

## MANA 7347

### MANAGERIAL ETHICS AND CORPORATE SOCIAL RESPONSIBILITY

Summer 2012

**Professor:** Bill Walker, Ph.D.  
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**Office Hours:** None  
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**Website:** <http://www.uh.edu/blackboard/>  
**Required Text:** Annual Editions, Business Ethics 12/13 (24<sup>th</sup> Ed). McGraw-Hill, ISBN: 9780073528724  
Taking Sides: Clashing Views in Business Ethics and Society, (12<sup>th</sup> Ed.). McGraw-Hill, ISBN: 9780073527352

#### Course Objectives

1. To broaden your conceptualization of business organizations beyond the traditional “profit maximizer” perspective.
2. To encourage personal reflection and critical evaluation regarding a range of current social and ethical issues confronting business organizations.
3. To provide a forum for open discussion and debate about what constitutes socially responsible and ethical behavior within a business/professional context.
4. To help you to clarify your individual values and how they might relate to your future career.

#### Class Format

This is an online course. The class will not meet on campus and you do not have to login to the course Blackboard site at any specific time.

#### Orientation

It is important that you read the online orientation for this course. You may access the orientation through the Distance Education website or, after classes have begun, by clicking on the orientation icon on the course Blackboard home page.

#### Grading

Based on the fact that the University of Houston grading system does not provide for the grade of A+, I do not think it is fair to include A- as a possible grade. Consequently, the grading scale that will be used in this course is as follows:

<u>Grade</u>	<u>Percent Range</u>	<u>Points</u>
A	90-100	90-100
B+	87-89.9	87-89.9
B	83-86.9	83-86.9
B-	80-82.9	80-82.9
C+	77-79.9	77-79.9
C	73-76.9	73-76.9
C-	70-72.9	70-72.9
D+	67-69.9	67-69.9
D	63-66.9	63-66.9
D-	60-62.9	60-62.9
F	Below 60	Below 60

## Grading Components

### Discussion Participation (35%)

Class participation is essential to the success of this course. In order to attain all of the course objectives, everyone must be involved. Your participation grade in this class will be based on items you post on the Blackboard Discussion page for 35 of the 47 articles in the Annual Editions textbook. **You must discuss Articles 1, 3, 25, 35 and 46. If you do not discuss ALL five of these articles, 10 points will be deducted from your final discussion score.** Your discussion items should be posted on the appropriate Discussion page(s) for the article(s) you choose. Each discussion posting must be a minimum of 400 words in length). You may post more than one discussion item for a particular article but only the first posting will be graded. You will receive a maximum of one point for each graded posting (i.e., if you post discussion items for 35 of the articles and receive one point for each posting, you will receive a final score of 35 for discussion presentations). You do not have to discuss the articles in any particular order. For example, the postings you make during the period between July 11 and July 18 may be for articles 1, 3, 4, 7, 12, 17, 21, 32 and 35; they don't have to be for the first nine articles in the textbook. The submission dates for posting discussion items is shown below. Early or late postings will not be accepted.

Discussion Postings	Submission Dates
1-9	7/9 – 7/15
10-18	7/15 – 7/23
19-27	7/24 – 7/31
28-35	8/1 – 8/6

### Taking Sides Analyses (40%)

You will write a two page analysis of 8 of the 20 issues discussed in the Taking Sides textbook. Each analysis will be worth up to five points and should be two full pages in length. Reviews must be single-spaced (not 1.1 or 1.5 or any other spacing) and printed using Times New Roman, size 12 font, with 1.25 inch margins on the sides and 1 inch margins on the top and bottom. Also, please do not use any space saving techniques such as adding extra space between paragraphs (the first sentence of each paragraph

should be indented), using bulleted or numbered items, using sub-titles or footnotes, including diagrams and tables, or including anything other than the article number and your name at the top of your review. You will not receive full credit for a review that has more than a few grammatical errors. Your grade on the review will be reduced if you do not follow these technical requirements. The first page of each analysis should include a summary of the two articles related to the issue. The ENTIRE second page of each analysis should contain your analysis of BOTH the strengths and the weaknesses of BOTH of the two articles and your opinion regarding the issue. The submission dates for submitting your analyses are shown below. Early and late submissions will not be accepted.

