

Instructor: Susana Velez-Castrillon, Ph.D.

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Office Hours: Monday and Wednesday 12:30 pm to 2:00 pm
3:30 pm to 5:00 p.m.

During office hours I am available in my office and also online using CouseDen's Blackboard tool.

Also available by appointment

Class Schedule: Tuesday and Thursday 11:00 am. To 12:15 p.m. Miller Hall Room 2202

COURSE DESCRIPTION

Corporate Social Responsibility (CSR) is the broad concept that firms should not be driven not only by profits, but also by the purpose of *benefitting society*. CSR is about *sustainable wealth creation* that involves an organization's many stakeholders. Because it involves many different – and even competing interests- CSR is concerned with wide areas in the interface between business and society.

Much of this course is dedicated to the examination of current CSR trends and to discussion of different perspectives on issues that affect organizational effectiveness. CSR is about decision-making that considers multifaceted organizational and societal implications.

Throughout this course, we will study CSR theories and apply them to current CSR topics. We will develop concepts and frameworks for analyzing sometimes controversial issues. It is your responsibility to prepare for class, and to respectfully engage in discussion.

LEARNING OUTCOMES AND OBJECTIVES

The objectives of this course are:

- To be able to define and explain the main concepts of CSR
- To develop analytical skills to examine CSR issues from different perspectives.
- To explain how different external factors affect CSR expectations.

These objectives support the following learning goals of the Richards College of Business:

Primary Learning Goal:

- *LG5. Understand how ethical decision-making and globalization affect organizations.*
 - LO5.1 Students will demonstrate the ability to analyze issues and situations having ethical and legal implications for business.

Secondary Learning Goals

- *LG 1: Communicate effectively.*
 - LO1.1 Students will produce professional quality business documents.

- *LG 3: Use information technology to solve business problems.*
 - LO3.1 Students will effectively use a word processing program.
 - LO3.3 Students will effectively use a presentation program.

- *LG4: Possess a basic knowledge of accounting, economics, finance, the legal environment of business, management, and marketing.*
 - LO4.1 Students will demonstrate a basic knowledge of the fundamental concepts of accounting, economics, finance, the legal environment of business, management, and marketing.

COURSE MATERIALS

Required Textbook: No textbook is required for this class. *This does not mean that no reading is required for the course.* I have selected freely available readings for each topic and you must read them according to the class schedule. Most of the readings are available as pdf files in CourseDen, while others are available on different websites (I provide the links for those).

DETERMINANTS OF THE TERM GRADE

Three exams (Each one 15 points) x 3= 45 points	= 32.15%
Homework and in-class exercises (65 points)	=46.43%
3 documentaries: (20 points)	
• The inside job (10 points)	
• Is Walmart Good for America? (10 points)	
3 case studies: (35 points)	
• Google in China (7 points)	
• Sustainability at Unilever (15 points)	
• The layoff (7.5 points)	
• Risk Management at Lululemon (7.5 points)	
Other assignments (10 points):	
• Plagiarism tutorial: (1 point)	
• Personal mission statement and values: (4 points)	
• Company Mission Statement (2 point)	
• Code of conduct (3 points)	
Group Project: Lifecycle analysis (15 points)	= 10.71%
Quizzes (15 points)	=10.71%
Syllabus Quiz 2 points	
The Pyramid of CSR 6 points	
Just Good Business 6 points	
Total (140 points)	= 100%

Grade Scale	
A	90.0 – 100%
B	80.0 – 89.9%
C	70.0 – 79.9%
D	60.0 – 69.9%
F	0 – 59.9%

Exams (45 points total – 15 points each): Three exams will be given. Exams may consist of short essays, multiple choice, fill-in-the-blank, or any other type of question. Each exam is worth 15 points.

The class notes provide a foundation, but all discussions, cases, in-class exercises, and material used or presented in class or CourseDen may be included in the exam. Moreover, students are responsible for content presented in the readings and presentation files that may not have been covered in class.

- A missed exam will count as zero.
- The exams are not cumulative.
- No one should enroll who cannot take the exams as scheduled.

1. Be on time to take tests. Being late is not a good reason to request a make-up exam. No one arriving 15 minutes after the start of an exam will be allowed to take it. Tests will be collected 70 minutes after the start of the class.
2. If you are doing poorly on exams, please see the instructor as soon as possible; waiting will not increase your chances of improving your grade.

3. Exams are the property of the instructor and the University of West Georgia and may not be taken or duplicated.

Exam weighting and number are subject to change at the discretion of the instructor.

