

Instructor: Susana Velez-Castrillon, Ph.D.

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Office Hours: Monday and Wednesday 11 a.m. to 12:30 p.m.
2:00 p.m. 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 5:30 pm - 6:45 pm Miller Hall Room 2201

CLASS FORMAT: All lectures in this course are delivered in an online format and are available on CourseDen. You will be required to attend three sessions at UWG Carrollton campus:

- If you want to work in teams for the simulation, attend an introductory session during the first week of class to form the simulation teams.
- All students are required to take two proctored exams.

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. 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).

Required simulation: We will be using the “Strategic CSR Simulation.” You will play the role of the Corporate Responsibility and Ethics Officer (CREO) of K-Tai, a California-based cell-phone company. K-Tai has recently been in trouble with the Securities and Exchange Commission (SEC), and has agreed to review and revamp its Ethics and Compliance programs. The CREO office is tasked with the very important job of fulfilling this commitment that K-Tai has made with the SEC and also restoring the confidence of stakeholders.

To buy this simulation, you need an access code. I will make the code available individually to each student who passes with 60% or higher the Quiz “Stakeholder theory and CSR arguments”, which is available in CourseDen.

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) x 2= 30 points | = 20.0% |
| Simulation results and press kit (45 points) | = 30% |
| - Pre-simulation memo: 3 points | |
| - Company performance: 12 points | |
| - Press kit: 15 points | |
| - 6 individual Simulation quizzes 15 points | |
| Homework (70 points) | =47.0% |
| 3 Discussion Board (7 points) | |
| • Introduce Yourself (1 point) | |
| • Law vs Ethics (3 points) | |
| • Social Entrepreneurship (3 points) | |
| 3 documentaries: (20 points) | |
| • The inside job (10 points) | |
| • Planet Money makes a t-shirt (5 points) | |
| • Is Walmart Good for America? (5 points) | |
| 3 case studies: (35 points) | |
| • Google in China (5 points) | |
| • Sustainability at Unilever (15 points) | |
| • The layoff (7.5 points) | |
| • Risk Management at Lululemon (7.5 points) | |
| Other assignments (8 points): | |
| • Plagiarism tutorial: (1 point) | |
| • Personal mission statement and values: (7 points) | |
| Quizzes (15 points) | =10% |
| Syllabus Quiz 2 points | |
| The Pyramid of CSR 6 points | |
| Just Good Business 6 points | |
| Total (150 points) | = 100% |
| If you add all the assignments, the points add to 160. This means that there is an extra 10 points embedded in the course. | |

| Grade Scale | |
|-------------|--------------|
| 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): Two 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.

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.

Simulation Results and Press Kit (45 points total): You can work individually or in teams of up to 4 students in the simulation. Since you may not know other students in this course, we will have ‘speed dating’ to learn more about each other and help you in forming the teams.

Here are the step-by-step instructions to get started:

1. If you are working in teams: Create your Teamwork Profile and bring it to the speed dating on the date specified in the course schedule, the last section of this syllabus. The Teamwork Profile form is available on CourseDen. You cannot participate in the speed dating if you don’t bring this form.
2. During the speed dating session identify potential team members whose class schedule, work hours, and other responsibilities are compatible with yours.
3. Once you have chosen your team, create a “Group Expectations Document”. Brief guidelines are available on CourseDen:
 - a. All members of the team must sign this document.
 - b. Give one copy of the document to your instructor.
 - c. Your team cannot start using the simulation without turning this document in.
4. Before the simulation starts all students must submit a “Ratings of ethics transgressions”. This activity is available on the simulation website (<http://www.strategicccrsim.com/default.asp>). Because this is an individual assignment, even if you are working in a team, you must have your own subscription to the simulation.
5. Read the player’s guide and familiarize yourself with the simulation. Play the tutorial decision.
6. After you are familiar with the simulation, your team must submit a “pre-simulation memo” on the simulation website.
This is a group assignment. Please note that this is supposed to be a memo, and should be formatted and written as a professional business memo. You may find example of how to write business memos online.
7. This is a self-paced simulation. You can enter your decisions at your own pace, and once you have entered the decisions for one period, the next period becomes available. You can submit decisions at any time, as long as it complies with the deadlines set by the course schedule.

In the class schedule, I have provided a suggested schedule, making decisions every two weeks and finishing with decisions before Thanksgiving Break.

