

CLAYTON STATE UNIVERSITY

School of Business

SYLLABUS

BUSA 3700-02

Business Ethics and Corporate Social Responsibility

Fall Semester 2011

Lawrence (Larry) K. Menter, Esq.

Mondays: 8:00pm-10:30pm

Laboratory Annex Bldg – LAB-107

CRN: 87935

Pre-Requisite: MGMT 3101 (Mgmt. Prin. and O. B.) with a grade of “C”.

BUSA 3700 is an upper level, elective course designed to create awareness of ethical issues that confront business people in the daily operations of commerce. Students will use a variety of methods to assess and discuss contemporary ethical and social responsibility debates. Students are required to watch and analyze contemporary movies, make class presentations and write extensively.

The outline of course material contained in this syllabus is provided to you as a courtesy and as a roadmap of where we will go through the semester. I expressly reserve the right to alter or modify the reading/viewing assignments, presentation dates, or course content to reflect the actual progress of the class. Should changes become necessary, they will be announced with sufficient time for you to adjust accordingly. I think of the syllabus as a roadmap in that we need a plan of where we are going. However, if the class finds an issue or a particular topic that is important or interesting to the class as a whole, I want to be able to adjust our pace and spend more time in that area.

COURSE LEARNING OBJECTIVES

1. Describe ethical and corporate social responsibility concepts and explain how they influence individual and corporate decision making.
2. Demonstrate critical thinking skills by analyzing case situations and recommending a course of action with supporting reasons.
3. Analyze current events for ethical issues by researching and orally presenting news issues to the class.
4. Demonstrate effective written communication skills by writing clear, concise and grammatically correct movie analyses using Microsoft Word software.
5. Prepare and deliver an effective research presentation using PowerPoint software.

During the term of the course, students will use critical thinking skills to analyze cases and distinguish relevant facts, explore the use of technology to aid in classroom discussions,

balance questions of business ethics as they relate to legal disputes and improve communication skills through active participation in classroom case discussions, literature review and analytical written assignments.

GRADE COMPOSITION

Your grade in this class will be comprised of four parts totaling 1000 points:

Movie Response – 600 points total (5 papers at 120 points each): During the course of the semester, we will screen five movies that illustrate concepts discussed in class. After each screening, there will be a short debriefing with the class. Each student will then have approximately one week to submit a **minimum** two page, double-spaced paper that discusses your view of the ethical issues raised by the movie. **DO NOT RECAP THE FACTS OR PLOT LINE OF THE MOVIE IN YOUR PAPER.** I want to know what you learned from the movie and the ethical issues presented. I know the plot line of each movie, remember – I picked them. Terms and concepts from the text must be woven into your analysis. Your paper should be turned into the “Assignments” in the class page in GeorgiaView.

Case and Controversy – 250 points: Each student will be assigned an ethical position. You will research and brief the argument to the class. You must use Power Point in your presentation. You should follow the tenor of the argument expressed in the text for your position. However, you must also incorporate at least two outside sources that support that position. They may be newspaper articles, legal cases, scholarly journal articles or other similar references. Your part of the presentation should last approximately 10 minutes. As part of your presentation, you will prepare and turn in through GeorgiaView a one-page summary of your position and cite your two outside references. The Power Point presentation will be emailed in advance or copied to the Professor’s memory stick and will be presented on his computer. The date of your presentation will be assigned by the professor. Students should wear professional attire and be prepared to facilitate discussion and respond to questions from the class.

Current Event – 50 points: Each student will choose a story of interest from a newspaper or magazine and make a short (3-minute) presentation to the class concerning the article and your response to it. The article must address an ethical or social responsibility issue. For example, it could detail a corporate fraud investigation, a whistleblower investigation, a criminal fraud investigation, or ethical complaints filed against a politician or local government. The professor will assign the date of your presentation in class during the semester. Casual attire is permitted.

Class/On-Line Attendance & Participation – 100 points: This is based on the percentage of classes that you attend, on-line discussions that you participate as well as a subjective factor for your individual participation in class discussions.

Extra-Credit Opportunities: There will be opportunities for extra credit throughout the semester that will be assigned as they become available.

The final GRADE in the course will be calculated as follows:

- A=90-100%
- B=80-89%
- C=70-79%
- D=60-69%
- F=59% or less.

ATTENDANCE

It is the responsibility of students to attend class regularly. You will get credit for attendance calculated as a percentage of classes attended and online discussions out of all sessions. THERE ARE **NO EXCUSED ABSENCES** other than official school functions.

Changes to assignment dates, assigned materials or cancellation of class meetings will be announced in class or emailed to students at their campus email account. Notice delivered in either form constitutes official notice to the class. Students are responsible for checking their campus email accounts regularly. Students are also responsible for being in class when assignments are returned to learn their grades. Assignment grades will be posted on GeorgiaVIEW Vista.

OFFICE HOURS

My office is located in T-232 in the School of Business Building (connected to Clayton Hall). The telephone number to leave me messages is (678) 466-4535. Office hours for the Fall 2011 semester are Mondays and Wednesdays from 3:00pm to 5:00pm. I will also be available to answer questions before and after class. Students may email or call to ask questions or make an appointment if needed. My e-mail address is lmenter@clayton.edu. The class website is <http://business.clayton.edu/lmenter>.

REQUIRED TEXT

The required text for this course is Business Ethics: Case Studies and Selected Readings, by Marianne M. Jennings, 7th edition, South-Western Cengage Learning, 2012, ISBN: 978-0-538-47353-8 or 0-538-47353-3.

