## Syllabus – Fall 2013 Business Ethics & Social Responsibility Stephanie C. Jue

COURSE NUMBER: BGS 325 / MKT 372

<u>CLASS DAYS/TIMES</u>: T/Th 9:30-11:00 (Unique #03125 / 05097), UTC 1.130

<u>INSTRUCTOR INFO</u>: Office: GSB 5.124B

Hours: by appointment

E-mail: <a href="mailto:stephanie.jue@mccombs.utexas.edu">stephanie.jue@mccombs.utexas.edu</a>

<u>REQUIRED TEXT</u>: *Applied Business Ethics*, by Dean A. Bredeson.

COURSE OBJECTIVES: After taking this course, students will be able to:

• Identify ethical issues that arise in everyday business and social situations

- Demonstrate knowledge and application of ethical principles
- Apply ethical reasoning and critical analysis to real-world scenarios
- Formulate reasonable solutions to ethical dilemmas

<u>CLASS ATTANDANCE & PARTICIPATION</u>: It is the student's responsibility to attend class regularly. While attendance is <u>not</u> part of the grade calculation, class participation <u>is</u> a part of your overall grade; therefore, attending (or missing) class can have a direct impact on your final grade. The class participation grade is based on <u>actual participation</u> in class (i.e., asking thoughtful questions or making meaningful comments during classroom discussions).

<u>LAPTOPS & CELL PHONES</u>: Laptops, iPads, etc. are NOT allowed during lectures. All cell phones, Blackberries, etc. are to be turned off during class. Violating this rule will negatively impact your class participation grade.

GRADING: Class Participation – 5%

Homework Assignments – 15%

Exam 1 - 25%Exam 2 - 25%Exam 3 - 30%

(Note: Exam 3 is taken during the Final Exam period, and it is not comprehensive.)

EXAMS: Regular exams will be multiple choice and short answer. Make-up exams

will consist entirely of short answer and essay questions.

<u>Note</u>: If an exam is missed, you will need the instructor's approval to arrange a make-up exam. Make-up exams will only be allowed for a legitimate, documented reason. (You should assume that the make-up

exam will be more difficult than the regular exam.)

**HOMEWORK:** Homework will consist of ten 1-page assignments and one 5-page paper.

> All homework should be typed, double-spaced, and turned in on the due date in hard copy. Homework assignments will be posted on Blackboard

throughout the semester.

OTHER: The instructor reserves the right to give occasional pop quizzes if

students are repeatedly unprepared for class. There are **NO** make-up pop

quizzes. Also, there is **NO** extra credit available for this class.

FINAL GRADES  $\frac{1}{2}$ : A 93-100%

> A-90-92%

87-89% B+

83-86% В

B-80-82%

77-79% C+

 $\mathbf{C}$ 73-76%

C-70-72%

D+67-69%

63-66% D

D-60-62%

F Below 60%

SCHOLASTIC DISHONESTY: The McCombs School of Business has no tolerance for acts of scholastic dishonesty. The responsibilities of both students and faculty with regard to scholastic dishonesty are described in detail in the BBA Program's Statement on Scholastic Dishonesty at http://www.mccombs.utexas.edu/BBA/Code-of-Ethics.aspx. By teaching this course, I have agreed to observe all faculty responsibilities described in that document. By enrolling in this class, you have agreed to observe all student responsibilities described in that document. If the application of the Statement on Scholastic Dishonesty to this class or its assignments is unclear in any way, it is your responsibility to ask me for clarification. Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. Since dishonesty harms the individual, all students, the integrity of the University, and the value of our academic brand, policies on scholastic dishonesty will be strictly enforced. You should refer to the Student Judicial Services website at http://deanofstudents.utexas.edu/sjs/ to access the official University policies and procedures on scholastic dishonesty as well as further elaboration on what constitutes scholastic dishonesty.

LECTURE Unit 1: Ethical Dilemmas

**SCHEDULE:** Unit 2: Purpose of the Corporation

Unit 3: Selling, Marketing, and Advertising

<sup>1</sup> Normal rules of rounding will apply to final grades.

Unit 4: Workplace Ethics: Treatment of Employees

Unit 5: Responding to Employee Behavior

Unit 6: Workplace Privacy

Unit 7: Employee Compensation

Unit 8: Special Obligations to Customers

Unit 9: Environmental Ethics Unit 10: International Ethics Unit 11: The "Great Recession"

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Unit 12: Government Actions and Corporate Influence

## **EXAM DATES:** Exam 1 – Tuesday, September 24<sup>th</sup>

Exam 2 – Tuesday, October 22<sup>nd</sup>

Exam 3 – Saturday, December 14<sup>th</sup>, 7:00-10:00 p.m.

<u>STUDENTS WITH DISABILITIES</u>: Students with disabilities may request appropriate academic accommodations from the Division of Diversity and Community Engagement, Services for Students with Disabilities, 512-471-6259, <a href="http://www.utexas.edu/diversity/ddce/ssd/">http://www.utexas.edu/diversity/ddce/ssd/</a>.

<u>RELIGIOUS HOLY DAYS</u>: By UT Austin policy, you must notify me of your pending absence at least fourteen days prior to the date of observance of a religious holy day. If you must miss a class, an examination, a work assignment, or a project in order to observe a religious holy day, you will be given an opportunity to complete the missed work within a reasonable time after the absence.

**NOTE:** The course syllabus is subject to change at the sole discretion of the instructor. Students will be given reasonable notice of any changes.