

WILLIAM PATERSON UNIVERSITY
CHRISTOS M. COTSAKOS COLLEGE OF BUSINESS
DEPARTMENT OF MARKETING AND MANAGEMENT SCIENCES
COURSE SYLLABUS

MGT 3550 080 – VALUES, ETHICS AND SUSTAINABILITY

Semester:	Winter 2023 – 3 week course		
Credits:	3		
Prerequisites:	MGT 2000, MKT 2100		
Professor:	Jorge A. Arevalo, Ph.D.	Meeting Days:	Distance Learning / Online
E-Mail:	AREVALOJ1@WPUNJ.EDU	Meeting Times:	1/4/2024 – 1/24/2024
Office Hours:	On – line / Every day during the term		

IMPORTANT NOTE: THIS IS A WRITING INTENSIVE CLASS – COMPRISING SUBSTANTIAL READING AND WRITING ASSIGNMENTS AS WELL AS EXTENSIVE BLACK BOARD ON-LINE PARTICIPATION. PLEASE ENSURE TO READ ENTIRE SYLLABUS BEFORE ENROLLING.

COURSE DESCRIPTION:

This course 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. The course will also analyze sustainability at the institutional level, focusing on socially and structurally imbedded nature of corporate actions. This is a Writing Intensive Course.

COURSE OBJECTIVES:

- Create an awareness 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.
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STUDENT LEARNING OUTCOMES:

Upon completion of this course, students will be able to

- Analyze the structural forces that produce unsustainable and unethical practices in managers and the organizations they lead.
- Examine the role of personal values and ethics and how they shape students' current and future decisions.
- Assess corporate actions in relation to economic, social, environmental, and governance pressures from internal and external stakeholders
- Investigate corporate strategies, arguments and implementation of ecological responsiveness through Sustainable Development Goals (SDGs); Planetary Boundaries (PBs), and the impact of business and society transgressions on our planet.

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.

SPECIFIC LEARNING GOALS AND OBJECTIVES RELATED TO LEARNING OUTCOMES AND PROGRAM ASSESSMENT:

Upon completion of this course, our students will:

- Be able to communicate effectively, both orally and in writing, in a business context so they are prepared for a successful career in business (mission-related). **Goal 1- Communication.**

In particular,

*Our students will be able to communicate effectively via individual essays, short papers, business proposals, project reports, etc., that meet professional expectations for organization, spelling, grammar, general and business vocabulary use, and use of citations. **Objective 1.2***

A dedicated Rubric for all our writing assignments will be reviewed and applied via the following link: [UG 1 Communication](#)

- Become aware of issues of ethics and social responsibility (including sustainability) in business settings and understand how businesses can act in a socially responsible and ethical manner (vision-related). **Goal 2 – Ethics and Social Responsibility**

In particular, our students will be able to:

Recognize whether businesses act in ethical and socially responsible (including sustainability) manner.

Objective 2.1

*Describe how businesses can act in a socially responsible and ethical manner. **Objective 2.2***

A dedicated Rubric for all our writing assignments will be reviewed and applied via the following link:

[UG 2 Ethics & Social Responsibility](#)

- Learn to work in groups to be prepared for a successful career in business (mission-related). **Goal 4 – Group Work**

In particular, our students will be able to:

Actively participate in group projects. Objective 4.1, and,

Apply basic interpersonal skills (e.g., collaboration, cooperation) in working with diverse teams. Objective 4.2

A dedicated Rubric for all our writing assignments will be reviewed and applied via the following link:

[UG4 Group Work](#)

REQUIRED TEXTS:

First Book (Note: you will be tested on 10 of the best themed chapters in this textbook – therefore, purchase is highly recommended)

Business and Society: Stakeholders, Ethics, Public Policy. 16th ed. (2019) By Anne T. Lawrence and James Weber –ISBN 978 1260140491. Do not buy any other versions as you will be responsible for the material that we do cover in the class. I do not answer to any inquiries about different editions. Both tests (mid-term and final exams) are based on this original version.

COLLEGE POLICIES

Academic Integrity Policy

William Paterson University does not tolerate any act of academic dishonesty, intentional or unintentional. A student who is involved in an academic dishonesty incident (as defined below) is subject to failure in the course for which the incident occurred.

Plagiarism

Plagiarism refers to representing words or ideas of another as one's own in any academic exercise without providing proper documentation of source.

Examples include, but are not limited to:

- Copying information from a source without using quotation marks and giving proper citation.
- Paraphrasing information from a source without giving proper citation.
- Representing another's intellectual work including but not limited to (1) audio- visual and computer based materials, slide presentations, computer files, (2) artistic compositions, graphic design, photographs, paintings and/or drawings.

It is the responsibility of the student to learn the correct APA method of documenting sources which will allow you to incorporate the works of others into your papers, reports and assignments. This information is available from the Library.

Facilitation

Facilitation refers to assisting any person in the commission of an academic integrity violation.

