

MGMT 3645-01: CORPORATE SOCIAL RESPONSIBILITY

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Office Hours: Monday and Wednesday from 12:30 to 2:00 p.m. and from 3:30 to 5:00 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: Monday and Wednesday 11 am to 12:15 p.m. Miller Hall Room 1308

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 in CourseDen, while others are available on different websites (I provide the links for those).

DETERMINANTS OF THE TERM GRADE

Three exams: Each one 15 points x 3 exams = 45 points = 32.15% of the final grade.

Homework and in-class exercises (65 points) =46.43% of the final grade.

2 documentaries: (22 points)

- The inside job (10 points)
 - Watch this documentary and answer the questionnaire
- Is Walmart Good for America? + Amazon Rising (12 points)

3 case studies: (35 points)

- Google in China (7 points)
- Sustainability at Unilever (15 points)
- The layoff (7.5 points)
- Risk Management at Lululemon (7.5 points)

Other assignments (10 points):

- Plagiarism tutorial: (1 point)
- Personal mission statement and values: (4 points)
- Company Mission Statement (2 point)
- Code of conduct (3 points)

Group Project: Lifecycle analysis (15 points) = 10.71% of the final grade.

Quizzes: (15 points) =10.71% of the final grade.

Syllabus Quiz (2 points)

The Pyramid of CSR (6 points)

Just Good Business (6 points)

TOTAL (140 points)= 100% (all grades add to 142, but you are graded out of 140. That's two bonus points)

Exams (45 points total – 15 points each): Three 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. 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.

Exam weighting and number are subject to change at the discretion of the instructor.

Homework and in-class exercises: (65 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.

Some, but not all, in-class exercises are listed in the syllabus.

Group Homework - Product Lifecycle (10 points): In groups of 3 or 4 students, conduct a lifecycle assessment of a product of your choice, and prepare the report as a presentation (there is no need to write a paper, but you need to turn in the slides)

- a. Conduct a lifecycle assessment on a simple product. I suggest you choose something of interest that would be helpful to you going out into the job market. For instance, a student interested in fashion might pick blue jeans or a t-shirt. The key is to pick a product that is not too complex.
- b. Prepare a lifecycle diagram that outlines the key environmental and social aspects of this product’s full lifecycle.
- c. Produce a report that would be useful both for the company’s senior executives and the product design team. Focus on identifying what needs to be quantified, and getting a sense of where to target improvements to the sustainability of the product.
- d. You may support the analyses using external sources, but you are not required to conduct detailed calculations. If you come across quantities or comparisons, I encourage their inclusion to illustrate the key choices along the lifecycle, but it’s not necessary to quantify all impacts.

- e. It is necessary to properly cite the sources of your information about the process and the potential impacts.

Quizzes: Quizzes of different point values will be available on CourseDen.

Syllabus quiz: 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.

EXTRA CREDIT:

BB&T Lectures in Free Enterprise: Attend the lecture on April 22 (time TBD) and earn 8 points of extra credit for scanning your ID at the end of the lecture.

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

ATTENDANCE POLICY: This is a traditional course and most of the classes occur face-to-face, although you are not required to attend every class your grade can be negatively affected if you miss a class when we have an in-class exercise or extra credit. For verification of the class roll, as required by the Registrar's office, **only students who complete the syllabus quiz on or before the quiz deadline will be marked as attending.**

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 Mondays and Wednesdays from 12:30 pm to 2:00 pm and from 3:30 pm to 5:00 pm or by appointment.

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

The preferred method of communication is through CourseDen's e-mail tool.

- Write a good, informative subject line: CourseDen has a standard pre-populated subject line. This line is the same for all students in the same class - basically the class name, so it is not a very informative subject line (especially for me, since 30+ students have the same subject line). Remember to change the subject line.

I will try to respond to your e-mail within 24 hours, but you should not expect a response during non-business hours.

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.

Why do I prefer CourseDen? I prefer CourseDen because:

- (a) It logs you out after a while if you are inactive, which I think might be better for protecting the confidentiality of grades and class-related files.
- (b) It doesn't have a Spam folder, so e-mail is not identified as 'junk' by mistake.
- (c) It leaves a record of all communication that can be verified by ITS.

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.

The relevant University Policies can be found in these links:

- [Academic Honor Code Pledge Statement](#)
- [University of West Georgia Honor Code](#)

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.
- I will inform the class in advance if for a given assignment 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 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.

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.

To contact Accessibility Services, click this link: [UWG Accessibility Services](#)

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.

STUDENTS RIGHTS AND RESPONSIBILITIES:

Students, please carefully review the information available at this link: [Common Language for Syllabi](#)
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..

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MODULE 1: BUSINESS ETHICS COURSE SCHEDULE

Date	Topic	Required readings <i>CD indicates CourseDen</i>	Assignments Due <i>CD indicates CourseDen</i>
Jan 7 (M)	Course Introduction	Syllabus	Syllabus Quiz Opens in CourseDen
Jan 9 (W)	Introduction to Ethics	<i>Introduction to Ethics (Available in CD)</i>	.
Jan 14 (M)	Ethical Theories	<i>Ethical Theories (CD)</i>	Syllabus Quiz due. All CD content will be released after you pass this quiz with 85% or better
Jan 16 (W)	Business Ethics	<i>Business Ethics (CD)</i>	
Jan 21 (M)	Martin Luther King Day	<i>No classes</i>	
Jan 23 (W)	In class exercise: Ethical Dilemmas		
Jan 28 (M)	Watch at home and submit questionnaire: Movie: Inside Job Instructions in CD>Assessments>Assignments	<i>The 10 Most Shameful Scandals of 2013 (CD)</i>	<i>Homework:</i> Plagiarism statement (all instructions are in CD) E-mail test to svelez@westga.edu Turn in signed document in class.

