

William Paterson University
College of Business
Department of Marketing & Management
Winter2015 SEMESTER SYLLABUS

MGT 3550-81: Values Ethics and Sustainability

Professor: Dr. Jet Mboga, DBA

Date Range: December 26 – January 14, 2016

Contact Information: mbogaj@wpunj.edu

Office Hours: 24/7 by Email

Course Attributes: **This is a Writing Intensive Course** – comprising of substantial reading and writing assignments as well as extensive blackboard on-line participation. Please ensure that you have all essential information available to you offline and I would highly recommend that you print out the following items for your reference: Syllabus and respective course content.

Course Description:

MGT3550 is designed to increase awareness of values, ethics, beliefs and attitudes, and how they relate to issues of sustainability. It will pay special attention to the manner in which corporations can become agents of injustice and inequality in society, and conversely, how they can be transformed by individual actors and by institutional reforms. This course will also analyze sustainability at the institutional level, focusing on socially and structurally imbedded nature of corporate actions. Prerequisite: MGT 2000 or MKT 2100.

Textbook:

Business and Society: Stakeholders, Ethics, Public Policy, 14th Edition.

Lawrence, Anne; Weber, James - McGraw-Hill Irwin, ISBN: 978-0-07-802947-9.

Rental Copy: http://www.coursesmart.com/IR/6804873/0077512936?_hdv=6.8

Objectives:

This course introduces business in society with a focus on corporations and its stakeholders; business ethics and ethical reasoning; challenges faced by business in a globalized world; business and public policy relations; business and management of technology; and an examination of the business and its stakeholders. More specifically, this course will:

- Increase students ability to be conscious of the personal challenges encountered in decision-making in morally complex situations.

- Analyze the structural forces that produce unsustainable and unethical practices in organizations, and evaluate ways in which these can be institutionally tackled.
- Deepen student understanding of the role of personal values and ethics and how they shape their decisions. Diagnose and develop these traits.
- Critically evaluate corporate actions in the arena of sustainability, and differentiate between genuine and fraudulent initiatives.
- Consider strategies, arguments and implementation planning for acting ethically in the service of sustainability.

Learning Outcomes:

By the end of this course, you will be able to:

- Identify and recognize ethical dilemmas in morally complex business situations.
- Articulate their own values and show how they would affect morally ambiguous business decisions, especially those that relate to sustainability.
- Demonstrate knowledge of professional ethical codes of conduct.
- Demonstrate an understanding of the impact of organizations on people and their natural environment.
- Evaluate the global dimensions of sustainability, including corporate malfeasance in poor nations, differential labor and environmental standards, commodity fetishism, and ways in which corporations can be globally governed.

The course will incorporate the following writing-intensive objectives:

- Students will use writing-to-learn strategies (such as brainstorming, free-writing, reading logs, etc.) to develop understanding of course content and to think critically about that content.
- Students will use drafting, revising, editing and other writing processes to develop final writing products appropriate to the discipline, such as thesis-driven essays, formal reports, or professionally formatted manuscripts.
- Students will use research and documentation skills where they may be necessary and integrate them through paraphrase, quotation and citation, in accordance with the conventions of the discipline.

Student Activities:

Online business and society student activities include: Participation in discussion board; Mini reflective essays; Learning team effort project; and Final research paper.

Class Policies:

Attendance online is required – **Students are expected to attend all online class sessions** and participate in all required class activities. Commitment to a class should be considered professional obligations. *Should a student be late to his/her discussions or miss a class for any reason, he or she is expected to notify the professor and his/her team members prior to the absence, if possible.* Repeated absences to a course session have a direct impact on your grade. Note: Students **MUST** attend all scheduled online

classes - if you miss class you will forfeit your earned points for class contribution /participation, and specific missed assignments.

Assignments:

All assignments must be submitted electronically (via blackboard). You must check the content of all assignments before sending – **Ensure that your work is original (No Plagiarism)** and make sure you give credit to authors’ and list references accordingly. Students must track down the grading of these assignments via blackboard.

