presentation will be provided. However, creativity and innovation is highly desirable and will be rewarded. Each student will be assigned the same grade for the presentation except in the case where a student does not fulfill his or her responsibilities as a team member.

Some of the groups will present analyses of cases that appear toward the end of the textbook. Some of the groups will present ethical analyses of major companies that have been involved in fraud or unethical activities during the past several years. Examples of companies might include Wells Fargo, Volkswagen, Fannie Mae, Freddie Mac, Bear Stearns, Lehman Brothers, Takata, and so on.

3. Weekly quizzes will be given on assigned readings and cases. Quiz scores will be added to participation grade. Quizzes will typically be given during the first five minutes of class. No make-ups will be given for quizzes. *Effective Participation* in class discussions and case discussions. It is necessary that each student be committed to the "4 Ps" of student involvement for the course to be successful: *preparation, presence, promptness and participation*. Appropriate classroom etiquette is part of the participation evaluation.

Tentative Evaluation Scheme:

<u>Item</u>	<u>Weight</u>
Exam #1	30%
Exam #2	30%
Exam #3 (Final Exam)	15%
Group Presentation	15%
Quizzes and Class Participation	<u>10%</u>
<i>Total</i>	100%

Other Information:

Class attendance policy. "Students are expected to attend class regularly. A student who incurs an excessive number of absences may be withdrawn from a class at the discretion of the professor." UGA Undergraduate Bulletin, p. 40. [This action may be taken once the student misses six classes. It may occur sooner if absences are in first couple weeks of class].

Classroom Etiquette:

Please arrive to class on time. Late arrivals are disruptive to your fellow classmates and to the conduct of the class. *Please turn your cell phones off before you enter the classroom.* Please do not engage in “side-talking” during class. You have no idea how your voice carries in the classroom or how disruptive chit-chat can be to your classmates and the professor. Please refrain from writing and passing notes or participating in other distractive behaviors. Please do not pack up and leave towards the end of the class until it is clear the class is over. An atmosphere of mutual respect is in order.

Academic Honesty Policy:

The University of Georgia seeks to promote and ensure academic honesty and personal integrity among students and other members of the University community. Academic honesty is vital to the very fabric and integrity of the University of Georgia.

Academic honesty means performing all academic work without plagiarizing, cheating, lying, tampering, stealing, giving or receiving assistance from any other person, or using any source of information that is not common knowledge without properly acknowledging the source.

To preserve and enhance the University's academic honesty policy, the Student Government Association proposed a student Honor Code that was approved by the University Council in May 1997. The Honor Code appears on the University's application for admission and states, "I will be academically honest in all of my academic work and will not tolerate academic dishonesty of others." All applicants for admission to the University must sign this statement as part of the admission process.

Specific regulations governing student academic conduct are contained in *A Culture of Honesty*, the University's academic honesty policy. This policy should be read to avoid any misunderstanding. All members of the academic community are responsible for knowing the policy on academic honesty.

Students and faculty who believe that an act of academic dishonesty has taken place should contact the Office of the Vice President for Instruction, (706) 542-4336. For more information, see <http://honesty.uga.edu/>.

Course Syllabus:

The course syllabus provides a general plan for the course. If changes to the syllabus or course expectations are considered necessary or appropriate, the change will be announced in class. Students are responsible for all announcements made in class.

Missed Exam Policy:

In the event of an *excused* missed exam, you will be given a slightly different exam, to include short-answer questions, as well as multiple-choice questions. For an *unexcused* absence of an exam, a make-up may or may not be given at the discretion of the instructor. Written medical excuses will be required for missed exams.

Late Assignments:

Late assignments will be subject to a loss of a letter grade (10 points) for each day, or fraction of a day, an assignment is late.

Other Student Responsibilities:

Students are responsible for all material covered and announcements made during each class, emails sent to the class and notices posted on Blackboard. If you miss a class, contact a fellow class member and get the assignment before coming to the next class. Please use e-mail for routine questions.

Course Outline (By Chapter)

This is the tentative sequence in which we will cover the chapters. Due to time constraints some chapters may be omitted, covered briefly, or given as a reading-only assignment.

PART ONE: BUSINESS, SOCIETY, AND STAKEHOLDERS

- 1 The Business & Society Relationship
- 2 Corporate Social Responsibility, Citizenship, and Sustainability
- 3 The Stakeholder Approach to Business, Society & Ethics

PART TWO: CORPORATE GOVERNANCE AND STRATEGIC MANAGEMENT ISSUES

- 4 Corporate Governance: Foundational Issues
- 5 Strategic Management & Corporate Public Policy
- 6 Risk, Issue, and Crisis Management

PART THREE: BUSINESS ETHICS AND LEADERSHIP

- 7 Business Ethics Essentials
- 8 Managerial and Organizational Ethics
- 9 Business Ethics and Technology
- 10 Ethical Issues in the Global Arena

PART FOUR: EXTERNAL STAKEHOLDERS ISSUES

- 11 Business, Government and Regulation
- 12 Business Influence on Government and Public Policy
- 13 Consumer Stakeholders: Information Issues
- 14 Consumer Stakeholders: Product and Service Issues
- 15 Sustainability and the Natural Environment
- 16 Business and Community Stakeholders

PART FIVE: INTERNAL STAKEHOLDER ISSUES

17	Employee Stakeholders and Workplace Issues
18	Employee Stakeholders: Privacy, Safety and Health
19	Employment Diversity and Discrimination

CASES To be assigned during class. We will discuss cases throughout the semester. Some will be End-of-Textbook cases, others will be Ethics In Practice short cases embedded within the chapters.

