

**CORRECTED**

**MGT166: Business Ethics and Corporate Social Responsibility**

TERM: Spring 2021

ZOOM Meetings: Tu/Th 9:30 – 10:50

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**DESCRIPTION**

Business ethics and corporate social responsibility (CSR) is a concept that describes how government, business, and society relate to each other. It is how our values translate into laws, policies, and programs that impact our quality of life, our environment, the goods and services we consume, and the conditions in which we work. A vibrant and healthy society depends on knowing that a product is what its label says it is; trusting financial institutions to conduct business honestly; and being able to rely on medical professionals, engineers, safety inspectors, and others to be competent at their jobs. Whether we are talking about a profit-oriented private sector business, a government agency, or a non-profit organization, we need to be accountable to standards that protect and promote a successful economy and a peaceful society.

This course is taught through hands-on learning. Students will participate in a team project, in which they will assume the role of different stakeholders in particular industries. Teams will debate what the key issues are in their industry and what government interventions they might recommend and then make a presentation to the class.

Class meetings will be a combination of lecture, guest speakers from the business world, and time for teams to meet informally, and then to make their presentations to the other students.

This course is designed to help students understand what it means to be ethical and socially responsible. As a consumer, an employee, an entrepreneur, an elected official, a regulator, or just an inhabitant of this planet, you should be able to act in an ethical and socially responsible manner, and to critically evaluate the organizations with which you interact.

**OBJECTIVES**

At the close of MGT166 you will be able to:

- Understand the concepts of business ethics and corporate social responsibility and why they matter
- Evaluate organizational conduct in terms of ethics and social responsibility
- Be more aware of ethical challenges and how to address them effectively
- Understand the relationships among the private, public, and non-profit sectors of society
- Critically evaluate information about corporate activities
- Gain experience interacting personally with corporate representatives
- Evaluate alternative methods for influencing corporate behavior

**MATERIALS**

Required:

- ***Business and Society: A Strategic Approach to Social Responsibility & Ethics, 7<sup>th</sup> edition***, Ferrell, Thorne, Ferrell, Chicago Business Press
- Other readings on Canvas
- Recommended podcasts: Capitalism’s; Land of the Giants; Thrilling Tales of Modern Capitalism

**SCHEDULE**

Date	Class Topics	Individual Work	Team Project
Week 1 Class 1 3/30	<b>CHECK-IN</b> Overview, intro to ethics and CSR <i>How can I get an A in this class?</i>		
Week 1 Class 2 4/1	Social Responsibility Framework & Business Ethics. How do climate change, COVID, and concern about systemic racism affect our expectations for businesses? Whose job is it to fix societal problems?	<b>Chapter 1 Quiz Survey “Who Are We”</b>	<b>Open sign-up, close on 4/7</b>
Week 2 Class 3 4/6	Shareholders & stakeholders; the class project <i>Who do companies work for? What role do stakeholders play? NGOs – confrontation or collaboration?</i>	<b>Worksheet #1, Stakeholders, Chapter 2 quiz</b>	
Week 2 Class 4 4/8	Measuring CSR – metrics, ratings, verification		<b>Form teams – first in-class work time</b>

Week 3 Class 5 4/13	<b>Chad &amp; Tina Butler – Switchfoot and Bro-Am Foundation</b> Arts & philanthropy	<b>Worksheet #2, Ratings Chapter 10 Quiz</b>	
Week 3 Class 6 4/15	Ethics & Corporate governance – who’s in charge, how does governance structure influence CSR, and more	<b>Read Chapter 3, Chapter 3 quiz</b>	<b>In-class – identify issues. First submission</b>
Week 4 Class 7 4/20	Government’s role – regulations, non-regulatory influence	<b>Worksheet #3 due, Chapter 4 Quiz</b>	<b>In-class – brainstorm options. Second submission</b>
Week 4 Class 8 4/22	Role of NGOs, partnerships – <b>Jena Meredith Thompson</b> , founder of the Ocelot Company; former VP, The Conservation Network. Corporate culture, transparency, disclosure.		
Week 5 Class 9 4/27	Creating an ethical culture; financial ethics, compliance, whistleblowers	<b>Worksheet #4 due, Quiz, Chapter 7</b>	<b>In-class – pros and cons. Third submission</b>
Week 5 Class 10 4/29	<b>Mid-term</b>		
Week 6 Class 11 5/4	<b>CONFIRMED: Jan Tharp, CEO, Bumblebee Seafood, guest speaker</b> How a fish company launched a plant-based product line, and other stories	<b>Quiz, Chapter 13</b>	
Week 6 Class 12 5/6	Sustainability, environmental ethics	<b>Quiz, Chapter 12</b>	
Week 7 Class 13 5/11	Socially responsible investing	<b>Quiz, Chapter 8</b>	
Week 7 Class 14 5/13	Class presentations	<b>Quiz, Chapter 11</b>	<b>2 Team Presentations</b>
Week 8 Class 15 5/18	Class presentations	<b>Quiz, Chapter 6</b>	<b>2 Team Presentations</b>
Week 8 Class 16 5/20	Class presentations		<b>2 Team Presentations</b>
Week 9 Class 17 5/25	Class presentations		<b>2 Team Presentations</b>
Week 9 Class 18	Class presentations		<b>2 Team Presentations</b>

5/27			
Week 10 Class 19 6/1	Incorporating CSR into business strategy; final exam study guide		
Week 10 Class 20 6/3	Review for final exam	<b>Final papers due</b>	
6/8		<b>Final Exam</b>	

## ASSIGNMENTS

**Reading Assignments:** all chapters of assigned textbook; other readings on Canvas.

**Written assignments:** As indicated on the syllabus, there are online quiz questions for each chapter of the textbook. Canvas will randomly assign eight questions when you click on that link. The quiz is open book – the goal is to encourage you to read and comprehend the material in the textbook. This allows class time to be used for guest speakers and in-class discussion, as well as presentations that highlight key concepts and supplemental material.