Late Assignments: The Marketing & Management Sciences Department, as a rule, does not permit the submission of late work. **No late assignments will be accepted.** Opportunities to make up missed work are not available. Work schedule conflicts, including business trips, school trips, sports events (either personal or school related) are never a valid reason for missing a scheduled assessments, homework assignments, or project due date. If tardiness or lack of online attendance results in missed work, students will receive a 0 for that assignment. Requests for make-up opportunities are NOT available under any circumstances.

Cheating/academic integrity: WPU policy. William Paterson University does not tolerate any act of academic dishonesty, intentional or unintentional. A student who is involved in an academic dishonesty including Plagiarism is subject to failure in the course for which the incident occurred. *Plagiarism refers to representing words or ideas of another as one’s own in any academic exercise without providing proper documentation of source.*

Assignment & Evaluation:

Your performance in the course will be evaluated according to the following criteria:

Participation - Online Discussion Boards	25 Points (Pts.)
Individual Mini Reflective Essays: Minimum: 3 Pages	25 Pts.
PowerPoint Presentation: (Group Effort)	20 Pts
Final Research Paper: Minimum 10 Pages	30 Pts.
Total	100 Points

Class Participation: *Participation - Online Discussion Boards (25 Pts).*

This is an ONLINE Class - attendance and participation are all online based. Participation is asking questions, expressing your opinion, communicating, contributing, and posting articles pertaining to class topics and important business related issues such as corporate policies.

Feel free to use internet sources, scholarly online articles' or other books (so long as you properly credit in-text and list on the reference section (Wikipedia is not a source accepted in this course))

- Interactive learning: Each day (Check online for respective homework) read the respective chapters, read assigned case problem, read business article related to topic of discussion,
 1. Complete your homework & Upload to Blackboard, Initial Post 10:00 AM
 - Required: Minimum of 2 outside sources
 - 500 to 800 words
 - Abstract & Keywords aren't mandatory in daily posts – *see sample of what I expect on BB*
 2. Return to the online class environment prepared to participate and discuss content with your peers – by **3:00 PM daily**
 - Requirement: Read and respond to 2 different students posts
 - Use a Minimum of 2 outside sources to back up your replies
 - Note: Course textbook can be cited – but the book isn't an outside source
- Over the period of the course, I will expect you to participate in all online class writing exercises (discussions) that includes replying to all new posts by your peers
 1. Class time is 12: AM to 11:59 PM daily for the duration of Winter session
 2. Last post is 11:59 PM - All posts after the posted deadline will not count towards participation

Individual Mini Reflective Essays: *Minimum: 3 Pages for each assignment (25 Points)*

This will be your homework assignments *listed on blackboard*. Your content should flow and have outside sources to back up the content you are presenting * **5 outside sources are required** *Feel free to use internet sources, scholarly online articles' or other books (so long as you properly credit in-text and list on the reference section (Wikipedia is not a source accepted in this course))

- **Expectations:** Mini Reflection 3 pages each – *See timetable for Due Dates*
 - Reflect on your choice of 6 cases in Business and Society listed at the End of your course book on pages 448 to 540

- You are to pick 6 different case studies to conduct your analysis and **MUST** have a minimum of 5 outside Sources (Referenced) used to back up your analysis
 - Abstract, Keywords, Level Headings (*title of what you are writing about*), Reflection, Conclusion, References (Arrange in Alphabetical order) are **Mandatory** – See APA template & Samples on BB
- Paraphrase and give credit to authors accordingly (do not quote)
 - The Reflections **MUST** be submitted directly on Blackboard (*Turnitin will check for Plagiarism*).

Learning Team Presentation: Group Effort 20 points Due January 14, 2016 11:59 PM

The team project is a PowerPoint presentation of approximately 15 minutes on a Corporation of your choice. Content must have audio recording for each respective PPT slide.

My recommendation is for you to select a Corporation that faced(s) some struggles within Business and Society – this will help you present the dilemmas faced by the corporations' and provide your arguments of what could have been implemented.