8. At the end of the simulation, you need to hand-in a press (or media) kit.

“A press kit, also known as a media kit, is a packet of promotional material created for the media and its representatives as well as your prospective clients, vendors, investors, and others. It essentially serves as your company’s calling card.”¹ Your press kit should include the following:

- a. Cover Letter
- b. Press Release
- c. Background
- d. Bios with each executive’s photograph
- e. Brochure
- f. Post-simulation memo (this one is also supposed to look and read like a professional memo)

Your *team’s raw* grade on the simulation is calculated as follows:

- Pre-simulation memo: 3 points
- Company performance: 12 points
- Press kit: 15 points

In addition, you need to complete the 6 simulation-related quizzes that are available in CourseDen. These are individual quizzes and

Further details about the simulation and the press kit are available in CourseDen, inside the folder “Things I need for the simulation”.

Your *individual final* grade on the simulation is a combination of my assessment and a review by your peers of your participation, punctuality, contribution, and team work. The peer-review rubric is available on CourseDen.

Homework: (70 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.

Extra Credit: BB&T Lecture on Free Enterprise: This term’s speaker is Dr. Jody Foster, and the lecture is scheduled for Sept. 12th at 6:00 PM at the Townsend Center. Attend the lecture and scan your ID at the end, for 3 points of extra credit. Tickets for the lecture are free, but you need to get them in advance from the Townsend Center.

From time to time extra credit opportunities may arise. If an extra credit opportunity arises it will be made available to the entire class.

¹ Source: <http://www.allbusiness.com/marketing/public-relations-press-kit/445-1.html#ixzz2H38EL9uN>

Accessed on 12/17/2014

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 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 a.m. to 12:30 p.m. and from 2:00 to 3:30 p.m. by appointment.

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

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:

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

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

- You can also use ITS to obtain Free Microsoft Software and Free Antivirus.
- Contact UWG | Online Helpdesk - M-F 8am-5pm - 678-839-6248 - 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

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

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

Walk-in SITS Helpdesk in Cobb Hall, Room 122

OTHER SUPPORT

| | |
|---|---|
| <p>Academic Support</p> <ul style="list-style-type: none"> ○ Online Student Guide ○ Center for Academic Success | <p>Technical Support</p> <ul style="list-style-type: none"> ○ UWG Online Helpdesk Services |
| <p>Counseling & Career Development</p> <ul style="list-style-type: none"> ○ UWG Accessibility Services ○ UWGCares: Helping the Campus Community Respond to Stress and Distress | <p>University Policies</p> <ul style="list-style-type: none"> ○ Academic Honor Code Pledge Statement ○ University of West Georgia Honor Code |
| <p>Additional Resources</p> <ul style="list-style-type: none"> ○ Atomic Learning | |

TECHNOLOGY ACCESSIBILITY STATEMENTS

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

D2L Accessibility website <https://www.d2l.com/accessibility/>

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 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 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.)
 - 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.

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: <https://www.westga.edu/UWGSyllabusPolicies/>

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

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

| Suggested Weeks | Topic | Required readings | Tasks |
|--|---------------------|-------------------|--|
| 1-2 August 9 to August 16 th | Course Introduction | Syllabus | <ol style="list-style-type: none"> 1. Review the Distance Student Guide at http://distance.westga.edu/~distance/distancestudents/ 2. Make sure you have Adobe Acrobat Reader, Microsoft Word and PowerPoint (or PowerPoint Viewer) installed 3. Read and print syllabus 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. 5. Note due dates 6. Complete the first assignment by uploading your picture to CourseDen. Instructions are here: How to add a picture to your CourseDen profile 7. Introduce yourself to the class on the Discussion Board following the instructions on the "Introduce Yourself: Two Lies and a Truth" board. 8. Navigate throughout the CourseDen course to make sure you understand how to use CourseDen 9. E-mail me with any questions you have |
| Optional Attendance: | | | |
| August 14 th : - Simulation Speed Dating to form teams: attend if you would like to find a team for the simulation. | | | |
| Informational | | | |
| <ul style="list-style-type: none"> - August 9-11: Open Drop – (non-eCore); drop ends at 11:59 pm August 11th - August 9-14: Open Add - (non-eCore); add ends at 11:59 pm August 14th - August 12 – September 29th: Withdrawal "W" period for Full Term (non-eCore) 16 week courses. Students who withdraw from a Full Term (non-eCore) class between August 12th and September 29th will receive a grade of W. <i>Reminder there is no refund associated with withdrawing from a course.</i> | | | |