REGISTRAR DATES

Dates	Events
Jan 5 (Sat) to Jan 9 (W)	Open Drop Period: Open Drop ends at 11:59 pm. Full Term and Session I (non-eCore) classes dropped during Open Drop will receive a refund of paid funds.
Jan 5 (Sat) to Jan 10 (Th)	Open Add. Open Add ends at 11:59 pm
Jan 11 (F)	Withdrawal "W" period begins for Full Term (non-eCore)-16 week courses. Students who withdraw from a Full Term (non-eCore) class between Jan 11 and Feb 27 will receive a grade of W. Reminder there is no refund associated with withdrawing from a course.

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MODULE 2: PERSONAL AND PROFESSIONAL ETHICS AND VALUES COURSE SCHEDULE

Date	Topic	Required readings CD indicates CourseDen	Assignments Due CD indicates CourseDen
Jan 30 (W)	Personal Ethics	<i>Creating a New Mission Statement (CD)</i>	<i>Homework: Personal Mission Statement and values. Instructions and submissions in CD.</i>
Feb 4 (M)	Professional Ethics	<i>It's Time to Make Management a True Profession</i>	
Feb 6 (W)	Internal Context of CSR: Culture, Mission Statements and Values In class exercise: Google in China	<i>How to Write a Mission Statement That Isn't Dumb (CD)</i>	<i>Homework: Find the mission statement of a company you admire, or work for, or would like to work for. Print it and bring it to class.</i>
Feb 11 (M)	Managing ethics in the workplace	<i>The ethical enterprise - State of the Art in Ethics (CD)</i>	<i>Homework: Find the code of conduct of a company you admire, or work for, or would like to work for. Print it and bring it to class.</i>
Feb 13 (W)	Exam 1	<i>Exam 1 review available in CourseDen</i>	

MODULE 3: CORPORATE SOCIAL RESPONSIBILITY COURSE SCHEDULE

Date	Topic	Required readings CD indicates CourseDen	Assignments Due CD indicates CourseDen
Feb 18 (M)	What is CSR	<i>The pyramid of CSR (CD)</i>	
Feb 20 (W)	The Importance of CSR: How much does CSR matter?	- <i>The Business Case for CSR (CD)</i> - <i>Criticism of CSR (CD)</i>	Quiz: The pyramid of CSR
Feb 25 (M)	The Strategic Context of CSR	<i>Just Good Business (CD)</i>	
Feb 27 (W)	Globalization In class exercise: Walmart de Mexico	<i>Going Global (CD)</i>	Quiz: Just Good Business

REGISTRAR DATES

Date	Event
Feb 27 (W)	<i>Last day to withdraw with a grade of W from Full Term- 15 week courses. Students withdrawing from full term courses after midnight will be awarded a grade of WF. Note: A WF grade is calculated as an F in the GPA.</i>

MODULE 3: CORPORATE SOCIAL RESPONSIBILITY COURSE SCHEDULE

Date	Topic	Required readings <i>CD indicates CourseDen</i>	Assignments Due <i>CD indicates CourseDen</i>
Mar 4 (M)	Sustainability	<i>The sustainability imperative</i>	
Mar 6 (W)	Life Cycle Analysis Presentations		Group Presentations: Life Cycle Analysis
Mar 11 (M)	Social entrepreneurship	<i>The for-benefit company (CD)</i>	
Mar 13 (W)	Exam 2:	Globalization, Sustainability, Social entrepreneurship	
Mar 18 to 23	Spring Break	No Classes	
Mar 25 (M)	Organizational (Internal) Stakeholders: Shareholders	<i>Creating shared value</i>	
Mar 27 (W)	Organizational (Internal) Stakeholders (II): Employees, Managers, and Unions In class exercise: The layoff	<i>The CEO of Anglo American on Getting Serious About Safety (CD)</i>	
April 2 (M)	Watch at home: Documentary: Is Wal-Mart Good for America?		
Apr 4 (W)	Watch at home: Documentary: Amazon Rising		Watch the two documentaries (Walmart and Amazon) and submit
Apr 8 (M)	Economic Stakeholders: Customers	<i>Business ethics and customer Stakeholders (CD)</i>	
Apr 10 (W)	Economic Stakeholders II: Competitors, Creditor, Distributors, Suppliers	<i>Six reasons to include your competitors as stakeholders</i>	
Apr 15 (M)	Societal Stakeholders (I): Government	<i>Why It Pays to Become a Rule Maker</i>	

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Date	Topic	Required readings <i>CD indicates CourseDen</i>	Assignments Due <i>CD indicates CourseDen</i>
Apr 17 (W)	Societal Stakeholders (II): Communities, Nonprofits, NGOs, Environment, Non-Human	- <i>Greenpeace Forces Lego to Split with Shell</i> - <i>The Justin Bieber of Organic Beef</i>	
Apr 22 (M)	Societal Stakeholders (III): In-class exercise: Lululemon	<i>Social media, reputation risk and ambient publicity management (CD)</i>	
Apr 22 (M)	Extra credit opportunity	BB&T lectures in Free Enterprise: Christa Pitts.	
Apr 24(W)	Stakeholder Negotiations In-class exercise: A 60-second clip to create change	Introduction to Negotiation: A Primer for “Getting to Yes”	
Apr 29 (M)	In-class exercise: A 60-second clip to create change (Round 2)		
May 6 (M) at 11:00 am	Exam 3		

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