COMPUTER USE IN THIS COURSE

Students are required to have reliable access to a computer that can utilize GeorgiaVIEW WebCT through the SWAN. Students will not be required to bring a computer to class. Computers may be used in class **ONLY** if students are actively taking notes. Students will make regular remote use of their computers to access course-related email, course websites, discussion groups and complete Internet assignments.

ANTICIPATED COURSE COVERAGE

A proposed schedule of events for Case and Controversy Presentations will be disseminated to you after the drop/add period.

DISHONESTY

Dishonesty of any kind will result in a zero for the assignment and may result in a failing grade for the course. Any incident of student dishonesty will be reported to the Dean's Office. Further action may be taken pursuant to the policies of the University.

CHILDREN IN CLASS

It is the policy of the University that children are not permitted in the classroom. Faculty will not allow children to be present in the classrooms. The University requires that if a student brings a child to class, the student and the child must be told to leave the classroom. Unattended children will not be permitted to loiter on campus. If unattended children are observed on campus, faculty and staff are responsible for informing public safety. Campus police will take any unattended children to the classroom of the parent and will remove the parent from class. Student parents are referred to the office of Campus Life (UC 258) for information concerning child care facilities off-campus.

SCHOOL OF BUSINESS MISSION STATEMENT

1. Prepare a diverse student body for business and professional careers by providing a quality education.
2. Provide a student-centered environment, using technology to enhance student learning.
3. Support faculty in applied and instructional research and service to the profession.
4. Serve primarily the metropolitan Atlanta area.

OTHER POINTS

Students must abide by the policies and procedures in the University Catalog, Student Handbook, the list of student responsibilities posted by the Registrar and, if applicable, program handbook. Academic integrity is of paramount importance at Clayton State. In an effort to insure the academic integrity of the examination process, it is important that students arrive on time during test periods. Students are expected to abide by the Student Code of Conduct as outlined in the University's official Student Handbook.

Please note the following dates of special significance:

Last Day to Withdraw w/o Acad. Accountability Friday, October 7, 2011

Last Day of Classes Friday, December 2, 2011

SCHOOL OF BUSINESS SPEAKER SERIES:

Thursday, September 22, 2011 – Jerry S. Wilson, Senior VP and Chief Customer and Commercial Officer, The Coca-Cola Company, 11:30am to 12:30pm in Baker University Center UC-272.

Wednesday, October 19, 2011 – Bill Nuti, CEO, NCR Corporation, 5:30pm to 6:30pm in Spivey Hall.

Tuesday, November 15, 2011 – Hank Halter, Sr. VP and CFO, Delta Air Lines, 11:30am to 12:30pm in Lecture Hall Room B-14.

The Jim Wood Speaker Series provides a forum for Georgia's most celebrated business personalities to engage in insightful discussion with tomorrow's business leaders. Our goal is simple, to forge bonds between Georgia's business leaders and our students while ensuring students gain insights into current business trends and corporate strategies. As a result, you are required to attend at least one Jim Wood Speakers Series event this semester. Please bring your Laker ID card to the event with you. ***This is the only way you will be able to "sign in" to our computerized attendance system.***

Seating is limited and provided on a first-come-first-served basis.

The doors close 5 minutes after the Series begins and latecomers are denied access.

See <http://business.clayton.edu/speakers.htm> for up to date information on the speakers, times, and locations.

STUDENT PROFESSIONAL DEVELOPMENT

Dress

An important element to being a professional is knowing how to "*look the part.*" Knowing how to dress professionally will help you make great first impressions and establish credibility throughout your career. As a result, ***The School of Business has instituted a Professional Dress Day for ALL Business and Healthcare Management courses.***

You are required to Dress for Success on the dates of outside speakers. Dressing for success is different for men and women so please see the list below for hints on what to wear:

Women's Attire (adapted from www.jobsearch.about.com)

Dark colored, conservative dress, suit, or slacks

Coordinated blouse

Moderate shoes

Limited jewelry

Neat, professional hairstyle
Sparse make-up
Manicured nails

Men's Attire (adapted from www.jobsearch.about.com)

Dark colored, conservative suit
(Dark slacks and blazer can also be worn)
White or light blue long sleeve shirt
Conservative tie
Dark socks, professional shoes
Very limited jewelry
Neat, professional hairstyle
Neatly trimmed nails
Pictures of properly dressed students can be found at: Business.clayton.edu/dressforsuccess.htm
See <http://business.clayton.edu/pdd.htm> for up-to-date information.

THINGS THAT MAKE NOISE

Students should turn off cell phones, Nextel radios, pagers or other similar devices during class periods. The use of such devices during class periods is strictly prohibited. The consequence of breaches of this policy shall be announced during the first day of class.

EMAIL COURTESY

In an effort to help guard against computer viruses and junk email, please include the phrase "student question" in the reference line of any email message. It is also helpful for you to include what section (class) you are in when sending email messages. Please be sure to include your name on all student emails. I can not identify you by your email number. You would be amazed by how many people don't do this.

ACADEMIC ADVISING

Students are encouraged to consult with advisors on a regular basis as they plan their academic program. The Office of Student Advisement website can be found at <http://business.clayton.edu/advisement/default.htm>

OPERATION STUDY

At Clayton State University, we expect and support high motivation and academic achievement. Look for Operation Study activities and programs this semester that are designed to enhance your academic success such as study sessions, study breaks, workshops, and opportunities to earn Study Bucks (for use in the University Bookstore) and other items.