Examples include, but are not limited to:

- Allowing another student to copy one's answers during an examination.
- Giving another student one's assignment or paper.
- Taking an examination or writing a paper for another student.

- Signing an attendance sheet for a student who was not present in class.
- Providing to another person an examination or portions of an examination prior or
- Subsequent to the administration of the exam.

Cheating

Cheating refers to intentionally using or attempting to use unauthorized materials, information or study aids in any academic exercise. Examples include, but are not limited to:

- Copying from another student's examination, homework assignment, computer program, report or project.
- Gaining or attempting to gain unauthorized access to examination materials.
- Using unauthorized notes, text or other aides during an examination or assignment.
- Looking at another student's exam before or during an examination.
- Possessing and/or using an electronic device that contains unauthorized information.
- Talking, whispering or using a cell phone during an examination.
- Submitting, without prior permission, any work submitted to fulfill another academic requirement at WPU or any other institution.
- Allowing another person to do one's work and submitting it as one's own.
- Having or providing unauthorized outside help when completing online tests or assignments.

Unauthorized Collaboration

Unauthorized collaboration is working with another student(s) without the instructor's permission in the preparation of homework assignments, take-home exams, term papers, research projects, reports or projects or otherwise failing to abide by the instructor's rules governing the academic exercise.

Fabrication/Misrepresentations

Fabrication refers to the falsification, misrepresentation or invention of any information, data or citation in any academic exercise.

Misrepresenting or tampering with or attempting to tamper with any portion of one's transcripts or academic record, either before or after coming to William Paterson University. Example: forging a change of grade form, tampering with computer records, falsifying or omitting academic information on one's application or resume, etc.

DEPARTMENT OF MARKETING & MANAGEMENT SCIENCES POLICIES

Attendance

Students are expected to attend **all online meetings** and participate in all required class activities. Commitments to a class should be considered professional commitments. Should a student be late to his/her discussions or miss a class for any reason, he or she is expected to notify his/her team members prior to the absence, if possible. **Emails to your instructor about planned absences are not required.** Repeated absences to an online discussion have a direct impact on your grade. Individual faculty may have additional attendance requirements noted in the Course Requirements & Expectations section of this syllabus.

Late Work

The Marketing, Management, and Professional Sales Department, as a rule, does not permit the submission of late work. Individual faculty and courses may have additional requirements noted in the Course Requirements & Expectations section of each course.

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 exam, quiz or project due date. If tardiness or lack of attendance results in missed work, students will receive a 0 for that assignment, test, quiz or exam. Requests for make-up opportunities are NOT granted under any circumstances.

Assignments

1. **No** late assignments will be accepted.
2. All assignments must be submitted electronically (via blackboard). They will be graded (via track changes in word 2018 version) and returned back to you (via blackboard). You must check the content of all assignments before sending – **I do not** fix, review, search, or convert any files which are unreadable or corrupt. Students must track down the grading of these assignments via blackboard. If a file is submitted and I cannot view it – your score is 0.
3. Absolutely no PDF version submissions of your work. **Word Doc ONLY.**

COURSE GRADING AND EVALUATION

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INDIVIDUAL WORK

Discussion Boards (complete 2 per week / 3 weeks = 6)	24%
Mid-Term Examination (Weeks 1 and 2 content) (to be taken at the conclusion of Week 2)	25%
Final-Examination (Week 3 content) (to be taken at the conclusion of Week 3)	25%

GROUP WORK

Textbook Case Study: Values, Ethics & Sustainability Gone Wrong (see Week 3: Part III. for details and submission – due at Conclusion of Week 3)	26%
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****if a team member is ‘fired’ from his/her learning team, 26% of the grade (or Group Work contribution) is completely lost by that team member. No switching to another team, nor individual effort is allowed after such an incident. Best is to contribute fully to your Learning Team!****

Total	100%
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COURSE GRADING BENCHMARK

<i>Percentile</i>	<i>Letter Grade</i>
94 – 100	A
90 – 93	A-
87 – 89	B+
83 – 86	B
80 – 82	B-
77 – 79	C+
70 – 76	C
68 – 69	C-
65 - 67	D
Below 65	F

Important: No grade disputes, requests for grade explanations, and /or missing work will be addressed after the term. All inquiries MUST be handled during the term.

Cases found in latter part/section of the textbook. They are:

Profiting from Pain: Business and the U.S. Opioid Epidemic (p.442)

Wells Fargo's Unauthorized Customer Accounts (p. 453)

The Carlson Company and Protecting Children in the Global Tourism Industry (p. 462)

BP Blowout: The Aftermath of the Gulf Oil Disaster (p.471)

Google and the Right to Be Forgotten (p. 480)

General Motors and the Ignition Switch Recalls (p. 490)

The Upper Big Branch Mine Disaster (p.500)

After Rana Plaza (p.510)

The Boycott of Stolichnaya Vodka (p. 5210)