Homework and in-class exercises: (65 points): For this class “homework” includes all assignments submitted in person, e-mail or using CourseDen including Discussion Boards, Case studies, documentaries, etc. Use the table “Determinants of the Course Grade” available in this syllabus or CourseDen to see the value of each assignment, and to find out instructions about individual assignments.

Some, but not all, in-class exercises are listed in the syllabus.

Group Homework - Product Lifecycle (10 points): In groups of 3 or 4 students, conduct a lifecycle assessment of a product of your choice, and prepare the report as a presentation (there is no need to write a paper, but you need to turn in the slides)

- a. Conduct a lifecycle assessment on a simple product. I suggest you choose something of interest that would be helpful to you going out into the job market. For instance, a student interested in fashion might pick blue jeans or a t-shirt. The key is to pick a product that is not too complicated.
- b. Prepare a lifecycle diagram that outlines the key environmental and social aspects of this product’s full lifecycle.
- c. Produce a report that would be useful both for the company’s senior executives and the product design team. The focus should be on identifying the pathways, knowing what needs to be quantified, and getting a sense of where to target improvements to the sustainability of the product.
- d. You may support the analyses using external sources, but you are not required to conduct detailed calculations. If you come across quantities or comparisons, I encourage their inclusion in order to illustrate the key choices along the lifecycle, but it’s not necessary to quantify all impacts.
- e. It is necessary to demonstrate where you are getting the information about the process and the potential impacts.

Quizzes: Quizzes of different point values will be available on CourseDen.

Syllabus quiz: Complete the syllabus quiz available in CourseDen. The rest of the course will become available when you score 85% or higher on this quiz. You have three attempts.

Extra Credit: BB&T Lecture on Free Enterprise: Attend the lecture on April 9th and scan your ID at the end, for 5 points of extra credit. Tickets for the lecture are free, but you need to get them in advance from the Townsend Center.

From time to time new extra credit opportunities may arise. If an extra credit opportunity arises it will be made available to the entire class.

DEADLINES, MAKE-UP ASSIGNMENTS AND EXAMS, AND LENGTH LIMITS

Please let me know if under *rare and extreme circumstances* you will be late in submitting an assignment. A minor delay (less than a week) will result in a penalty of 10% of the grade. A major delay (over a week) will result in 0 points for the assignment.

A similar policy is in place for projects that exceed length limits. Minor excesses (10% or less) will normally result in penalties of 5% of the grade, and significant excesses (more than 10%) in a penalty of 10% of the grade.

Make-up exams, assignments, case studies, in-class exercises will be given *only in the event of extraordinary circumstances and university-accepted documented situations*:

1. You need to contact the instructor and provide all relevant documentation, 72 hours before the exam for pre-scheduled events (such as university-endorsed functions), and up to 72 hours after the exam for fortuitous events (such as illness).
2. Absences that meet the requirements specified above, will be permitted to make up in-class exercises by providing written essay answers (3 pages minimum, double spaced, 12 point New Times Roman font) related to topics assigned by the instructor. A maximum of one make-up assignment will be allowed for absences.
3. Scheduling of all make-up assignments and exams is at the discretion of the instructor.

COMMUNICATION EXPECTATION FOR MANAGEMENT DEPARTMENT

The Management Department believes in work-life balance for both faculty and students. Faculty will typically respond to student emails within 24 hours. Students should not expect a response during non-business hours, which includes nights, weekends, holidays, and school breaks.

Based on these expectations, I am available during office hours Mondays and Wednesdays from 12:30 pm to 2:00 pm and from 3:30 pm to 5:00 pm or by appointment.

During office hours I am available in my office and also online using CourseDen's Blackboard tool.

The preferred method of communication is through CourseDen's e-mail tool.

- *Write a good, informative subject line*: CourseDen has a standard pre-populated subject line. This line is the same for all students in the same class - basically the class name, so it is not a very informative subject line (especially for me, since 30+ students have the same subject line). Remember to change the subject line.

I will try to respond to your e-mail within 24 hours, but you should not expect a response during non-business hours.

USE OF CourseDen (CD): CourseDen is an absolutely necessary resource for this class. All information, instructions, and updates will be posted on CourseDen. Also, CourseDen is the preferred method of communication with your instructor and classmates. You must get in the habit of checking CourseDen frequently.

TECHNOLOGY

The use of technology (i.e. laptops, tablets, smartphones, etc.) in the classroom will be permitted as long as these devices are used for classroom related activities and do not distract from the lecture or class discussion. If at any point the use of these devices becomes problematic to the class, all such devices will be banned for the remainder of the semester.

THE HONOR CODE

At the University of West Georgia we believe that academic and personal integrity are based upon honesty, trust, fairness, respect and responsibility.