MGNT 3625: Contemporary Issues in Management – Corporate Social Responsibility

| Suggested Weeks | Topic | Tasks | Completion |
|----------------------------------|---|---|--|
| MODULE 1: Business Ethics | | | |
| 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 Discussion Board 1.1. Law vs Ethics | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| August 14th to August 25th | <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"/> |
| SIMULATION | | | |
| August 25 th | <ul style="list-style-type: none"> • Ratings of Ethics transgression • Simulation Tutorial (CEO compensation) • <i>Remember that the simulation is self-paced. This is just a suggested schedule with decisions every two weeks.</i> | | |

MGNT 3625: Contemporary Issues in Management – Corporate Social Responsibility

| Suggested Weeks | Topic | Tasks | Completion |
|--|---|--|--|
| MODULE 2: Personal and Professional Ethics and Values | | | |
| 4-5 | <u>UNIT 2.1. Personal values and mission</u> | Reading 2.1. Creating a New Mission Statement Video Lecture 2.1. Introduction to Behavioral Ethics Assessment: Personal mission statement and values | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| August 28 th to September 8 th | <u>UNIT 2.2. Professional Ethics</u> | Reading 2.2. It's time to make management a true profession Video 2.2. The MBA Oath | <input type="checkbox"/> <input type="checkbox"/> |
| | <u>UNIT 2.3. Company Vision, Mission, and Values</u> | Video 2.3. Mission Statement Reading 2.3. How to Write a Mission Statement That Isn't Dumb Presentation 2.3. Mission, Vision, Values | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| | <u>UNIT 2.4. Assessment</u> | Unit 2.1. Google in China case study | <input type="checkbox"/> |
| SIMULATION Friday September 8 th | <ul style="list-style-type: none"> • Pre-simulation memo (submit in the simulation website) • Year 1 Decision • <i>Remember that the simulation is self-paced. This is just a suggested schedule with decisions every two weeks.</i> | | |
| Tuesday September 12 th at 6:00 pm | <i>Extra Credit Opportunity</i> | BB&T Lecture in Free Enterprise Townsend Center for the Performing Arts | |
| Wednesday September 13 th | Exam I. All students must attend the Carrollton campus on this date to take the exam 5:30 to 6:45 pm. Miller Hall Room 2201 | | |

You can submit assignments as suggested or earlier, as long as all assignments for modules 1 and 2 are submitted before exam I.

