

**Instructor:** Susana Velez-Castrillon, Ph.D.

**Office:** Miller Hall 2321

**Email:** [svelez@westga.edu](mailto:svelez@westga.edu)

**Phone:** 678-839-4847

**Office Hours:** Tuesday and Thursday 11:00 a.m. to 12:00  
2:00 p.m. to 6:00 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 5:30 pm - 6:50 pm. Miller Hall Room 2202

**CLASS FORMAT:** All lectures in this course are delivered in an online format and are available on CourseDen. You will be required to attend two sessions at UWG Carrollton campus for proctored exams, and one for an exercise in stakeholder negotiations.

### **COURSE DESCRIPTION**

Corporate Social Responsibility (CSR) is the broad concept that firms should not only driven 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).

**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.

**DETERMINANTS OF THE TERM GRADE**

Two exams (Each one 15 points)	= 30%
Homework (70 points)	=70%
For this class “homework” includes all assignments submitted in person, e-mail or using CourseDen including Quizzes, Discussion Boards, Case studies, short group projects, etc. Use CourseDen to see the value of each assignment, use CourseDen.	
<hr style="border: 0; border-top: 1px solid black; margin-bottom: 5px;"/>	
<b>Total (100 points)</b>	<b>= 100%</b>

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

**Exams (30 points total – 15 points each):** 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.

**Homework: (70 points):** For this class “homework” includes all assignments submitted in person, e-mail or using CourseDen including Quizzes, Discussion Boards, Case studies, short group projects, etc. Use CourseDen to see the value of each assignment, use CourseDen.

More detailed information will be available in CourseDen.

#### **Extra Credit:**

BB&T Lecture on Free Enterprise (Oct 19): Attend the lecture and scan your ID at the end, for 3 points of extra credit.

From time to time 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 POLICY**

I am available during office hours (Tuesday and Thursday 11:00 a.m. to 12:00; 2:00 p.m. to 6:00 p.m. or by appointment.

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

The preferred method of communication is through CourseDen's e-mail tool. I will try to respond to your e-mail within 24 hours, except on weekends.

## **FEEDBACK ON ASSIGNMENTS**

You can expect to get feedback on written assignments within one week of their due date.

## **TECHNOLOGY SUPPORT**

### **CourseDen (D2L) Training and Support:**

<http://uwgonline.westga.edu/students.php>

Contact UWG | Online Helpdesk - M-F 8am-5pm - 678-839-6248 - [online@westga.edu](mailto:online@westga.edu)

CourseDen 24-hour Help - 1-855-772-0423 - <http://D2Lhelp.view.usg.edu>

### **ITS Service Desk**

678-839-6587

[servicedesk@westga.edu](mailto:servicedesk@westga.edu)

ITS Hours of Operation: Monday-Friday: 8am-5pm

Emergency Support: Monday-Thursday: 5pm-8pm

Walk-in SITS Helpdesk in Cobb Hall, Room 122

Information about all information technology support of UWG students is available in this website.

[http://www.westga.edu/its/570\\_643.php](http://www.westga.edu/its/570_643.php)

You can also use ITS to obtain Free Microsoft Software and Free Antivirus.

**OTHER SUPPORT**

<p><b>Academic Support</b></p> <ul style="list-style-type: none"> <li>○ <a href="#">Online Student Guide</a></li> <li>○ <a href="#">Excel Center</a></li> </ul>	<p><b>Technical Support</b></p> <ul style="list-style-type: none"> <li>○ <a href="#">UWG Online Helpdesk Services</a></li> <li>○ <a href="#">Information Technology Services (ITS)</a></li> </ul>
<p><b>Counseling &amp; Career Development</b></p> <ul style="list-style-type: none"> <li>○ <a href="#">UWG Accessibility Services</a></li> <li>○ <a href="#">UWGCares: Helping the Campus Community Respond to Stress and Distress</a></li> </ul>	<p><b>University Policies</b></p> <ul style="list-style-type: none"> <li>○ <a href="#">Academic Honor Code Pledge Statement</a></li> <li>○ <a href="#">University of West Georgia Honor Code</a></li> </ul>
<p><b>Additional Resources</b></p> <ul style="list-style-type: none"> <li>○ <a href="#">Atomic Learning</a></li> </ul>	

**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.

Students should review the following information each semester, because these statements are updated as federal, state, university, and accreditation standards change.