Students at West Georgia assume responsibility for upholding the honor code. West Georgia students pledge to refrain from engaging in acts that do not maintain academic and personal integrity. These include, but are not limited to, plagiarism, cheating*, fabrication*, aid of academic dishonesty, lying, bribery or threats, and stealing.*

Definitions:

- Cheating - “using or attempting to use unauthorized materials, information or study aids”.
- Fabrication - “falsification or unauthorized invention of any information or citation”
- Plagiarism - “representing the words or ideas of another as one’s own. Direct quotations must be indicated and ideas of another must be appropriately acknowledged”

Further details regarding Student Conduct can be found in Appendix A of the UWG Connection and Student Handbook.

WOLF PACT: By enrolling and continuing in this course you agree to the following.

Having read the Honor Code for the University of West Georgia, I understand and accept my responsibility to uphold the values and beliefs described therein and to conduct myself in a manner that will reflect the values of the Institution and the Richards College of Business so as to respect the rights of all UWG community members. As a UWG student, I will represent myself truthfully and complete all academic assignments honestly and within the parameters set by my instructor. I understand and accept that if I am found guilty of violations (through processes due me as a UWG student and outlined in the UWG Student Handbook), penalties will be imposed. I also recognize that my responsibility includes willingness to confront members of the UWG community if I feel there has been a violation of the Honor Code. Ultimately, I will conduct myself in a manner that promotes UWG as the best place to work, learn, and succeed for my generation, and those to come!

ACADEMIC HONESTY GUIDELINES

- I will provide instructions for each assignment about whether an assignment must be submitted individually or in groups.
- In some instances, you may be able to work in groups but students must submit his or her own work, using his/her own wording and answers that can be based on the group's discussion.
- The following instances are some non-exhaustive examples of academic dishonesty:
 - Using material submitted by other students – in the past or in the present, at UWG or at any other school.
 - Submitting material created by a classmate
 - Presenting anyone else's work as yours (including but not limited to: work you find online, hiring someone to write any assignment for you, etc.)
 - Presenting a paper, homework, or any type of assignment consisting mostly of direct quotes – ***even if they are properly cited***. You need to present original and creative work.
 - Helping other students to cheat, by showing them your answers, reports, calculations, processes, etc.
Any violation of the honor code will result in a grade of F and an official notification to UWG's Academic Dishonesty Tracking System.

CREDIT HOUR POLICY (3 credit hours)

For approximately fifteen weeks, students in this class will generally spend 150 minutes with direct faculty instruction (either face-to-face or online) and work about 360 minutes outside of the classroom each week. This out-of-class work may include, but is not limited to, readings, simulations, assignments, projects, group work, research, and test preparation.

OTHER IMPORTANT INFORMATION

Students, please carefully review the information available at this link:

http://www.westga.edu/assetsDept/vpaa/Common_Language_for_Course_Syllabi.pdf

It is your responsibility to read the information available in this website, as it contains important material pertaining to your rights and responsibilities in this class. Because these statements are updated as federal, state, university, and accreditation standards change, you should review the information at least once each semester.

The instructor reserves the right to make changes to this syllabus.

MGNT 3625: Contemporary Issues in Management – Corporate Social Responsibility

Course Schedule

Date	Topic	Required readings <i>CD indicates CourseDen</i>	Assignments Due <i>CD indicates CourseDen</i>
Jan 6		Open Drop Open Add	
Jan 8 (M)	Course Introduction	Syllabus	Syllabus Quiz Opens in CourseDen
Jan 10 (W)	Introduction to Ethics	<i>Introduction to Ethics (Available in CD)</i>	.
Jan 10 (W)	Open Drop ends at 11:59 pm. <i>Full Term and Session I (non-eCore) classes dropped during Open Drop will receive a refund of paid funds.</i>		
Jan 11 (Th)	Open Add ends at 11:59 pm		
Jan 12 (F)	Withdrawal "W" period begins for Full Term (non-eCore)-16 week courses. <i>Students who withdraw from a Full Term (non-eCore) class between January 12th and February 28th will receive a grade of W.</i> Reminder there is no refund associated with withdrawing from a course.		
MODULE I: BUSINESS			
Jan 15 (M)	Martin Luther King Day – No Classes		
Jan 17 (W)	Ethical Theories	<i>Ethical Theories (CD)</i>	Syllabus Quiz due. All CourseDen content will be released after you pass this quiz with 85% or better
Jan 22 (M)	Business Ethics	<i>Business Ethics (CD)</i>	
Jan 24 (W)	In class exercise: Ethical Dilemmas		
Jan 29 (M)	Watch at home and submit questionnaire: Movie: Inside Job Instructions in CD>Assessments>Assignments	<i>The 10 Most Shameful Scandals of 2013 (CD)</i>	<i>Homework:</i> Plagiarism statement (all instructions are in CD) E-mail pre- and post-test to svelez@westga.edu Turn in signed document in class.

