

## MGMT 3645-01: CORPORATE SOCIAL RESPONSIBILITY

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**Office Hours:** Monday and Wednesday from 11:00 a.m. to 12:30 p.m. and from 2:00 to 3:30 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:** Monday and Wednesday 12:30 to 1:45 p.m. Miller Hall Room 1308

### 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- anyone that can be affected by or can affect the organization.

Much of this course is dedicated to the examination of current CSR trends and to discussion of different perspectives on issues that impact organizational effectiveness. CSR is about decision-making that considers multifaceted organizational and societal implications, not just the company's bottom line.

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 in CourseDen, while others are available on different websites (I provide the links for those).

**Required Simulation:** All students are required to purchase a subscription to the “Deepwater Simulation”. Register and play the simulation game online at: <https://deepwatersim.com/> Click on the "New Students" button to begin the registration and payment process. Complete the Student Registration form using this class code:  
CLASS CODE: VEL455

Cost: \$40 per student

## DETERMINANTS OF THE TERM GRADE

**Three exams:** (45 points) Each one 15 points x 3 exams = = 25.42% of the final grade.

**Homework and in-class exercises** (65 points) =36.72% of the final grade.

2 documentaries: (10 points)

- Seconds from Disaster: Deepwater Horizon (10 points)
- Amazon Rising (10 points)

3 case studies: (30 points)

- Google in China (10 points)
- Walmart de Mexico (10 points)
- Risk Management at Lululemon (10 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: Deepwater Horizon Simulation** (52 points)= 29.38% of the final grade

6 assessments (surveys): 2 points each (completion grade)

Practice Round Performance: 10 points

Business Performance: 15 points

Ethical Decisions: 15 points

**Quizzes:** (15 points) =8.5% of the final grade.

Syllabus Quiz (2 points)

The Pyramid of CSR (6 points)

Just Good Business (6 points)

**TOTAL (177 points) = 100%**

**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.*

**Deepwater Simulation:** “In Deepwater, teams of 3 or 4 students manage an oil production company operating in the Gulf of Mexico. The company produces crude oil from a deep water oil well and sells it on the open market.

As with other business simulations, the objective in Deepwater is for students to outperform rival companies. While pursuing business success in the simulation, students are faced with several ethical challenges arising from the nature of the decisions they must make to manage their company. Their responses to these ethical challenges have the potential to affect their business success.

Students make decisions about:

- how much oil to produce
- how much to spend on maintenance and safety
- how much training to provide workers and,
- whether to install pollution control equipment.

The results of these decisions are reported to students in financial and operating reports. These reports include abbreviated financials. Students also have information on their competitors. In making their decisions, students face several operational business risks including accidents that could cause injuries or fatalities or result in their oil well "blowing out," creating an environmental disaster.

The simulation, while attempting a certain degree of realism, is in many respects not realistic and indeed is not intended to be. *The purpose of the simulation is not to model actual offshore drilling operations or oil company management. It is to provide an experiential learning opportunity to better understand the real-world ethical and challenges managers face in making business decisions.*" (W. Buck, 2013. Deepwater Simulation Instructor Handbook)

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*The simulation decisions, ethical dilemmas, and surveys close on Mondays at 11 pm as listed in the class schedule at the end of this syllabus.*

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**Your grade in the simulation is based on the following:**

*6 assessments (surveys):* 2 points each. There are 6 surveys in the simulation website that you and your team members need to complete. The surveys become available in the simulation website and you and your team members are responsible for submitting these in the "Deepwater" website. There are no right or wrong answers, and this is a completion grade.

*Practice Round Performance:* 10 points. The first two rounds are practice rounds. Your grade in this practice round will depend on the business performance of your team.

*Business Performance:* 15 points. Based on the financial and operational performance of your teams in the real rounds (Round 1 to 8)

*Ethical Decisions:* 15 points. Based on the simulation decisions you enter every week and your decisions on the ethical challenges. The names of the challenges and due dates are available in the class schedule at the end of this syllabus.

**Your grade on the simulation is a combination of my assessment and a review by your teammates of your participation, punctuality, contribution, and work, using the peer-review rubric in CourseDen.**

**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 Lectures in Free Enterprise:** Attend the lecture (Date and Time TBD) and earn 8 points of extra credit for scanning your ID at the end of the lecture.