[http://www.westga.edu/assetsDept/vpaa/Common\\_Language\\_for\\_Course\\_Syllabi.pdf](http://www.westga.edu/assetsDept/vpaa/Common_Language_for_Course_Syllabi.pdf)

**TECHNOLOGY ACCESSIBILITY STATEMENTS**

Google accessibility website <http://www.google.com/accessibility/initiatives-research.html>

Blackboard Accessibility website <http://www.blackboard.com/Platforms/Learn/Resources/Accessibility.aspx>

## **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 each student must submit his or her own work, using her own wording and answers that can be based on the group’s discussion.
- The following instances are 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.)
  - 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](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.*

Course Schedule

Suggested Weeks	Topic	Required readings	Tasks
1 August 24 <sup>th</sup> to September 1st	Course Introduction	Syllabus	<ol style="list-style-type: none"> <li>1. Review the Distance Student Guide at <a href="http://distance.westga.edu/~distance/distancestudents/">http://distance.westga.edu/~distance/distancestudents/</a></li> <li>2. Make sure you have Adobe Acrobat Reader, Microsoft Word and PowerPoint (or PowerPoint Viewer) installed</li> <li>3. Read and print syllabus</li> <li>4. 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.</li> <li>5. Note due dates</li> <li>6. Complete the first assignment by uploading your picture to CourseDen. Instructions are here: <a href="#">How to add a picture to your CourseDen profile</a></li> <li>7. Introduce yourself to the class on the Discussion Board following the instructions on the "introduce Yourself: Two Lies and a Truth" board.</li> <li>8. Navigate throughout the CourseDen course to make sure you understand how to use CourseDen</li> <li>9. E-mail me with any questions you have</li> </ol>



Suggested Weeks	Topic	Tasks	Completion
<b>MODULE 1: Business Ethics</b>			
2-3	<u>UNIT 1.1. Introduction to Ethics</u>	Reading 1.1. The ethical enterprise - Introduction to Ethics Presentation 1.1. Introduction to Business Ethics Video lecture 1.1. Introduction to ethics Video Lecture 1.2. All is Not Relative Video Lecture 1.3. Legal Rights and Ethical Responsibilities Law vs Ethics discussion questions	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
September 1 to September 14	<u>UNIT 1.2. Managing ethics in the workplace</u>	Reading 1.2. The ethical enterprise - State of the Art in Ethics Presentation 1.2. Managing ethics in the workplace Example 1.2.1. Enron Example 1.2.2. Arthur Andersen Example 1.2.3 Apple Example 1.2.4. General Motors	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
	<u>UNIT 1.3. Assessment: The Inside Job</u>	The Inside Job documentary	<input type="checkbox"/>

**MGNT 3625: Contemporary Issues in Management – Corporate Social Responsibility**

Suggested Weeks	Topic	Tasks	Completion
<b>MODULE 2: Personal and Professional Ethics and Values</b>			
4-5	<u>UNIT 2.1. Personal values and mission</u>	Reading 2.1. Creating a New Mission Statement	<input type="checkbox"/>
		Video Lecture 2.1. Introduction to Behavioral Ethics	<input type="checkbox"/>
		Assessment: Personal mission statement and values	<input type="checkbox"/>
	<u>UNIT 2.2. Professional Ethics</u>	Reading 2.2. It's time to make management a true profession	<input type="checkbox"/>
		Video 2.2. The MBA Oath	<input type="checkbox"/>
September 15 to September 28		Discussion Board: Is management a profession?	<input type="checkbox"/>
	<u>UNIT 2.3. Company Vision, Mission, and Values</u>	Video 2.3. Mission Statement	<input type="checkbox"/>
		Reading 2.3. How to Write a Mission Statement That Isn't Dumb	<input type="checkbox"/>
		Presentation 2.3. Mission, Vision, Values	<input type="checkbox"/>
	<u>UNIT 2.4. Assessment</u>	Unit 2.1. Google in China case study	<input type="checkbox"/>
September 29th	Exam I. All students must attend the Carrollton campus on this date to take the exam 5:30 pm - 6:50 pm. Miller Hall Room 2202		

