GENERAL INFORMATION AND SYLLABUS
Business, Ethics, & Society – GBU 325.002
Fall 2017
Mon., Wed. 1:00 p.m - 2:15 p.m.
Room: McGee Business Building, 124

Professor: Dr. Stephen M. Shrewsbury
Nelson Rusche College of Business/McGee Building 229K
Department of Business Communications & Legal Studies
Tel: (936) 468-3103 Department
(936) 468-1576 Office
Email: shrewsburysm@sfasu.edu

Office Hours:

<table>
<thead>
<tr>
<th>Day</th>
<th>Office Hours</th>
<th>Class Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>9:00 a.m. – 11:00 a.m.</td>
<td>1:00 p.m – 2:15 p.m.</td>
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<tr>
<td>Tuesday</td>
<td>10:00 a.m. – 11:30 a.m.</td>
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<td>1:00 – 3:00 p.m.</td>
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<tr>
<td>Wednesday</td>
<td>9:00 a.m. – 11:00 a.m.</td>
<td>1:00 p.m – 2:15 p.m.</td>
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<td>Thursday</td>
<td>10:00 a.m. – 11:30 a.m.</td>
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Course Description: A comprehensive study of the dynamic social, political, legal, and regulatory environments within which domestic and international businesses must operate. Course topics are examined with an emphasis on ethical business decision making and consideration of the social responsibility of business.

Prerequisite: Junior Standing

Program Learning Outcomes: Program learning outcomes define the knowledge, skills, and abilities students are expected to demonstrate upon completion of an academic program. These learning outcomes are regularly assessed to determine student learning and to evaluate overall program effectiveness. You may access the program learning outcomes for your major and particular courses at http://www.sfasu.edu/cob/ug-plo.asp.

Student Learning Outcomes/Course Goals and Objectives:

This course is designed to emphasize and explain the importance of understanding the dynamics of the environment of the business community. After completing this course, the student will be able to identify the environmental and social forces that impact the operation of business; understand the importance of being prepared for environmental changes; and anticipate the expectations of stakeholders. This course will also help students to develop an understanding and application of ethical principles in evaluating
business decisions, including considering the social responsibility expected by the stakeholders of the business community in the decision-making process.

**COURSE REQUIREMENTS:**

**Examinations:** There will be 3 “mini-examinations” that will be taken online via D2L (45 min. each) and 2 in-class examinations (a mid-term and a final). The examinations will be worth the following points:

- 3 Mini-Examinations: 60 points each (total of 180 points)
- Mid-Term Examination: 125 points
- Final Examination: 150 points
- Total Exam Points: 455 points

Students are responsible on every exam for all material covered in class and also for all reading assigned outside of class. All examinations are considered to be a major part of the course work upon which a large part of your grade depends. **Missed exams will only be excused and allowed to be made up for university-excused absences or for extreme emergencies that justify missing the exam. What constitutes an extreme emergency is within the discretion of the instructor.** Any excused exams must be scheduled for make up within two (2) days of the missed exam or the emergency has resolved itself, or students missing the exam will receive a point value of zero (0) for the missed exam. It is entirely the student’s responsibility to make arrangements with me to take the missed exam. If you have a conflict with another university event or a university excused absence, you must contact me well in advance of the examination. In case of an extreme emergency that prevents you from taking an exam, contact me before the scheduled examination if at all possible. If it is not possible to contact me before the exam, contact me as soon as possible after the emergency is resolved. Failure to do so may result in an examination grade of zero. Other than extreme and unexpected emergencies, there are **no exemptions** for the final examination and **no changes** in taking the final examination. Check the final exam time. If the final exam time is a problem, you need to drop this course. Possession of a cell phone or other electronic communication device during an exam will result in an examination grade of zero (0). **Never take an exam or graded answer sheet out of the classroom.** This will result in an automatic zero (0) on the exam. **Unless otherwise instructed, you will need a Scantron Form 882 for the in-class exams. All Scantron Forms are available at the respective bookstores on or around the SFA campus.**

**Late arrivals:** No one will be admitted to an exam after the first exam has been turned in. If you are not present at that point, you will receive a grade of zero (0) for that exam. No one will be permitted to re-enter the room once they leave for any reason (i.e. no leaving in the middle of the exam to go to the bathroom, etc.).

