

MGT 166: Business Ethics and Corporate Social Responsibility Syllabus, Spring 2021

"Corporate social responsibility is a hard-edged business decision. Not because it is a nice thing to do or because people are forcing us to do it... because it is good for our business"

Niall Fitzgerald, Former CEO, Unilever

Welcome to the Course

Many topics we will discuss in this class are complex and constantly evolving. That evolution is happening dramatically right now as we deal with a pandemic, a new administration in the U.S., and societal inequities. This is an excellent time to be taking this class where we will consider the role of firms in our society.

We are going to be busy over the next ten weeks. Keeping up with the reading in this course is critical if you want to do well. I hope you'll plan time to do the reading and stick to the plan! If you fall behind, it will be difficult to catch up.

"None of us is as smart as all of us." – Ken Blanchard, Author and Business Consultant

Your participation in our class discussions is important! Research shows that all of us can gain new insights from each other. If you are not actively contributing to the conversation, it can't go to the interesting place it might go as a result of your participation. Since conversations go best when we feel connected to each other, please have your video on during class. (If that's a problem for you, please let me know via email.)




I strongly suggest you take notes by hand in this class. Students who do so have higher understanding of the material and retain twice as much information compared to those who take notes by typing on a device like a laptop.

Most students will attend class live via Zoom (synchronously). Some may attend asynchronously, due to time zone differences, by watching video recordings of classes. Via the Discussion function in Canvas, we can all interact directly with each other and thereby enhance diversity, inclusion and the learning experience for all.

Thank you for enrolling in this course. Your teaching assistant and I look forward to working with you and getting to know you in the process. Welcome to the class!

-- Cathy

Course Information

FALL 2020	Section A00	Section B00	Section C00
CLASS HOURS	Tuesdays and Thursdays, 11:00 – 12:20 p.m.	Tuesdays and Thursdays, 2:00 – 3:20 p.m.	Tuesdays and Thursdays, 3:30 – 4:50 p.m.
FINAL PAPER DUE	6:00 p.m., Wednesday, June 9, 2021		
SECTION ID	37938	37939	37940
CLASS ZOOM URL	https://ucsd.zoom.us/j/96928883335?pwd=dHh2dStVK3p1VWpKZml6NFUwZHV3Zz09	https://ucsd.zoom.us/j/96905931486?pwd=ZlFiMy9QMGMFaOG9jRVFuYlg2cENidz09	https://ucsd.zoom.us/j/96112849770?pwd=SHc5S3VnUjFxeKpsSnpJb3ozbWRJUT09
Instructor	 <p>Cathy Moran, (760) 822-2741</p> <p>Office Hours: T/Th 12:30 – 1:45 p.m. https://ucsd.zoom.us/j/91746597410 T/Th 5:00 – 6:00 p.m. https://ucsd.zoom.us/j/94696809433</p> <p>Also by appointment. Send your request via email.</p>		
Teaching Assistants/Tutors	<p>Section A00</p>  <p>Kenneth Huang (858) 692-8561</p>	<p>Sections B00 & C00</p>  <p>Shaojuan (Joyce) Zou (626) 991-4408</p>	

Course Description

You will explore the challenges inherent in creating and leading organizations that perform well financially as well as environmentally and socially. The course will examine contemporary challenges in ethics, corporate social responsibility (CSR) and sustainability and also evaluate the limits and potential of CSR as

a device for promoting sustainable development. This will be done through the use of some or all of the following: case studies, readings, debates, multimedia, peer-to-peer learning, discussions, and individual and small group activities. Key questions to be considered include: What is a “good” company? What is a “successful” company? Are they different? Can the interests of corporations and their stakeholders be aligned or are they in inherent conflict?