- **Introduction:** Introduce yourself; Present an overview of your selected company– sharing reasons why you selected that specific company and dilemma faced (Sharing statistics is most prominent).
- **Body:** Highlight crucial areas that contributed to your selected companies dilemmas'; you Must do a comparison – are other companies facing the same dilemmas'
 - Contrast with other organizations that are struggling or excelling within Business and Society and what the corporations are actively doing to remain successful
 - Provide Similarities of companies that are struggling or excelling
- **Recommendations:** What recommendation would you give future managers in your selected company on how to handle such dilemmas and remember to share your findings on what your company is implementing to address the dilemmas' (*now and near future*).
- **Conclude:** Take home message – Close on a strong note - State your business problem (any statistics?); share the critical elements of your analysis that you would like me to know; and close your presentation with what other future students can research to add on to your topic.
- **References** List all sources used in your PPT. project
 - **Guidelines and Sample PPT Format** of what I expect are posted on Blackboard

Final Research Paper: Minimum 10 pages Due January 14, 2016 11:59 PM

What is Sustainability development? Development that meets the needs of the present without compromising the ability of future generations to meet their own needs (Lawrence & Weber, 2014). In my experience, sustainability has become a trending topic in our society, yet business problems occur because corporations do not take into considerations or integrate strategies of sustaining society and environment

Your final research paper will be on your choice of topic – You must select an existing business problem faced by any corporation or select business that excels in aspects of Sustainability, Ethics, or Values. **Don't focus on one company – Focus on a Business Problem or some aspects that you want to bring transparency on.**

You are to pick an area passionate to you and conduct your analysis - you **MUST** have a minimum of 15 outside Sources (Referenced) used to back up your analysis (Sources from: books, online library, internet sources, newspapers etc).

- Abstract, Keywords, Level Headings (*title of what you are writing about*), Reflection, Conclusion, References (Arrange in Alphabetical order) are **Mandatory** – See APA template & Samples on BB
- Paraphrase and give credit to authors accordingly (Do not Quote)
- Non credible sources will not be credited towards the 15 outside sources requirements (*Wikipedia isn't permitted*)
- The Final Must have content that is your original work with credit to authors and submitted directly on Blackboard where Turnitin will check for Plagiarism
- Aim for 10% similarity maximum as the references are excluded on Blackboard
- **Format (Guidelines) & Sample** of what I expect is posted online

Grade Assignment:

The final grade a student could earn will be based on the following point totals (*or as updated by WPU*).

A	94	to	100 Pts	C+	77	to	79 Pts
A-	90	to	93 Pts	C	74	to	76 Pts
B+	87	to	89 Pts	C-	70	to	73 Pts
B	83	to	86 Pts	D	60	to	69 Pts
B-	80	to	82 Pts	F	0		59

Grading: William Paterson Policy:

A, A-	Excellent
B+, B, B-	Good
C+, C, C-	Satisfactory

D+, D	Minimally Passing
F	Failing

Class Schedule:

**(Subject to change) ** Access Blackboard for details on each assignments'*

Class time starts 12:00 AM to 11:59 PM daily for the duration of Winter session

- For Example: December 26, 2015 – Class begins at 12:00 AM and ends December 26th 11:59 PM

Date	Topic / Activity	Chapter
December 26	Formal Introduction Introduction to online learning environment Meet with your Assigned Group *Syllabus Review*	Online
December 27	The Corporation and Its Stakeholders Initial Post by 10:00 AM - 500 to 800 words (<i>with 2 outside sources</i>) Reply to 2 posts by 3:00 PM Last post – 11:59 PM	1
December 28*	Managing Public Issues and Stakeholder Relationships or Managing Public Issues Initial Post by 10:00 AM - 500 to 800 words (<i>with 2 outside sources</i>) Reply to 2 posts by 3:00 PM Last post – 11:59 PM *Mini Reflective Essay (3 pages) Due 11: 59 PM	2 & 19
December 29	The Corporation's Social Responsibilities Initial Post by 10:00 AM - 500 to 800 words (<i>with 2 outside sources</i>) Reply to 2 posts by 3:00 PM Last post – 11:59 PM	3
December 30*	The Community & the Corporation Initial Post by 10:00 AM - 500 to 800 words (<i>with 2 outside sources</i>) Reply to 2 posts by 3:00 PM Last post – 11:59 PM	18