For the online mini-exams, you are allowed to use your books, class notes, and any other study aids you have.

**Group Assignments:** The class will be divided up into groups of 3-5 students, and there are two group assignments you will complete. You will be allowed to choose your own group, presentation topic, and CSR Report company if you notify me of your choices by the dates set forth in the course schedule below. If you do not notify me of your choices by these dates, I will randomly assign you to a group and topic.
Corporate Social Responsibility (CSR) Report Assignment: This report is worth 100 points total. You will write a written research/analysis report on a specific company’s CSR strategy. The specifics of this assignment are set forth in Appendix 1 of this syllabus.

Group Class Presentation Assignment: This assignment will be worth 100 points. You will make an oral presentation to the class on an ethics topic. The specifics of this assignment are set forth in Appendix 2 of this syllabus.

Class Participation Bonus Points and Attendance Policy

A. Class attendance is a vital part of the learning process in this course of study. All students are expected to attend class, arrive on time, and participate in class discussions. I teach using a Socratic method of asking questions and actively discussing with students. We will use name tents to call on students and assist in learning names. After the second class period, students will sit in the same seat in the classroom for this purpose.

B. I will also call roll frequently (possibly every class period) during unannounced, randomly selected class sessions throughout the semester (and at any point during the selected class periods). I will call roll during each class in which there are student presentations. It is the student’s responsibility to make sure they are marked as present. If you are present when roll is called but then leave class early, you will be marked absent. Additionally, if you are present when roll is called but are asked to leave the class due to non-participation or being a distraction, you will be marked absent. I will check attendance for all dates on which there are ethics presentations. For each ethics presentation that you miss, you will receive a deduction from your own ethics presentation score of 5 points, up to a maximum of 20 points.

C. Students will be awarded up to fifty (50) bonus points by the instructor based on the instructor’s assessment of each student’s overall participation – Preparedness and relevance of questions/comments/responses. Bonus points are in addition to a student’s total grade points.

D. Students with zero to one absence will be awarded an additional five (5) bonus points. Students with excessive class absences (4 or more) can earn no more than 25 bonus points for participation AND will receive a deduction of 10% of their total final earned grade points. For example, if a student earns a total of 492 points in the class, then the student’s final grade would be reduced by 49.2 points (10% x 492), and the student’s final point total would be 492 – 49.2 = 442.8.

E. Attendance will be kept by passing around a sign-in sheet. Do not sign-in for someone who is absent. I will be checking the signatures on the sign-in sheets for irregularities. If I determine that you have been having someone else sign-in for you, I will consider this to be academic dishonesty and will take appropriate measures under the SFA academic dishonesty policy, up to and including failing you in the course.
**Cell Phone Usage – IMPORTANT!** - Cell phones, computers, or any other type of electronic communication device are not allowed on in the classroom unless the instructor expressly allows otherwise. If the instructor so directs, all such devices must be turned off and put away during class. If you are using a cell phone, computer, or other electronic device rather than participating in class, you may be instructed the leave the classroom and/or considered to be absent by the instructor.

**Course Evaluation Bonus Points:** Students will be awarded five (5) additional participation points for completing the online course/instructor evaluation at the end of the semester.

**Grading Policy:** Grades will be determined on the following scale.

<table>
<thead>
<tr>
<th>Component</th>
<th>Weight</th>
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<tbody>
<tr>
<td>Examinations</td>
<td>455</td>
</tr>
<tr>
<td>Presentation</td>
<td>100</td>
</tr>
<tr>
<td>CSR Report</td>
<td>100</td>
</tr>
<tr>
<td><strong>Total possible grade points</strong></td>
<td><strong>655</strong></td>
</tr>
<tr>
<td>Participation</td>
<td>50</td>
</tr>
<tr>
<td>Attendance</td>
<td>5</td>
</tr>
<tr>
<td>Course Evaluation</td>
<td>.5</td>
</tr>
<tr>
<td><strong>Total possible bonus points</strong></td>
<td><strong>60</strong></td>
</tr>
<tr>
<td><strong>Total possible points</strong></td>
<td><strong>655 + 60 = 715 points</strong></td>
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</tbody>
</table>