Learning Objectives

At the conclusion of MGT 166, you will be able to:

- Explain the concept of corporate social responsibility, its relevance in business and society today, and make the business case for it
- Locate information on and evaluate organizational performance of businesses from a variety of perspectives: financial, social and environmental
- Identify and assess the potential impact of social, economic and environmental issues and opportunities on a specific industry or business over time
- Differentiate the roles played by business, non-governmental organizations (NGOs), governments and standards organizations in CSR and analyze the interactions among these groups related to a specific CSR opportunity or issue

Additionally, throughout the quarter, you should grow in personal awareness, critical thinking and communication skills, and ability to work in a team.

Student and Course Requirements

Final Paper (20% of course grade): You will complete an assigned reading and write a paper on it using what you have learned in the course. The paper must be 500-600 words.

Participation (20%): You and your peers are likely to learn more and enjoy the class most when everyone actively participates in discussions. Your insights, questions and observations can enrich the learning of others. Students attending class synchronously (live) are expected to participate in class discussions and in work done in small groups. Asynchronous students will earn class participation credit by submitting a Class Participation Notes Worksheet assignment for each class session. Additionally, all students can earn credit for robust posts in the asynchronous Discussion section of Canvas. Simply attending class or watching the video recording is not participation in class. The file “*Class Participation Requirements & Scoring Criteria*”, available on Canvas, provides detail on this course requirement.

Materials Comprehension and Application Papers (25%) You will prepare and submit four Papers pertaining to course preparation materials. Papers must be 350-450 words (approximately one page).

The file “*Papers - Requirements and Scoring Criteria*”, available on Canvas, provides detail on this course requirement.

Teamwork – Debate (10%): In many class sessions, there will be a debate. You will be assigned to a team of three or four participants. You and your team will participate in one debate during the quarter. The file “*Debates – Requirements, Scoring Criteria and Keys to Success*”, available on Canvas, provides detail on this course requirement. NOTE: Asynchronous attendees will submit an assignment in place of a participation in a live debate.

Assignments and Quizzes (25%)

24% Assignments and quizzes are assessments of your learning. Most are based on the material you are to read/watch/listen to before class. They will be done primarily in class sessions and due during that class session.

In the News Assignment – If a class section has fewer than 20 students, relatively little time will be consumed by the Debate requirement. To compensate for that lost learning opportunity, each student will present a current news story in one class during the quarter. The file “*In the News – Requirements and Scoring Criteria*”, available on Canvas, provides detail on this course requirement.

1% [Rady Behavioral Lab](#). You will participate in two studies. Experiments take up to one hour. Credit for participation will be given during finals week based on a report delivered by the Lab staff to the course instructor.

Penalty for Late Submission – Deadlines matter! Each assignment in Canvas will show whether or not it is accepted late. If you submit work after the deadline, a late penalty will be applied. Work will not be accepted more than 48 hours after the deadline. Don’t wait until the last minute! Expect technical problems and other issues.

If late by:	≤ 10 minutes	> 10 to 60 minutes	> 1 to 24 hours	> 24 to 48 hours
Penalty is:	10%	15%	20%	25%

Course Grading

This course is graded on a curve. Scores are recorded in Canvas throughout the quarter. At the end of the quarter, course scores will be calculated (100 points are possible) and a curve will be applied to those course scores to determine course grades.

Historic Grade Curves for MGT 166

	Traditional Scale	Historic Course Scores and Corresponding Grades by Quarter								
		WI21	FA20	SP20	WI20	FA19	SP19	WI19	FA18	SP18
A+	97+	90+	90+	90+	92+	90+	90+	90+	90+	91+
A	94-96	84-89	87-89	86-89	86-91	85-89	86-89	85-89	83-89	87-90
A-	90-93	78-83	86	84-85	83-85	83-84	83-85	82-84	80-82	85-86
B+	87-89	73-77	80-85	81-83	80-84	80-82	79-82	78-81	76-79	80-84
B	84-86	69-72	76-79	76-80	76-79	76-79	75-78	74-77	74-75	76-79
B-	80-83	66-68	69-75	74-75	73-75	74-75	72-74	71-73	71-73	73-75
C+	77-79	64-65	67-68	69-73	69-72	70-73	68-71	68-70	68-70	68-72
C	74-76	62-63	65-66	64-68	64-68	64-69	64-67	64-67	64-67	64-67
C-	70-73	58-61	55-64	60-63	60-63	60-63	60-63	60-63	60-63	60-63
D	65-69	54-57	53-54	57-59	57-59	57-59	57-59	57-59	57-59	57-59
F	0-64	0-53	0-52	0-56	0-56	0-56	0-56	0-56	0-56	0-56