	*Mini Reflective Essay (3 pages) Due 11: 59 PM	
December 31	Focus _ Work on Group Effort Project Post your topic of research in the designated Final Research Forum Section for my Review.	-
January 01	Focus _ Work on Final Research Post your topic of research in the designated Final Research Forum Section for my Review.	-
January 02	Ethics & Ethical Reasoning Initial Post by 10:00 AM - 500 to 800 words (<i>with 2 outside sources</i>) Reply to 2 posts by 3:00 PM Last post – 11:59 PM	4
January 03*	Organizational Ethics & the Law Initial Post by 10:00 AM - 500 to 800 words (<i>with 2 outside sources</i>) Reply to 2 posts by 3:00 PM Last post – 11:59 PM *Mini Reflective Essay (3 pages) Due 11: 59 PM	5
January 04	The Challenges of Globalization Initial Post by 10:00 AM - 500 to 800 words (<i>with 2 outside sources</i>) Reply to 2 posts by 3:00 PM Last post – 11:59 PM	6
January 05	Global Corporate Citizenship Initial Post by 10:00 AM - 500 to 800 words (<i>with 2 outside sources</i>) Reply to 2 posts by 3:00 PM Last post – 11:59 PM	7
January 06*	Business-Government Relations Initial Post by 10:00 AM - 500 to 800 words (<i>with 2 outside sources</i>) Reply to 2 posts by 3:00 PM Last post – 11:59 PM *Mini Reflective Essay (3 pages) Due 11: 59 PM	8
January 07	Influencing the Political Environment	9

	Initial Post by 10:00 AM - 500 to 800 words (<i>with 2 outside sources</i>) Reply to 2 posts by 3:00 PM Last post – 11:59 PM	
January 08	Sustainable Development & Global Business Initial Post by 10:00 AM - 500 to 800 words (<i>with 2 outside sources</i>) Reply to 2 posts by 3:00 PM Last post – 11:59 PM	10
January 09*	Managing Environmental Issues Initial Post by 10:00 AM - 500 to 800 words (<i>with 2 outside sources</i>) Reply to 2 posts by 3:00 PM Last post – 11:59 PM *Mini Reflective Essay (3 pages) Due 11: 59 PM	11
January 10	Technology, Organizations, & Society Initial Post by 10:00 AM - 500 to 800 words (<i>with 2 outside sources</i>) Reply to 2 posts by 3:00 PM Last post – 11:59 PM	12
January 11	Managing Technology & Innovation Initial Post by 10:00 AM - 500 to 800 words (<i>with 2 outside sources</i>) Reply to 2 posts by 3:00 PM Last post – 11:59 PM	13
January 12*	Consumer Protection Initial Post by 10:00 AM - 500 to 800 words (<i>with 2 outside sources</i>) Reply to 2 posts by 3:00 PM Last post – 11:59 PM *Mini Reflective Essay (3 pages) Due 11: 59 PM	15
January 13	Employees & the Corporation Initial Post by 10:00 AM - 500 to 800 words (<i>with 2 outside sources</i>) Reply to 2 posts by 3:00 PM	16

	Last post – 11:59 PM	
January 14	<p>Group Presentation – 1 per group</p> <ul style="list-style-type: none"> ▪ Recorded by each member (add to slides) <p>Final Research Paper</p> <ul style="list-style-type: none"> ▪ Minimum 10 pages Individual assignment 	

* Date when the MINI Reflective assignments are due on Blackboard

Need help completing writing assignments for this course:

Message from the Writing Center:

The Writing Center (www.wpunj.edu/writing-center/) provides one-on-one tutoring for anyone in the university community working on any kind of writing in any stage of development. Tutorial sessions typically take thirty minutes to an hour. We can work with you on papers, reports, proposals, etc. and can help you with issues such as outlining, thesis, organization, business formats, style, transitions, citing, and grammar, as well as helping you learn to proofread your own writing. Our aim is not just to produce a better piece of writing; it's to produce a better writer. We are at Atrium 128 and VR 3048.