**Grading Example**

<table>
<thead>
<tr>
<th>Scale:</th>
<th>Grade</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>90-100% = A</td>
<td></td>
<td>45</td>
</tr>
<tr>
<td>80-89% = B</td>
<td></td>
<td>47</td>
</tr>
<tr>
<td>70-79% = C</td>
<td></td>
<td>50</td>
</tr>
<tr>
<td>60-69% = D</td>
<td></td>
<td>90</td>
</tr>
<tr>
<td>Below 60% = F</td>
<td></td>
<td>90</td>
</tr>
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<td></td>
<td>82</td>
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<td></td>
<td></td>
<td>92</td>
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<td></td>
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<td>496</td>
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496/655 = .757 or 75.7% = 76% = C Letter Grade

But consider: 496 + 45 bonus points (class participation, attendance, and course evaluation) = 541/655 = .826 or 82.6% = 83% = B Letter Grade

Also consider: Suppose you earn an assignments and participation/course evaluation point total of 556 points (.8488 = 85% = B grade), but miss class 5 times. The absences cost you a 10% point deduction, resulting in a C Letter grade (556 x .90 = 500.4; 500.4/655 = 76.40%). **Make sure you attend class and participate!**
**Medical and Other Serious Problems** - Please take time and make the effort to advise me if you have difficulties which require my attention to properly evaluate your classroom participation and activities.

**Late Instructor** - Every effort is made by me to be in the classroom when the class is scheduled to begin. Students will be advised ahead of time if class is delayed or is not going to be held (and this would be extremely rare). Students are expected to wait 15 minutes for the instructor before leaving the class for failure to appear at the beginning of the scheduled time for class.

**Unannounced Tests (Pop Quizzes)** - I reserve the right to give unannounced tests (pop quizzes). Missed tests for university-excused absences will be made up within two (2) calendar days, or students missing the test will receive a point value of zero (0). It is the student’s total responsibility to make arrangements to take the missed test. Unannounced test points are added to the total possible point accumulation for the course.

**Student Conduct (University Policy 10.4):**

Classroom behavior should not interfere with the instructor’s ability to conduct the class or the ability of other students to learn from the instructional program (see the full Student Conduct Code at http://www.sfasu.edu/policies/student-conduct-code.pdf) Unacceptable or disruptive behavior will not be tolerated. Students who disrupt the learning environment may be asked to leave class and may be subject to judicial, academic, or other penalties. This prohibition applies to all instructional forums, including electronic, classroom, labs, discussion groups, field trips, etc. The instructor shall have full discretion over what behavior is appropriate/ inappropriate in the classroom. Students who do not attend class regularly or who perform poorly on class projects/exams may be referred to the iCare Early Alert Program. This program provides students with recommendations for resources or other assistance that is available to help SFA students succeed.

**Food, drink, and tobacco products are prohibited in the classroom.** Cell phones, computers, or any other type of electronic communication device are not allowed on in the classroom unless the instructor expressly allows otherwise. If the instructor so directs, all such devices must be turned off and put away during class.

**Student Academic Dishonesty (4.1):**

Abiding by university policy on academic integrity is a responsibility of all university faculty and students.