Issues	Submission Dates
1-2	7/19 – 7/17
3-4	7/18 – 7/23
5-6	7/24 – 7/31
7-8	8/1 – 8/5

### **Paper (25%)**

You will research and prepare a written analysis of a current event/issue, of your choice, related to corporate social responsibility or business ethics (e.g., you might choose to write about a specific company or a general topic that may be applicable to many companies). The analysis must be a full 5 pages in length (no more and no less) and must be double-spaced (not 2.5 or any other spacing) and printed using Times New Roman, size 12 font, with 1.25 inch margins on the side and 1 inch margins on the top and bottom. Also, please do not use any space saving techniques such as adding extra space between paragraphs (the first sentence of each paragraph should be indented), using bulleted or numbered items, using sub-titles or footnotes, or including your name/paper title at the top of any of the five pages. You will not receive full credit for a review that has more than a few grammatical errors. Your grade on the analysis will be reduced if you do not follow these technical requirements. In addition, you must attach a cover page that includes the topic you have chosen and a page of references at the end of your paper (the cover page and reference page do not count toward the 5 page requirement).

In your paper, you should include your identification and analysis of the central issues related to your topic, your evaluation of the alternative perspectives related to your topic, and a description of your current stance on the issue you have chosen. **Please see the note regarding plagiarism in the class policies section of this syllabus.** Your reviews should be submitted to me as Word attachments to either Blackboard Mail or email messages. Information in your papers must be properly cited using the method that is used in Article 20 (pp. 65-71) in the Annual Editions textbook. Do not include any footnotes at the bottom of any of the five pages of your analysis

While you may submit your paper at any time during the term, the deadline for submitting your paper is **August 1.**

### **Class Policies**

#### **Accommodations for Students with Disabilities**

The Center for Students with Disabilities provides a wide variety of academic support services to all currently-enrolled UH students who have any type of mental or physical disability of either a temporary or permanent nature. These services include assistance with course accommodations, adaptive equipment, individualized exam administration, taped textbooks, wheelchair repair, library needs,

registration, handicapped parking, accessible housing and transportation, as well as many other needs. If you feel that you may need assistance of this nature, you may wish to call the Center at 713-743-5400. In addition, you should let me know about any special needs you may have as soon as possible.

Because the University of Houston has a formal mechanism to determine the accommodations appropriate for any student due to disability, I am unable to make any exceptions to the rules and policies of the course without a written request from the Center.

### **Additional Class Policies**

1. It is important that you ask any and all questions that you may have that are relevant to the topics covered. All questions are important. If you do not understand a concept, **ASK!**
2. You are responsible for reading and understanding the policies and the assignments as outlined in this syllabus. Please make sure that you read the syllabus carefully.
3. **EXTRA CREDIT** – The only extra credit that will be offered is three points that will be added to your paper grade if you submit your paper on or before **July 25**. Granting additional extra credit opportunities to one or a few students would not be fair to the rest of the class.
4. **A Note on Plagiarism:** Plagiarism involves the stealing/copying and passing off as your work, the ideas or words of another person. Since researching and writing your paper involves reviewing articles and books written by other people, it is important that you avoid plagiarism. You may do so by: (a) using quotation marks when you are using the exact words of another person (and then giving credit to that person through an appropriate footnote that indicates the author's name, the title of the article and the place and date that the article was published), or (b) summarizing the author's words by paraphrasing (please note that merely changing a few words in a sentence/paragraph is not acceptable paraphrasing – acceptable paraphrasing is accomplished by substantially rewriting the original passage) . If you paraphrase, you must also give credit to that person through an appropriate footnote that indicates the author's name, the title of the article and the place and date that the article was published. Examples of one good way to reference both direct quotes and paraphrasing may be found in Article 3 in your textbook. In writing your paper, you can avoid plagiarism by following the guidelines found at <http://www.indiana.edu/~wts/pamphlets/plagiarism.shtml> . In grading your paper, I will assume that you have read and understand the contents of the Indiana website and I will check for plagiarism using the University's plagiarism software. It is also important to include footnotes in your paper. Any part of your paper that reflects information from your sources should be footnoted. **Finally, in preparing the paper you should not use more than three direct quotes and no quote should be longer than one or two sentences.**
5. Although I do not anticipate making any changes to this syllabus, I reserve the right to do so. In the event that I find it necessary to change the syllabus, I will notify students of the change (s) by posting notices on the course Blackboard Discussion page and by sending Blackboard Mail messages to the class.