

# **Business Ethics and Social Responsibility**

Marketing 372 (Fall 2011) - Unique # 05055 T/TH 12:30-2:00 pm; UTC 1.116

**Instructor:** Susan Barker Snyder

Office: GSB 5.176G

**Office Hours:** Tuesdays 11:00 am -12:30 pm; Thursdays 2:00 - 3:30 pm;

and by appointment (e-mail for appointment time)

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**Readings:** Spence & Prentice, Law, Ethics and Corporate Social

Responsibility: Theory and Practice (draft), available via course

Blackboard.

#### Overview:

This course will help students understand and manage ethical issues involved in business and to understand the role that corporations play with regard to social responsibility. In a world where ethical dilemmas often face business executives and a world in which outside influencers are taking a greater role in corporate ethics, students seeking a degree in business need to understand and develop tools to successfully manage difficult situations. In this class, the students will learn and explore the ethical environment in which businesses operate and the various outside influencers including the role of legal, corporate, public, cultural and political forces on these issues. Students will learn to discuss ethical issues with people from different backgrounds and develop ethical principles that will assist in guiding them in future endeavors. The students also will explore skills needed to work with external stakeholders. The students will apply the lessons learned to various business situations to gain a better appreciation for real world situations and problems. The semester will culminate in the students analyzing a current business situation and reporting thereon.

#### **Grading:**

Grades will be determined by the percentages listed below. Grades may be curved with an average around a B. Grades will be assigned on a +/- scale. Exams will be based on material covered in class and in the reading assignments.

Class Contribution 15% Homework Assignments 15% Exams (2) 30% Group Presentations (2) 20% Final Group Presentation 20%

#### Class Contribution:

Discussion of ethical topics is a core constituency of this class. Therefore, class attendance and participation are very important. Roll will be taken at every class. You may miss up to two class sessions without penalty and without explanation. After that, I will subtract 5% from your participation grade for each absence after the two absences granted. The rest of your participation grade will be based on engagement and politeness. I will observe your answers to my questions, your questions and your participation in general discussion. Arriving on time contributes to politeness as well as respecting the contribution of fellow students.

## **Homework Assignments:**

Homework assignments will be given out in class (also posted on blackboard in case you miss that class) and will be based on the readings. I will expect a one page response to the homework assignment brought to class on the due date. Homework assignments will be graded on timeliness and depth of discussion. For each late day, homework assignments will be penalized by 20%. The assignment will be considered late if provided after the end of class on the day due.

#### Exams:

The examinations will be based on the readings, class lectures (including information received from guest lecturers), and class discussion (including discussion regarding homework and group presentations). The exams will be primarily short answer and essay and will be graded on the basis of understanding and explaining the concepts involved, the clarity of the response and the completeness of the answer.

## **Group Presentations:**

After the first class, the students will be assigned to a group. I aim for five groups (depending on the number of students). Each group should be prepared to present a 10-15 minute presentation for each of the first two presentations and a 25-30 minute presentation for the final presentation. At least one week prior to the scheduled group presentation, the groups will be given a topic for the first two presentations. For the first presentation, all the groups will be given the same topic in order to understand the various viewpoints on a similar topic and to better understand and conquer the speaking role. For the second presentation, the groups will be given different topics. For the final presentation, each group will pick its own topic based on a current (within the past two years) real world dilemma.

Presentations will include a clear statement of the question, arguments for different points of view, and a suggested course of action (with an examination of why the course was selected). The groups should be prepared to take questions and counterpoints from the class.

You are permitted to divide the work and presentation amount in any manner in which you so choose. I will assume work is divided equally unless I am told otherwise. I encourage you all to resolve work allocation issues among yourselves, but I reserve the right to lower a participant's grade (below that of the group) if the issue is so severe that I am informed of the situation.

Your group's presentation grade will be based on the clarity and persuasiveness of the topic presentation, the reasoning and depth of content and the group's response to questions. I expect final presentations to include citations to data and information relied upon.

# **Accommodations/Equipment:**

The University of Texas at Austin provides upon request appropriate accommodations for qualified students with disabilities upon request. For more information, contact the Office of the Dean of Students at 471-6259, 471-4641.

Password-protected class sites will be available for all accredited courses taught at The University. Syllabi, handouts, assignments and other resources are types of information that may be available within these sites. Site activities could include exchanging e-mail, engaging in class discussions and chats, and exchanging files. In addition, class e-mail rosters will be a component of the sites. Students who do not want their names included in these electronic class rosters must restrict their directory information in the Office of the Registrar, Main Building, Room 1. For information on restricting directory information see: <a href="http://www.utexas.edu/student/registrar/catalogs/gi02-03/app/appc09.html">http://www.utexas.edu/student/registrar/catalogs/gi02-03/app/appc09.html</a>.

No electronic devices (laptops, cell phones etc.) may be on or used during class unless medically necessary and approved.