**Definition of Academic Dishonesty**

Academic dishonesty includes both cheating and plagiarism. Cheating includes, but is not limited to (1) using or attempting to use unauthorized materials on any assignment or exam; (2) falsifying or inventing of any information, including citations, on an assigned exercise; and/or (3) helping or attempting to help another in an act of cheating or plagiarism. Plagiarism is presenting the words or ideas of another person as if they were one’s own. Examples of plagiarism include, but are not limited to (1) submitting an assignment as if it were one's own work when is at least partly the work of another person; (2) submitting a work that has been purchased or otherwise obtained from the Internet or another source; and/or (3) incorporating the words or ideas of an author into one's paper without giving the author credit. **Penalties**
may include, but are not limited to reprimand, no credit for the assignment or exam, re-submission of the work, make-up exam, failure of the course, or expulsion from the university. Please read the complete policy at http://www.sfasu.edu/policies/student_academic_dishonesty.pdf

Course Grades (University Policy 5.5):

At the discretion of the instructor of record and with the approval of the academic unit head, a grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F, except as allowed through policy related to active military service. If students register for the same course in future semesters, the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average. Please refer to the complete policy at http://www.sfasu.edu/policies/course-grades.pdf.

Students with Disabilities:

To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Room 325 in the Human Services Building, 468-3004/468-1004 (TDD) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilityservices/.

Course Calendar: This is a general outline of material expected to be covered. Material covered, dates of tests, and material covered on each exam may vary slightly as necessitated by the pace in which material is covered. Any material deviations from this schedule will be announced and delivered to students either during class or by email.

Aug. 28 Mon. Syllabus, Policies, Introduction, Chapter 1 – Introduction to the BGS Field
Aug. 30 Wed. Chapter 1 Cont’d.; Chapter 7 – Business Ethics
Sep. 4 Mon. Chapter 7 – Business Ethics
Must notify me by end of class today, by email, of your group of 3-5 individuals if you have formed your own group, and which presentation you would like to do. The presentations will be allocated on a “first come, first serve” basis, so you should hurry and get your preference to me as soon as possible. If you have not self-selected a group and presentation date/topic by this time, I will randomly assign you to a group with others who have not self-selected.

Sep. 6 Wed. Behavioral Ethics Discussion
Sep. 11 Mon. Chapter 8 – Ethical Decision Making
Sep. 13 Wed.  Chapter 8 – Ethical Decision Making

Sep. 18 Mon.  Chapter 5 – Corporate Social Responsibility
You must notify me by this date of the company that your group plans to use for its CSR report. If you have not chosen a company by this time, I will select a company for you.

Sep. 20 Wed.  Chapter 6 – Implementing Corporate Social Responsibility

Sep. 25 Mon.  Chapter 6 – Implementing Corporate Social Responsibility
Online Mini-Test 1 opens on Weds., Sept. 27 at 8:00 a.m. and is due by 6:00 p.m. on Friday, Oct. 29. [Chapters 1, 5-8, Behavioral Ethics]

Sep. 27 Wed.  Presentation # 1 – Pharmaceutical Pricing

Oct. 2 Mon.  Chapter 2 – The Dynamic Environment

Oct. 4 Wed.  Chapter 2 – The Dynamic Environment/Chapter 3 – Business Power

Oct. 9 Mon.  Chapter 3 – Business Power/Chapter 4 - Critics of Business

Oct. 11 Wed.  Chapter 4 – Critics of Business
Online Mini-Test 2 opens on Friday, Oct. 13 at 3:00 p.m. and is due by 11:59 p.m. on Sunday, Oct. 15 [Chapters 2-4]

Oct. 16 Mon.  Mid-Term Exam [Chapters 1-8, Behavioral Ethics]