Ethics in Practice Cases and End-of-Text Case Listings

*Listed below are the **Ethics in Practice (short) Cases** that are embedded in the listed chapters.*

*Following this listing are the **End of Text Cases** that Instructor may wish to assign.*

***Highlighted** titles are new to 10e*

Ch	Ethics in Practice Cases
1	My Cup or the House?
1	Is Business Power Too Great?
2	Socially Responsible Shoe
2	Burgers with a Soul
3	Are Plants Stakeholders?
3	Chickens or Employees?
3	Something's Rotten in Hondo
4	Excessive Director Compensation?
4	Monitoring the Monitors
5	DuPont and Sustainability Reporting
6	When to Repent? Defend?
7	What Would You Do?
7	To Hunt or Not to Hunt
7	Résumé Inflation
7	Ethical When "Watched?"
8	More Sales, Lower Ethics?
8	Fired for Cheating on Employer Tests
8	Sign the New Ethics Code
8	Ethics Hotlines
9	Twitter Ethics in Business
9	Copyright Infringement?
9	Using Personal Technology in the Workplace
9	Whole Foods and GMOs
10	Is the Fair Trade Movement Sustainable?
10	Helping Factories Pass...Cheating Consultants
10	Violations of the FCPA
11	The Marijuana Regulatory Dilemma
11	Banning the Big Gulp
12	The NRA and the CDC
12	Double Irish Tax Strategy
13	To Tell the Customer?
13	Should the Word "Free" Be Banned in Advertising
13	Comparative Advertising
13	Advertising Traps
13	Advertising to Children
13	Return Fraud
14	The Pirated Popcorn
14	Pink Slime - Bad Rap?
15	Water Scoring
15	A Little Green Lie
15	Flint Michigan
15	Slow Fashion
16	Good Intentions
16	Matter of Competition
17	Should I Say Something?
17	The Pocketed Purse
17	The Serial Whistleblower
18	Employee Health and the Use of Big Data
18	Employee vs. Friend
18	Amazon Digital Bulletin Board to Shame
18	Sick Day Snoops
18	Ext. Stakeholders Attack
19	Reasonable Accommodation for Pregnancy
19	Gentleman's Club?
19	Bigotry in the Bakery

These End of Text Cases are Medium length and longer.

#	End of Text Cases
1	Walmart: The Main Street Merchant of Doom
2	Walmart's Labor Practices
3	The Body Shop: Poster Child for Early CSR Movement
4	Chipotle's Struggle with Food Safety
5	Direct-to Consumer Advertising for Pills: Is it Ethical?
6	Using Ex-Cons to Teach Ethics
7	Volkswagen's Diesel Deception
8	Unlocking the Secrets of the Apple iPhone in the Name of Terrorism
9	To Hire or Not to Hire
10	PayDay Loans: A Needed Product or a Scam?
11	You Punch Mine & I'll Punch Yours
12	Phantom Expenses
13	Family Business
14	The Waiter Rule
15	Nike, Inc. and Sweatshops
16	Coke and Pepsi in India: Issues, Ethics and Crisis Mgt
17	Chiquita: An Excruciating Dilemma Between Life & Law
18	The Betaseron Decision (A)
19	Should Directors Shine Light on Dark Money?
20	Big Pharma's Marketing Tactics
21	McDonald's—Coffee Spill Heard 'Round the World
22	General Electric and Hudson River Cleanup
23	What Have You Done for Me Lately? The Case of Amazon in South Carolina
24	Everlane: Ethical Chic and Radical Transparency
25	New Belgium Brewing: Defining a Business on Sustainability
26	Altruism versus Profits: The Challenges of Clean Water in India
27	Safety? What Safety?
28	Targeting Customers (and Using Their Secrets)
29	The Perils of Student Loans
30	Dead Peasant Life Insurance Policies
31	Case of Fired Waitress
32	After Hours Activities: The Case of Peter Oiler
33	Location, Location, Location
34	Looks Discrimination at A&F
35	Two Vets, Two Dogs and a Deadlock
36	Are Criminal Background Checks Discriminatory?
37	To Take or Not to Take
38	Tragedy in Bangladesh—the Rana Plaza Factory Collapse
39	Workplace Spying

¹ This is a sample course syllabus for those planning to use the Carroll/Brown/Buchholtz, 10E, 2018. This syllabus applies to a Business & Society course. With some minor modifications, it also may be used for Business Ethics courses.