**Other:** 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.

## ATTENDANCE POLICY

This is traditional course and most of the classes occur face-to-face, although you are not required to attend every class your grade can be negatively affected if you miss a class when we have an in-class exercise or extra credit. For verification of the class roll, as required by the Registrar's office, **only students who complete the syllabus quiz on or before the quiz deadline will be marked as attending.**

## 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.

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This policy is not a blank policy where all students get one or any other number of make-up assignments.

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## 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 Monday and Wednesday from 11:00 a.m. to 12:30 p.m. and from 2:00 to 3:30 p.m and by appointment.

*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.

Why do I prefer CourseDen? I prefer CourseDen because:

- (a) It logs you out after a while if you are inactive, which I think might be better for protecting the confidentiality of grades and class-related files.
- (b) It doesn't have a Spam folder, so e-mail is not identified as 'junk' by mistake.
- (c) It leaves a record of all communication that can be verified by ITS.

## 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.

The relevant University Policies can be found in these links:

- [Academic Honor Code Pledge Statement](#)
- [University of West Georgia Honor Code](#)

### **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.
- I will inform the class in advance if for a given assignment 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 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.*

### **ACCOMMODATIONS FOR STUDENTS WITH DISABILITIES**

Students with a documented disability may work with UWG Accessibility Services to receive essential services specific to their disability. All entitlements to accommodations are based on documentation and USG Board of Regents standards. If a student needs course adaptations or accommodations because of a disability or chronic illness, or if he/she needs to make special arrangements in case the building must be evacuated, the student should notify his/her instructor in writing and provide a copy of his/her Student Accommodations Report (SAR), which is available only from Accessibility Services. Faculty cannot offer accommodations without timely receipt of the SAR; further, no retroactive accommodations will be given.

To contact Accessibility Services, click this link: [UWG Accessibility Services](#)

**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.

**STUDENTS RIGHTS AND RESPONSIBILITIES:**

Students, please carefully review the information available at this link: [Common Language for Syllabi](#)  
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.*

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**MODULE 1: BUSINESS ETHICS COURSE SCHEDULE**

<b>Date</b>	<b>Topic</b>	<b>Required readings <i>CD indicates CourseDen</i></b>	<b>Assignments Due <i>CD indicates CourseDen</i></b>
Aug 14 (W)	Course Introduction	Syllabus	Syllabus Quiz Opens in CourseDen
Aug 19 (M)	Introduction to Ethics	<i>Introduction to Ethics (Available in CD)</i>	
Aug 21 (W)	Ethical Theories	<i>Ethical Theories (CD)</i>	Syllabus Quiz due. All CD content will be released after you pass this quiz with 85% or better
Aug 26 (M)	Business Ethics	<i>Business Ethics (CD)</i>	<i>Homework:</i> Plagiarism statement (CD>Assessments>Assignments) E-mail test to <a href="mailto:svelez@westga.edu">svelez@westga.edu</a> Turn in signed document in class or in CourseDen.
Aug 28 (W)	In class exercise: Ethical Dilemmas		
Sep 2 (M)	Labor Day – No classes		
Sep 4 (W)	<b>Movie:</b> Seconds from Disaster (Season 5 Episode 5: Deepwater Horizon) Watch at home and submit questionnaire in CourseDen > Assessments > Assignments		

**REGISTRAR DATES**

<b>Dates</b>	<b>Events</b>
Aug 14 (W) to Aug 20 (Tu)	<b>Open Drop - Add Period: ends at 11:59 pm on Aug 20/2019</b> <b>Full Term and Session I (non-eCore) classes dropped during Open Drop will receive a refund of paid funds.</b>
Aug 21 (W)	<b>Withdrawal "W" period begins for Full Term (non-eCore) 16 week courses.</b> <b>Students who withdraw from a Full Term (non-eCore) class between August 21st and October 9th will receive a grade of W. Reminder there is no refund associated with withdrawing from a course.</b>

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**MODULE 2: PERSONAL AND PROFESSIONAL ETHICS AND VALUES COURSE SCHEDULE**