Oct. 18 Wed.  Presentation # 2 – Apples and VPNs in China

Oct. 23 Mon.  Chapter 10 – Regulating Business

Oct. 25 Wed.  Presentation # 3 - Soda/sugar regulation and the obesity epidemic

Oct. 30 Mon.  Chapters 13/14 – Managing Environmental Quality

Nov. 1 Wed.  Chapters 13/14 – Managing Environmental Quality

Nov. 6 Mon.  Presentation # 4 – Factory Farming

Nov. 8 Wed.  Chapters 13/14; Chapter 15 – Consumerism

Nov. 13 Mon.  Chapter 15 - Consumerism

Nov. 15 Wed.  Presentation # 5 – Gender and Children’s Marketing
Online Mini-Test 3 opens on Weds, November 15 at 8:00 a.m. and is due by 6:00 p.m. on Friday, November 17 [Chapters 10-15]
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<thead>
<tr>
<th>Date</th>
<th>Day</th>
<th>Event</th>
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<tbody>
<tr>
<td>Nov. 27</td>
<td>Mon.</td>
<td>Chapter 16 – The Changing Workplace</td>
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<tr>
<td>Nov. 29</td>
<td>Wed.</td>
<td>Chapter 17 – Civil Rights, Women, and the Workplace</td>
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<td>Last date to email me a <strong>reasonably complete</strong> draft of your CSR Report and have me review it. I will not review drafts after this date.</td>
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<tr>
<td>Dec. 4</td>
<td>Mon.</td>
<td><strong>Presentation # 6 – Social Media and Hiring</strong></td>
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<tr>
<td>Dec. 6</td>
<td>Wed.</td>
<td><strong>Presentation # 7 – Gravity Payments</strong></td>
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<td>Final CSR Plans due via D2L Dropbox by 8:00 a.m., Peer Reviews due by D2L Dropbox by 12:00 noon.</td>
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<tr>
<td>Dec. 11</td>
<td>Mon.</td>
<td><strong>Finals week begins.</strong></td>
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<tr>
<td>Dec. 13</td>
<td>Wed.</td>
<td><strong>FINAL EXAM [Chapters 10, 13-17, 7 &amp; 8, Behavioral Ethics]</strong> – 1:00 p.m. – 3:00 p.m.</td>
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Research Expectations/Tips

My goal in requiring you to do both an oral presentation and a written assignment in this class is that you learn how to research, analyze, and communicate business information in a professional environment. A key part of professional communication is ensuring that you are communicating accurate, well researched information from valid sources. Thus, part of what I am grading you on is not only the quality of your writing/presentation, but also the quality of your research. To that end, below are some research tips to help you in this project:

- I expect your report and presentation to be adequately cited. As noted in the syllabus, you must use either APA or Chicago citation formats. Proper citation means using both in-text citations, as well as a works cited page. If you do not know how to use either of these citation formats, there are numerous free online resources to aid you in doing proper citations.

- Remember that a proper in-text citation is necessary any time you utilize or reference any information that is not original to you, not just for quotations. Thus, for example, if you wrote the following sentence in your report, you would need a proper in-text citation citing to your source: “Coca Cola’s net income in the most recent fiscal year was $1.5b dollars.” The reason this sentence requires a citation is that it contains data that is not original to you – you necessarily had to have obtained Coca-Cola’s net income data from somewhere. You need to cite to your source for this data so your reader (in this instance me) knows where your information is coming from and that it is a valid source.

- Make sure you are using good quality sources. In my experience, most students tend to just pull information from various websites they found online through a Google search. **That is not adequate research.** Just because something is online does not mean that it is true. If you are citing to financial data, you need to pull it from the public financial data of the company you have selected (i.e. the company’s publicly filed quarterly (10-Q) and annual (10-K) financial statements. Information from websites can be valuable, but you need to think about the generally accepted credibility of the source. For example, an article from the Wall Street Journal or the New York Times carries a much higher level of credibility and likelihood of accuracy than someone’s blog or Wikipedia, because the Wall Street Journal and New York Times are professional news organizations with a long history of credibility. **The quality of your sources is critical to your credibility as a writer and getting a good grade on your assignments in this class.**

- As an SFA Student, you have access to numerous very valuable (and very expensive) online resources through the Steen Library. **I expect you to use them.** If you go to the following link: [http://libguides.sfasu.edu/az.php#!/k=kp0ru5](http://libguides.sfasu.edu/az.php#!/k=kp0ru5) you will find an easy to use database of various online resources you can use as an SFA student. If you then filter this list of databases by “Business and Management” using the drop down box at the top of the page, you will see the various business resources that we have at SFA. These are paid databases that have very useful academic articles as well as professionally written business research articles. **Most of these resources are not available for free online through a Google search, and they contain higher quality, more useful information than you will find online. I expect you utilize these resources!** All of these databases are searchable, and learning to use them and learning to read through high quality research will help the quality of your writing and your researching ability.