You will find detailed instructions on viewing your scores and related data in canvas here:

<https://community.canvaslms.com/t5/Student-Guide/How-do-I-view-my-grades-in-a-current-course/ta-p/493>

Materials

A variety of readings, audios and videos are used. This approach results in more relevant and timely content than a single textbook would provide. You will be accessing materials directly on the web and from the sources listed below.

A. Canvas

[Canvas](#) is UCSD's online system for class content and management. Log in at coursefinder.ucsd.edu using your UCSD Academic Computer Services username and password. UCSD Extension students (including UPS) should obtain a registration token from Extension's student services or the ACMS Help Desk and register for a Concurrent Enrollment Computer Account.

B. UCSD Library Digital Course Reserves

If you are new to using digital reserves, see [Information for Students](#). To access assigned readings and material, sign in to [Digital Reserves](#) using your Active Directory (AD) login. To access digital reserves from off-campus, you will need to connect to the campus network. Find instructions for connecting to the campus network on the [Connecting From Off-Campus](#) page.

C. Course Reader

Many required readings for this course have been published into a Cognella reader. The Cognella reader will be digitally offered via RedShelf at the price of \$52.44. You will have free access during the first two weeks of the quarter via RedShelf on Canvas. After two weeks, your student account

will be charged the RedShelf price of \$52.44, **unless you opt-out. You will have until Saturday, April 10th to OPT-OUT or else your student account will be charged.** RedShelf may be beneficial to you if your financial aid can cover the cost of the reader. Please email textbooks@ucsd.edu for questions related to RedShelf.

A paperback copy of the Cognella reader can be purchased directly from Cognella Publishers using this link: <https://store.cognella.com/23385>. When purchasing the paperback copy, you can add the eReader (180-day access) for an additional \$10.

If you purchase the reader from Cognella's website directly, you must OPT-OUT of RedShelf to avoid being charged. You will have until Saturday, April 10th to OPT-OUT or else your student account will be charged.

Instructions to OPT-OUT: Navigate to the Canvas course > Go to Modules > Click the RedShelf link > Find the MGT course > Click 'View Course Materials' > Scroll to and Click on gray button that says "I want to opt out of access for all required materials for this course." > Follow instructions to complete the opt-out process.

D. Recommended books to help you improve your writing

1. Sbertzer, Margaret. [The Elements of Grammar](#). Pearson, September 11, 1996.
2. Garner, Bryan A. [The HBR Guide to Better Business Writing: Engage Readers, Tighten and Brighten, Make Your Case](#), Chapter 14, Learn the Basics of Correct Grammar. Boston, MA: Harvard Business Review Press, January 29, 2013.

Course Policies

- All times given are Pacific Daylight Time which is San Diego's time zone.
- All classes will be recorded in Zoom and made available to students asynchronously via Canvas.
- We will all have our video on during class except when instructed otherwise. If you are unable to participate with video, please send an email to the instructor briefly explaining why.
- Student submissions must be primarily the independent thoughts and ideas of the student writer(s). When content from a source other than those used in the course, attribution must be included via a footnote. (See the MLA Formatting and Style Guide.) Copying directly from a source without attribution is PLAGIARISM which is an academic integrity violation. Most submissions are checked electronically for plagiarism.
- Using information summarized or annotated by someone else (e.g., Wikipedia) is unacceptable. Students gathering information from these sites are essentially obtaining analyses done by someone else rather than doing the work themselves.
- Use of third party crowdsourced online platforms for MGT 166 (Discord, Chegg, Course Hero, GroupMe, StudySoup, TutorMe, StuDocu, etc.) is strictly prohibited. It is unauthorized assistance. This includes referring to, sharing or publishing your work or that of other students in preparing

work for submission and work that you previously submitted in MGT 166. The instructor and teaching assistant/tutor are available to assist you.