Date	Topic	Required readings <i>CD indicates CourseDen</i>	Homework Due <i>CD indicates CourseDen</i>	Simulation Assignments (Rounds close @11 pm )
Sep 9 (M)	How to Play the Deepwater Simulation	<i>Deepwater Simulation Student Handbook (Simulation Website)</i>		
Sep 11 (W)	Personal Ethics	<i>Creating a New Mission Statement (CD)</i>	Personal Mission Statement and values. Instructions and submissions in CD.	
Sep 16 (M)	Professional Ethics	<i>It's Time to Make Management a True Profession (CD)</i>		<i>Practice Round 1 Due</i>
Sep 18 (W)	Internal Context of CSR: Vision, Mission Statements, and Values  Practice 1 debrief	<i>How Leaders Can Craft Better Vision Statements (CD)</i>  <i>How to Write a Mission Statement That Isn't Dumb (CD)</i>	Find the mission statement of a company you admire, or work for, or would like to work for. <b>Print it and bring it to class, making sure that the name of the company cannot be seen on the front page.</b>	
Sep 23 (M)	In class exercise: Google in China			<i>Practice Round 2 Due</i>
Sep 25 (W)	Managing ethics in the workplace  Practice 2 debrief	<i>The ethical enterprise - State of the Art in Ethics (CD)</i>		
Sep 30 (M)	In class exercise: Code of Ethics		Find the code of conduct of a company you admire, or work for, or would like to work for. <b>Print it and bring it to class.</b>	<i>Round 1 due</i>  <i>DVO Consulting Report</i>
Oct 2 (W)	Exam 1	<i>Exam 1 review available in CD</i>		

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**REGISTRAR DATES**

Date	Event
Oct 9 (W)	<b>Last day to withdraw with a grade of W from Full Term- 15 week courses.</b> 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.

**MODULE 3: CORPORATE SOCIAL RESPONSIBILITY COURSE SCHEDULE**

Date	Topic	Required readings <i>CD indicates CourseDen</i>	Assignments Due <i>CD indicates CourseDen</i>	Simulation Assignments (Rounds close @11 pm )
Oct 7 (M)	What is CSR	<i>The pyramid of CSR (CD)</i>		<i>Round 2 due</i>  <i>BOP testing</i>
Oct 9 (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	
Oct 14 (M)	Strategic Context of CSR	<i>Just Good Business (CD)</i>		<i>Round 3 due</i>
Oct 16 (W)	Globalization In class exercise: Walmart de Mexico	<i>Going Global (CD)</i>	Quiz: Just Good Business	
Oct 21 (M)	Sustainability	<i>The sustainability imperative</i>		<i>Round 4 due</i> <i>Waste Oil Holding Tank</i>
Oct 23 (W)	Social entrepreneurship	<i>The for-benefit company (CD)</i>		
Oct 28 (M)	Exam 2			<i>Round 5 due</i>
Oct 30 (W)	<b>Organizational (Internal) Stakeholders:</b> Shareholders	<i>Creating shared value</i>		
Nov 4 (M)	<b>Org. (Internal) Stakeholders (II):</b> Employees, Managers, and Unions			<i>Round 6 due</i>  <i>Insubordinate Crew</i>

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<b>Date</b>	<b>Topic</b>	<b>Required readings</b> <i>CD indicates CourseDen</i>	<b>Assignments Due</b> <i>CD indicates CourseDen</i>	<b>Simulation Assignments</b> <b>(Rounds close @11 pm )</b>
Nov 6 (W)	Watch at home: <a href="#">Documentary: Amazon Rising</a>		Watch documentary and submit the questionnaire posted in CD	
Nov 11 (M)	<b>Economic Stakeholders:</b> Customers	<i>Business ethics and customer Stakeholders (CD)</i>		<i>Round 7 due</i>  <i>Crude Oil Assay</i>
Nov 13 (W)	<b>Ec. Stakeholders II:</b> Competitors, Creditor, Distributors, Suppliers	<i>Six reasons to include your competitors as stakeholders</i>		
Nov 18 (M)	<b>Soc. Stakeholders (I):</b> Government	<i>Why It Pays to Become a Rule Maker</i>		<i>Round 8 due</i>  <i>Industry Pollution Control Proposal</i>
Nov 20 (W)	<b>Soc. Stakeholders (II):</b> Communities, Environment, Non-Human Stakeholders Nonprofits, NGOs.	- <i>Greenpeace Forces Lego to Split with Shell</i>  - <i>The Justin Bieber of Organic Beef</i>		
Nov 25 to Nov 29		<b><i>Thanksgiving Break</i></b>		
Dec 2 (M)	<b>Soc. Stakeholders (III):</b> In-class exercise: Lululemon	<i>Social media, reputation risk and ambient publicity management (CD)</i>		
Dec 4 (W)	Conclusion			
Dec 9 (M)	Exam 3: 11 am to 1 pm			

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