MGNT 3625: Contemporary Issues in Management – Corporate Social Responsibility

| Suggested Weeks | Topic | Tasks | Completion |
|--|---|--|--|
| MODULE 3: Corporate Social Responsibility | | | |
| 6-7 September 11 th to September 22 nd | <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 | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| | <u>Unit 3.1. Assessment</u> | Quiz 3.1. The pyramid of CSR | <input type="checkbox"/> |
| SIMULATION Friday September 22nd | <ul style="list-style-type: none"> • Year 2 Decisions • Remember that the simulation is self-paced. This is just a suggested schedule with decisions every two weeks. | | |
| 8 September 25 th To September 29 th | <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? | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| October 5 th and 6 th | FALL BREAK | | |
| SIMULATION Monday October 9th | <ul style="list-style-type: none"> • Year 3 Decisions • Remember that the simulation is self-paced. This is just a suggested schedule with decisions every two weeks. | | |
| <u>UNIT 3.3. The Strategic Context of CSR</u> | | | |
| 9-10 October 2 nd to October 13 th | Subunit 3.3.1. Globalization | Reading 3.3. Just Good Business Presentation 3.3. The strategic context of CSR Quiz 3.3. Just Good Business Reading 3.3.1. Going Global Presentation 3.3.1. Globalization Assessment 3.3.1. The Shakedown Presentation 3.3.1.2 Multinational Decision-Making | <input type="checkbox"/> <input type="checkbox"/> <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 |
|---|--|--|---|
| MODULE 3: Corporate Social Responsibility | | | |
| <u>UNIT 3.3. The Strategic Context of CSR (Continued)</u> | | | |
| 9-10 | Subunit 3.3.2. Sustainability | Reading 3.3.2. A change in climate | <input type="checkbox"/> |
| October 2 nd | | Presentation 3.3.2. The business case for sustainability | <input type="checkbox"/> |
| to | | Group Project 3.3.2. Lifecycle Assessment | <input type="checkbox"/> |
| October 13 th | | Interactive Lecture 3.3.2. Planet Money Makes a T-Shirt | <input type="checkbox"/> |
| | | Assessment 3.3.2. Lifecycle of a t-shirt | <input type="checkbox"/> |
| 11-12 | Subunit 3.3.3. Social Enterprise | Reading 3.3.3. The for-benefit company | <input type="checkbox"/> |
| | | Documentary 3.3.3. Not Business as Usual | <input type="checkbox"/> |
| | | Presentation 3.3.3. Social entrepreneurship | <input type="checkbox"/> |
| | | Discussion 3.3.3 Social Entrepreneurship | <input type="checkbox"/> |
| October 16 th | Subunit 3.3.4. Corporate Reputations | Reading 3.3.3. Rebuilding Corporate Reputations | <input type="checkbox"/> |
| to | | Presentation 3.3.3. Reputation and the Context of CSR | <input type="checkbox"/> |
| October 27 th | | Video 3.3.3. Risk management, social media, and corporate reputation | <input type="checkbox"/> |
| | | <u>Unit 3.3. Assessment</u> | Sustainability at Unilever |
| SIMULATION | <ul style="list-style-type: none"> Year 4 Decisions | | |
| Friday October 20th | <ul style="list-style-type: none"> <i>Remember that the simulation is self-paced. This is just a suggested schedule with decisions every two weeks.</i> | | |
| <u>UNIT 3.4. Stakeholders</u> | | | |
| 13 | Subunit 3.4.1 Organizational (or internal) Stakeholders | | |
| October 30 th to | | Shareholders or Stockholders | |
| November 3 rd | | | Interview 3.4.1.1: Is Shareholder Value a Myth? |
| | Presentation 3.4.1.1: Org Stakeholders I - Shareholders | | <input type="checkbox"/> |
| | | Video 3.4.1.1.: Greed is Good | <input type="checkbox"/> |

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| Suggested Weeks | Topic | Tasks | Completion |
|--|--|--|--|
| MODULE 3: Corporate Social Responsibility | | | |
| | Employees | Presentation 3.4.1.2: Org Stakeholders II - Employees Assessment 3.4.1.2: Employees as stakeholders: The layoff | <input type="checkbox"/> <input type="checkbox"/> |
| SIMULATION Friday November 3rd | <ul style="list-style-type: none"> • Year 5 Decisions • <i>Remember that the simulation is self-paced. This is just a suggested schedule with decisions every two weeks.</i> | | |
| 14 November 6 th to November 10 th | Subunit 3.4.2. Economic Stakeholders Customers Suppliers and Consumers | Reading 3.4.2.1: Business ethics and customer stakeholders Presentation 3.4.2.1: Consumers as stakeholders Video 3.4.2.1: Customer exclusion Presentation 3.4.2.2: Suppliers and competitors as stakeholders Assignment 3.4.2.2: Is Walmart Good for America? | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| 15 November 13 th to November 17 th | Subunit 3.4.3. Societal Stakeholders Civil Society as Stakeholder Government as Stakeholder | Presentation 3.4.3.1: Civil society as stakeholders Video 3.4.3.1:: Greenpeace uses 'brand jacking' to end Lego's partnership with Shell Reading 3.4.3.1:: Greenpeace Forces Lego to Split with Shell Presentation 3.4.3.2: Government as stakeholder Reading 3.4.3.2.: Why it pays to become a rule maker | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| THANKSGIVING BREAK | | | |
| 17 November 27 th to December 1st ^d | Media as stakeholder Non-human stakeholders | Reading 3.4.3.2: Social media as stakeholder Assignment 3.4.3.2: Social Media as Stakeholder Podcast 3.4.3.2: The Justin Bieber of Organic Beef Reading 3.4.3.2: Animals as Stakeholders: Calming the Flap | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| SIMULATION Friday December 1st | <ul style="list-style-type: none"> • Press Kit. | | |

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December 4th

Exam II. All students must attend the Carrollton campus on this date to take the exam
5:00 pm - 7:00 pm Miller Hall Room 2201

**You can submit assignments as suggested or earlier, as long as
all assignments for modules 3 and 4 are submitted before exam II.**