### **Academic Integrity:**

The McCombs School of Business has no tolerance for acts of scholastic dishonesty. The responsibilities of both students and faculty with regard to scholastic dishonesty are described in detail in the **Policy Statement on Scholastic Dishonesty for the McCombs School of Business.** 

By teaching this course, I have agreed to observe all faculty responsibilities described in that document. By enrolling in this class, you have agreed to observe all student responsibilities described in that document. If the application of that Policy Statement to this class and its assignments is unclear in any way, it is your responsibility to ask me for clarification.

Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. Since dishonesty harms the individual, all students, and the integrity of the University, policies on scholastic dishonesty will be strictly enforced. You should refer to the Student Judicial Services website at <a href="http://deanofstudents.utexas.edu/sjs/">http://deanofstudents.utexas.edu/sjs/</a> or the General Information Catalog to access the official University policies and procedures on scholastic dishonesty as well as further elaboration on what constitutes scholastic dishonesty.

Schedule of Classes <sup>1</sup>				
DATE	TOPIC	ASSIGNED READINGS	OTHER PREPARATION	
Thurs Aug 25	Introduction to Course	Ch. 1		
Tues Aug 30	Ethics - Moral Philosophy: How Should People Behave	Ch. 3, pp. 3-1 through 3-10	<u>Homework</u> : Ethical Dilemma (p. 3-2)	
Thurs Sept 1	Impediments to Ethical Decision Making	Ch. 3, pp. 3-11 through 3-17		
Tues Sept 6	Organizational or Group Decision Biases	Ch. 3, pp. 3-17 through 3-21	Homework: The Giant Pool of Money (p. 3-16)	
Thurs Sept 8	Managing Ethical Risk Individual Actions	Ch. 3, pp. 3-22 through 3-27	Presentation I Topic Assigned	
Tues Sept 13	Managing Ethical Risk Organizational Actions	Ch. 3, pp. 3-27 through 3-33	Homework: Company Ethical Codes (p. 3-30)	
Thurs Sept 15	Guest Lecturer Ethics in a Corporate World			
Tues Sept 20	Group Presentations I			
Thurs Sept 22	The Cultural Context What is Culture	Ch. 6, pp. 6-1 through 6-5	Homework: Identifying Cultural Differences (p. 6-2)	
Tues Sept 27	Dimensions of Cultural Differences	Ch. 6, pp. 6-5 through 6-17		

<sup>&</sup>lt;sup>1</sup> Subject to change. Changes will be posted on Blackboard

Thurs Sept 29	Dimensions of Cultural Differences, Reason and Emotion	Ch. 6, pp. 6-17 through 6-22	Homework: Emotion and Protest (p. 6-17)
Tues Oct 4	Exam I		
Thurs Oct 6	CSR - Moral Philosophy: How Should Companies Behave	Ch. 4, pp. 4-1 through 4-5	
Tues Oct 11	CSR Debate	Ch. 4, pp. 4-5 through 4-11	Homework: CSR Reports (p. 4-10)
Thurs Oct 13	CSR – Social Responsibility; Stakeholder Engagement	Ch. 4, pp. 4-11 through 4-18	
Tues Oct 18	Minimizing Risk and Realizing Opportunities	Ch. 4, pp. 4-18 through 4-26	Homework: Business- NGO Partnerships (p. 4-24)
Thurs Oct 20	Guest Lecturer – Creating a CSR Program		Presentation II Topic Assigned
Tues Oct 25	The Political Context Government Relations	Ch. 5, pp. 5-1 through 5-4	Homework: Putting the Model to Work (p. 5-4)
Thurs Oct 27	Classifying Governments	Ch. 5, pp. 5-4 through 5-10	
Tues Nov 1	Legislative Systems, Tools	Ch. 5, pp. 5-10 through 5-19	Homework: Electoral Systems (p. 5-11)
Thurs Nov 3	Executive Systems, Bureaucracies	Ch. 5, pp. 5-19 through 5-30	
Tues Nov 8	Group Presentations II		
Thurs Nov 10	Legal Systems & Role of Law, Legal Systems, Role of Law in Economy	Ch. 2, pp. 2-1 through 2-11	Final Presentation Topics Assigned

Tues Nov 15	Enforcing Contracts and Checking Market Power & Unfair Competition	Ch. 2, pp. 2-11 though 2-17
Thurs Nov 17	Market Failure, Enforcement, Managing Risk	Ch.2, pp. 2-17 through 2-35
Tues Nov 22	Exam II	
Thurs Nov 24	THANKSGIVING	
Tues Nov 29	Guest Lecturer – Compliance Officer and Policy in the Corporate World	
Thurs Dec 1	Business Ethics Overview	Ch. 7.
Friday Dec 9 9 - 12	FINAL PRESENTATIONS DURING FINAL PERIOD	