- If you attend class asynchronously, you are to complete each class, including activities, assignments, etc., within 48 hours of the scheduled time for your class.
- If you attend class synchronously and have a conflict that cannot be changed, it is possible to attend a class session asynchronously. **You must advise the instructor and your TA in advance of missing a class** in order to attend that class asynchronously.
- Cell phones and social media are designed to distract and hold the attention of the user. To get the most out of this course and perform at your best, remove these distractions (e.g., silence your phone, turn off notifications, close social media and email apps, turn off your phone).
- Submit your work via Canvas. Work that is unreadable due to the use of an unaccepted file format will not be accepted. Files must be in Microsoft Word (.doc or .docx) or PDF (.pdf) file format. NOTE: Apple's .pages is not an accepted format.
- All course materials are protected by copyright and by University policy. No picture taking or other image capture of course materials and content is permitted. Course materials and derivative works (e.g., Quizlets, flash cards) may not be posted to the internet or shared with others as this violates the copyright. You may take notes and make copies of course materials for your own use. You may not reproduce, distribute or display (post/upload) lecture notes or recordings or course materials in any other way — whether or not a fee is charged — without written consent of the copyright holder and you may not allow others to do so. If you do, you may be subject to student conduct proceedings under the UC San Diego Student Code of Conduct.
- The deadline for disputing a score given during the quarter is 8:00 a.m. on the Monday of finals week. Discrepancies must be addressed with the instructor via email before this deadline.
- The course syllabus is subject to change. If a change is made, students will be notified. Students are responsible for knowing the content in the revised syllabus.

Academic Integrity

Academic Integrity is expected of everyone at UC San Diego. This means that you must be honest, fair, responsible, respectful, and trustworthy in all of your actions. Lying, cheating or any other forms of dishonesty, as well as facilitating these actions by another person, will not be tolerated because they undermine learning and the University's ability to certify students' knowledge and abilities. Thus, any attempt to get, or help someone else get, a grade by cheating, lying or dishonesty will be reported to the Academic Integrity Office and will result in sanctions which can include an F in this class and suspension or dismissal from the University. Unsure if an action is okay? Don't ask a friend. Ask your instructor, instructional assistant, or the [Academic Integrity Office](#). View the complete [UCSD Policy on Integrity of Scholarship](#).

If you become aware of someone committing or facilitating academic misconduct, report your suspicion to me for investigation or tell the Academic Integrity Office via <https://academicintegrity.ucsd.edu/take-action/report-cheating/form-student-report.html>.

By taking this course, you agree that all required projects, assignments or other work submitted for credit may be submitted to turnitin.com or similar third parties to review and evaluate for originality and intellectual integrity.

Diversity

The teaching team and students share responsibility for creating equal opportunity for all students, demonstrating mutual respect, and developing cross-cultural understanding. We encourage inclusive discussion. Our differences – not only in demographics, but in background, experiences and world views – are sources of insight, strength, creativity and, ultimately, success.

Learning and Academic Support

[Ask a Librarian: Library Support](#)

Chat or make an appointment with a librarian to focus on your research needs

[Course Reserves, Connecting from Off-Campus and Research Support](#)

Find supplemental course materials

[First Gen Student Success Coaching Program](#)

Peer mentor program that provides students with information, resources, and support in meeting their goals

[Office of Academic Support & Instructional Services \(OASIS\)](#)

Intellectual and personal development support

[English Language Resources](#)

For visiting students who would like to improve their English language reading, writing, listening, and speaking/conversation skills.