**All assignments for modules 1 and 2 must be submitted before exam I.**

**MGNT 3625: Contemporary Issues in Management – Corporate Social Responsibility**

Suggested Weeks	Topic	Tasks	Completion
<b>MODULE 3: Corporate Social Responsibility</b>			
6 September 29 to October 5th	<u>UNIT 3.1. What is CSR?</u>	Reading 3.1. The pyramid of CSR Presentation 3.1. What is CSR Video Lecture 3.1. What is CSR Quiz 3.1. The pyramid of CSR	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
7 October 6th to October 12th	<u>UNIT 3.2. Importance of CSR</u>	Reading 3.2.1. The Business Case for CSR Reading 3.2.2. Criticism of CSR Presentation 3.2. How much does CSR matter Video Lecture 3.2. Why is CSR important for Society? Discussion 3.2. Is CSR good or bad for business?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
8-9	<u>UNIT 3.3. The external context of CSR</u>	Reading 3.3. Just Good Business Presentation 3.3. The strategic context of CSR	<input type="checkbox"/> <input type="checkbox"/>
October 13th to October 26th	Subunit 3.3.1. Globalization	Reading 3.3.1. Going Global Presentation 3.3.1. Globalization Assessment 3.3.1. The Shakedown Multinational Decision-Making	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
	Subunit 3.3.2. Sustainability	Reading 3.3.2. A change in climate Video Lecture 3.3.2. Climate change: The case for action Presentation 3.3.2. The business case for sustainability Group Project 3.3.2. Lifecycle Assessment Video on Lifecycle Assessment	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

**MGNT 3625: Contemporary Issues in Management – Corporate Social Responsibility**

Suggested Weeks	Topic	Tasks	Completion
<b>MODULE 3: Corporate Social Responsibility</b>			
8-9 October 13th to October 26th	Subunit 3.3.3. Social Enterprise	Reading 3.3.3. The for-benefit company	<input type="checkbox"/>
		Video lecture 3.3.3. Social Entrepreneurs: Pioneering Social Change	<input type="checkbox"/>
		Presentation 3.3.3. Social entrepreneurship	<input type="checkbox"/>
		Discussion 3.3.3 Social Entrepreneurship	<input type="checkbox"/>
	Subunit 3.3.4. Corporate Reputations	Reading 3.3.3. Rebuilding Corporate Reputations	<input type="checkbox"/>
		Presentation 3.3.3. Reputation and the Context of CSR	<input type="checkbox"/>
		Video 3.3.3. Risk management, social media, and corporate reputation	<input type="checkbox"/>
		<u>Unit 3.3. Assessment</u>	Sustainability at Unilever
10 October 27 to November 2	<u>UNIT 3.4. Stakeholders</u>  <u>Organizational Stakeholders</u> Shareholders or Stockholders	Reading: The Myth of Shareholder Capitalism	<input type="checkbox"/>
		Presentation: Org Stakeholders I - Shareholders	<input type="checkbox"/>
		Video: Greed is Good	<input type="checkbox"/>
		11 November 3 to November 9	Employees
Employees as stakeholders: The layoff	<input type="checkbox"/>		

**MGNT 3625: Contemporary Issues in Management – Corporate Social Responsibility**

Suggested Weeks	Topic	Tasks	Completion
<b>MODULE 3: Corporate Social Responsibility</b>			
	<u><i>Economic Stakeholders</i></u>		
12 November 10 to November 16	Customers	Reading: Business ethics and customer stakeholders Presentation: Consumers as stakeholders Video: Customer exclusion	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
13 November 17 to November 21	Suppliers and Consumers	Presentation: Suppliers and competitors as stakeholders Assignment: Is Walmart Good for America?	<input type="checkbox"/> <input type="checkbox"/>
	<u><i>Societal Stakeholders</i></u>		<input type="checkbox"/>
14 November 30 to December 4	Civil Society as Stakeholder	Presentation: Civil society as stakeholders Video: Greenpeace uses 'brand jacking' to end Lego's partnership with Shell Reading: Greenpeace Forces Lego to Split with Shell	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
	Government as Stakeholder	Presentation: Government as stakeholder Reading: Why it pays to become a rule maker	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
	Media as stakeholder	Reading: Social media as stakeholder Assignment: Social Media as Stakeholder	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
	Non-human stakeholders	The Justin Beiber of Organic Beef Reading: Animals as Stakeholders: Calming the Flap	<input type="checkbox"/> <input type="checkbox"/>
December 1st	Exam II. All students must attend the Carrollton campus on this date to take the exam 5:30 pm - 6:50 pm. Miller Hall Room 2202		

**All assignments for modules 3 and 4 must be submitted before exam II, except for the assignment: social media as stakeholder**

**MGNT 3625: Contemporary Issues in Management – Corporate Social Responsibility**

Suggested Weeks	Topic	Tasks	Completion
<b>MODULE 4: Implementation</b>			
Mandatory attendance			
Dec. 8 5:00-7:30 pm Miller Hall Room 2202	Stakeholders negotiation	Outsourcing at Resilient Resins	<input type="checkbox"/>
		A primer on successful negotiation	<input type="checkbox"/>
		Negotiation	<input type="checkbox"/>
	Conclusion	Reading: Do It Right	<input type="checkbox"/>
		Presentation: Summary and Conclusions	<input type="checkbox"/>

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