Students will submit four individual worksheets and a final paper. The worksheets will help students prepare for the team project. The final paper will be an individual reflection on the team project experience.

Each team will submit three working papers as they prepare for their formal presentation. Each of the working papers and the formal presentation will be graded. All team members will get the same grade for the team submissions and presentation.

**In-class Activity:** Teams will have a chance to meet during several of the class periods, recognizing the challenges of coordinating outside of class. Class time will then be devoted to team presentations. To encourage students to attend the presentations by other teams, there will be a discussion board for feedback.

**Exams:** The course includes a mid-term and a final exam.

**Class Participation:** Class participation will be challenging with online teaching. To the extent possible, the class will be conducted “live” so students and the instructor can interact. The lectures will also be recorded and can be viewed asynchronously by students unable to login live. Students unable to participate in real-time should contact the instructor for alternative arrangements regarding the team project. If feasible, one team will comprise students who are in Asian time zones to facilitate collaboration.

One point in the final grade will be based on class participation.

“Participation in Experiments: Part of your grade is based on participation in an experiment offered by the Rady School Research Participant Pool. Each experiment will take up to one hour. If new to lab participation, to register for an account and to receive additional information about upcoming lab studies, visit: <http://radyclasscredit.sona-systems.com> and click “New Participant? Request an account here.” When you register, you will be assigned a unique ID – you will need to provide this ID each time you participate in a study. Make sure to keep track of it!

If you have served as a participant before, you will need to update which classes you are registered for in order to receive credit. Log in to your account here: <http://radyclasscredit.sona-systems.com> and go to the “My Profile “page. There is an option near the bottom of the page to "Change Courses." Questions about lab studies can be directed to [RadyClassCredit@ucsd.edu](mailto:RadyClassCredit@ucsd.edu). Studies will shortly after the quarter begins.”

**GRADING**

Assignments	Points [or percentage]
Chapter quizzes – 2 pts each (there are 11; you can miss one)	20
Mid-term	8
Individual Worksheets (4 @ 8 points each)	32
Team written submissions (3 @ 3 points each)	9
Team presentation	10
Final paper	10
Final exam	10
Class participation	1
Rady Lab (extra credit)	2
<b>Total</b>	<b>102</b>

**COURSE POLICIES**

To prepare you for professional careers, I expect assignments to be turned in on time. **Late papers will not be accepted** unless you convince me that I should make an exception. You are responsible for ensuring that your submission has been successfully posted to Canvas. I take into account English language usage, including spelling, clarity of writing, and proper grammar.

## ACADEMIC INTEGRITY

Integrity of scholarship is essential for an academic community. As members of the Rady School, we pledge ourselves to uphold the highest ethical standards. The University expects that both faculty and students will honor this principle and in so doing protect the validity of University intellectual work. For students, this means that all academic work will be done by the individual to whom it is assigned, without unauthorized aid of any kind.

The complete UCSD Policy on Integrity of Scholarship can be viewed at:  
<http://senate.ucsd.edu/Operating-Procedures/Senate-Manual/Appendices/2>

### How the Honor Code applies to this course:

This is an ethics course. There is zero tolerance for cheating, plagiarism, or other violations of academic integrity. If you are unsure how to use source materials appropriately with proper citations, please check with the instructor, the TA, or the Office of Academic Integrity.

## STUDENTS WITH DISABILITIES

A student who has a disability or special need and requires an accommodation in order to have equal access to the classroom must register with the Office for Students with Disabilities (OSD). The OSD will determine what accommodations may be made and provide the necessary documentation to present to the faculty member.

The student must present the OSD letter of certification and OSD accommodation recommendation to the appropriate faculty member in order to initiate the request for accommodation in classes, examinations, or other academic program activities. **No accommodations can be implemented retroactively.**

Please visit the [OSD website](#) for further information or contact the Office for Students with Disabilities at (858) 534-4382 or [osd@ucsd.edu](mailto:osd@ucsd.edu).

## TITLE IX

The Office for the Prevention of Harassment & Discrimination (OPHD) provides assistance to students, faculty, and staff regarding reports of bias, harassment, and discrimination. OPHD is the UC San Diego Title IX office. Title IX of the Education Amendments of 1972 is the federal law that prohibits sex discrimination in educational institutions that are recipients of federal funds. Rady students have the right to an educational environment that is free from harassment and discrimination.

Students have options for reporting incidents of sexual violence and sexual harassment. Sexual violence includes sexual assault, dating violence, domestic violence, and stalking. Information

about reporting options may be obtained at OPHD at (858) 534-8298, [ophd@ucsd.edu](mailto:ophd@ucsd.edu) or <http://ophd.ucsd.edu>. Students may receive confidential assistance at CARE at the Sexual Assault Resource Center at (858) 534-5793, [sarc@ucsd.edu](mailto:sarc@ucsd.edu) or <http://care.ucsd.edu> or Counseling and Psychological Services (CAPS) at (858) 534-3755 or <http://caps.ucsd.edu>.

Students may feel more comfortable discussing their particular concern with a trusted employee. This may be a Rady student affairs staff member, a department Chair, a faculty member or other University official. These individuals have an obligation to report incidents of sexual violence and sexual harassment to OPHD. This does not necessarily mean that a formal complaint will be filed.

If you find yourself in an uncomfortable situation, ask for help. The Rady School of Management is committed to upholding University policies regarding nondiscrimination, sexual violence and sexual harassment.