[Writing Hub Services in the Teaching + Learning Commons](#)

One-on-one online writing tutoring and workshops on key writing topics

[Supplemental Instruction](#)

Peer-assisted study sessions through the Academic Achievement Hub to improve success in historically challenging courses

[Tutoring – Content](#)

Drop-in and online tutoring through the Academic Achievement Hub

[Tutoring – Learning Strategies](#)

Address learning challenges with a metacognitive approach

Support for Well-being and Inclusion

Basic Needs at UCSD

Any student who has difficulty accessing sufficient food to eat every day, or who lacks a safe and stable place to live is encouraged to contact: foodpantry@ucsd.edu | basicneeds@ucsd.edu | (858) 246-2632

Counseling and Psychological Services

Confidential counseling and consultations for psychiatric service and mental health programming

Triton Concern Line

Report students of concern: (858) 246-1111

Office for Students with Disabilities (OSD)

Supports students with disabilities and accessibility across campus

Undocumented Student Services

Programs and services are designed to help students overcome obstacles that arise from their immigration status and support them through personal and academic excellence

Community and Resource Centers

Office of Equity, Diversity, and Inclusion

As part of the [Office of Equity, Diversity, and Inclusion](#) the campus community centers provide programs and resources for students and contribute toward the evolution of a socially just campus (858).822.3542 | diversity@ucsd.edu

Office for Prevention of Harassment & Discrimination

Provides assistance to students, faculty, and staff regarding reports of bias, harassment, and discrimination: ophd@ucsd.edu | (858) 534-8298

CARE at the Sexual Assault Resource Center

provides confidential assistance for sexual and gender-based violence: sarc@ucsd.edu | (858) 534-5793

Get Involved

Student organizations, clubs, service opportunities, and many other ways to connect with others on campus

Schedule for Spring 2021

This schedule is subject to change.

Date	Topics and Deliverables	In Preparation for Class
Class 1 TUES 3/30	Introduction to Corporate Social Responsibility (CSR)	<p>Watch Pre-class Video Lecture in preparation for Class 1 (on Canvas)</p> <p>Read Syllabus (available on Canvas)</p> <p>Look through the "Resources" module on Canvas</p> <p>Take this optional short Survey on canvas</p>
Class 2 THUR 4/1	The Role of Business in Society Assignment in Class	<p>Watch</p> <ul style="list-style-type: none"> • Video Lecture in preparation for Class 2 (on Canvas) • "A Guide to Critical Thinking", 9 minute video (also available on UCSD Library Electronic Reserves) • A past Debate as an example of what your debate will be like (on Canvas) <p>Read (all are on Canvas)</p> <ol style="list-style-type: none"> 1) Syllabus 2) Papers - Requirements and Scoring Criteria 3) Debates – Requirements, Scoring Criteria and Keys to Success <p>Check to see that you can access the course material on electronic reserve. Instructions are in the Syllabus in the "Materials" section, item B.</p> <p>Sign up with the Atkinson Behavioral Research Lab.</p>
Class 3 TUES 4/6	Contemporary Capitalism Quiz 1 Assignment in Class	<p>Read</p> <ol style="list-style-type: none"> 1) "The Social Responsibility of Business is to Increase its Profits", by Milton Friedman 2) McKinsey Quarterly, "Redefining Capitalism", by Eric Beinhocker and Nick Hanauer (on UCSD Library Electronic Reserves) <p>Watch Pre-class Video Lecture in preparation for Class 3</p> <p>Study for Quiz</p>
Class 4 THUR 4/8	Introduction to Business Ethics Paper 1 due by 10:00 a.m. via Canvas	<p>Read "How to Speak Up About Ethical Issues at Work" (on UCSD Library Electronic Reserves)</p> <p>Listen to "To the Point - The Psychology Behind White-collar Crime", (~9 minutes; available on Canvas)</p> <p>Complete & Submit Paper. See Paper 1 Instructions on Canvas.</p>