MGNT 3625: Contemporary Issues in Management – Corporate Social Responsibility

Date	Topic	Required readings <i>CD indicates CourseDen</i>	Assignments Due
MODULE 2: PERSONAL AND PROFESSIONAL ETHICS AND VALUES			
Jan 31 (W)	Personal Ethics	<i>Creating a New Mission Statement (CD)</i>	<i>Homework:</i> Personal Mission Statement and values. Further instructions and submissions in CourseDen.
Feb 5 (M)	Professional Ethics	<i>It's Time to Make Management a True Profession</i>	
Feb 7 (W)	Internal Context of CSR: Culture, Mission Statements and Values In class exercise: Google in China	<i>How to Write a Mission Statement That Isn't Dumb (CD)</i>	<i>Homework:</i> Find the mission statement of a company you admire, or work for, or would like to work for. Print it and bring it to class.
Feb 12 (M)	Managing ethics in the workplace	<i>The ethical enterprise - State of the Art in Ethics (CD)</i>	<i>Homework:</i> Find the code of conduct of a company you admire, or work for, or would like to work for. Print it and bring it to class.
Feb 14 (W)		Exam 1	
MODULE III: CORPORATE SOCIAL RESPONSIBILITY			
Feb 19 (M)	What is CSR	<i>The pyramid of CSR (CD)</i>	
Feb 21 (W)	The Importance of CSR: How much does CSR matter?	- <i>The Business Case for CSR (CD)</i> - <i>Criticism of CSR (CD)</i>	Quiz: The pyramid of CSR
Feb 26 (M)	The Strategic Context of CSR	<i>Just Good Business (CD)</i>	
Feb 28 (W)	Globalization In class exercise: Walmart de Mexico	<i>Going Global (CD)</i>	Quiz: Just Good Business
Feb 28 (W)		<i>Last day to withdraw with a grade of W from Full Term- 15 week courses. Students withdrawing from full term courses after midnight will be awarded a grade of WF. Note: A WF grade is calculated as an F in the GPA.</i>	

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Date	Topic	Required readings <i>CD indicates CourseDen</i>	Assignments Due
Mar 5 (M)	Sustainability	<i>The sustainability imperative</i>	
Mar 7 (W)	Life Cycle Analysis Presentations		
Mar 12 (M)	Social entrepreneurship	<i>The for-benefit company (CD)</i>	
Mar 14 (W)		Exam 2: Chapter 4, Globalization, Sustainability, Social entrepreneurship	
Mar 19 – 25		Spring Break – No Classes	
Mar 26 (M)	Organizational (Internal) Stakeholders: Shareholders	<i>Creating shared value</i>	
Mar 28 (W)	Organizational (Internal) Stakeholders (II): Employees, Managers, and Unions In class exercise: The layoff	<i>The CEO of Anglo American on Getting Serious About Safety (CD)</i>	
April 2 (M)	Economic Stakeholders: Customers	<i>Business ethics and customer Stakeholders (CD)</i>	
Apr 4 (W)	Economic Stakeholders II: Competitors, Creditor, Distributors, Suppliers	<i>Six reasons to include your competitors as stakeholders</i>	
Apr 9 (M)	Watch at home: Documentary: Is Wal-Mart Good for America?		Watch the Documentary and submit the questionnaire posted in CD
Apr 11 (W)	Societal Stakeholders (I): Government	<i>Why It Pays to Become a Rule Maker</i>	
Apr 16 (M)	Societal Stakeholders (II): Communities, Nonprofits, NGOs, Environment, Non-Human Stakeholders	<ul style="list-style-type: none"> - <i>Greenpeace Forces Lego to Split with Shell</i> - <i>The Justin Bieber of Organic Beef</i> 	
Apr 18 (W)	Societal Stakeholders (III): In-class exercise: Lululemon	<i>Social media, reputation risk and ambient publicity management (CD)</i>	

MGNT 3625: Contemporary Issues in Management – Corporate Social Responsibility

Date	Topic	Required readings <i>CD indicates CourseDen</i>	Assignments Due
Apr 23 (M)	Primer on negotiation	Introduction to Negotiation: A Primer for “Getting to Yes”	
Apr 25 (W)	In-class exercise: Outsourcing at Resilient Resins	Outsourcing at Resilient Resins (CD)	
Apr 30 (M)	Make up lectures		
May 7 (M) at 11:00 am		Exam 3 – Stakeholders	

The schedule is tentative and may change due to situational factors.