Class 5 TUES 4/13	Effective Business Communication Debate 1	Watch Video Lecture in preparation for Class 5 Read 1) “Why Writing Ability Is The Most Important Skill In Business (And How To Acquire It)” , by Jeff Bradford, Forbes, Jan 29, 2019 2) Debate 1 content (on Canvas) 3) Begin reading for Class 6: “Union Carbide’s Bhopal Plant, Part A”, pages 9-24. (In Course Reader , pages 9-24. Do not read Part B before class; bring it to class as we will read it there.)
Class 6 THUR 4/15	Corporate Social Responsibility in the Context of Globalization Quiz 2	Watch Video Lecture in preparation for Class 6 Read “Union Carbide’s Bhopal Plant, Part A”, (Course Reader , pages 1-17. Do not read Part B before class; bring it to class as we will read it there.) Study for Quiz
Class 7 TUES 4/20	Conscious Capitalism Quiz 3	Watch Video Lecture in preparation for Class 7 Read Business Lessons from a Radical Industrialist (Course Reader , pages 21-56. Study for Quiz
Class 8 THUR 4/22	CREATING SHARED VALUE DEBATE 2	Watch Video Lecture in preparation for Class 8 Read 1) “Creating Shared Value: How to Reinvent Capitalism and Unleash a Wave of Innovation and Growth” (Course Reader , pages 57-73) 2) Debate 2 content
Class 9 TUES 4/27	Emerging Business Models Paper 2 due by 10:00 a.m. via Canvas Assignment in Class	Read Yunus Centre, “Social Business: Turning Capitalism on its Head” (UCSD Library Electronic Reserves) Complete & Submit Paper. See Paper 2 Instructions on Canvas.
Class 10 THUR 4/29	Circular Economy Quiz 4	Read Ellen MacArthur Foundation, “Towards a Circular Economy: Business Rationale for an Accelerated Transition”, pages 1-9 (UCSD Library Electronic Reserves) Study for Quiz
Class 11 TUES 5/4	Designing for Sustainability, Part 1 Debate 3	Watch Video Lecture in preparation for Class 11 Read Debate 3 content
Class 12 THUR 5/6	Designing for Sustainability, Part 2 Paper 3 due by 10:00 a.m. via Canvas Quiz 5	Watch Video Lecture in preparation for Class 12 Complete & Submit Paper. See Paper 3 Instructions on Canvas. Study for Quiz

Class 13 TUES 5/11	Patagonia Eliminating Textile Waste Case Study Quiz 6	Read “Waste not, want not: Eliminating Patagonia’s Pre- and Post-Consumer Textile Waste” (Course Reader , pages 75-103) Study for Quiz
Class 14 THUR 5/13	Marketing & CSR Debate 4	Read Debate 4 content
Class 15 TUES 5/18	Responsible Marketing Quiz 7	Extra Credit Assignment (optional): Find & Submit an example of irresponsible marketing via the assignment in Canvas Study for Quiz
Class 16 THUR 5/20	Privacy and Business Ethics Paper 4 due by 10:00 a.m. via Canvas	Read The New York Times Magazine, “How Companies Learn Your Secrets” (Read the abridged version on Canvas. The complete article is available on UCSD Library Electronic Reserves .) Complete & Submit Paper. See Paper 4 Instructions on Canvas.
Class 17 TUES 5/25	Dilemmas of Social Media Quiz 8	Watch The Social Dilemma on Netflix OR Read the transcript of The Social Dilemma (on Canvas) Study for Quiz
Class 18 THUR 5/27	Measuring, Reporting & Evaluating CSR Performance Quiz 9 Assignment in Class	Watch Video Lecture in preparation for Class 18 Read Global Reporting Initiative Content – see the Study Guide for details Study for Quiz
Class 19 TUES 6/1	Business Opportunities and Risks from Climate Change Debate 5 Assignment in Class	Watch Video Lecture in preparation for Class 19 Read 1) “The 5 most important risks for the Arctic” (UCSD Library Electronic Reserves) 2) Debate 5 content
Class 20 THUR 6/3	Ethics Mini-cases	Read Instructions for the Final Paper. (See the Final Paper assignment on Canvas.)
Final Paper due by 6:00 p.m., Wednesday, June 9, 2021		