

Course Syllabus**MIE 306-01 - Managing Ethics in Organizations – Spring 2016****Instructor:** Jessica Thomas, MBA**Email:** jothomas@ncsu.edu**Phone:** 919-515-4441**Office:** 3118 Nelson Hall**Office hours:** By appointment**Course Meetings**

Tues & Thurs, 3:00 – 4:15pm, 1130 Nelson Hall

Prerequisite

MIE 201 – Introduction to Business Processes

Required Text

O.C. Ferrell, John Fraedrich, and Linda Ferrell (2015) *Business Ethics: Ethical Decision Making and Cases*, Cengage. Note the **10th edition is required** for the course. Earlier editions will be missing critical chapters and cases. The paperback is available in the NC State bookstore (\$175 new, \$131 used).

Required Materials

In this course we will use the Turning Technology Clicker system. Your clicker responses will form part of your in class participation grade. You **must register your clicker on the Moodle page** for this class. Turning Point Clicker NXT is available at the NC State bookstore (\$50).

Course Description

Managing Ethics in Organizations addresses the challenges and leadership requirements in developing and implementing ethical business strategies. Just preventing unethical conduct is not the purpose of this course. There is adequate evidence that developing an ethical culture in an organization contributes to employee commitment, customer satisfaction, successful stakeholder relationships, and improved profit/shareholder value. Business ethics is not a cost but a benefit that contributes to organizational success. Through readings, cases, and debate issues, we will address specific business ethics issues. Most of these issues affect the reputation and success of the entire firm. The objective is to help identify risks associated with ethical decisions and how to address those risks in the context of an organization. The course will be highly interactive and challenges you to apply what you learn through a variety of in-class exercises.

Course Objectives

By the end of this course you will:

- have a good understanding of how ethical decision making occurs in an organization.
- have the knowledge and experiences to help you understand the responsibilities of ethical leadership.
- be able to identify ethical risks and issues in making ethical decisions in business.
- have a chance to explore how managers are important gatekeepers with internal and external stakeholders.
- understand the relationships between ethics, social responsibility, and sustainability in the firm.
- learn how the oversight of top managers and corporate governance affect ethical decisions.
- examine external pressures for ethical decisions related to regulatory and self-regulatory organizations.
- experience real business ethics decisions through cases, debates, and other classroom activities.
- learn that business ethics is a team activity that requires knowledge and leadership at all levels of management.

Course Requirements

Due to the interactive nature of this class, attendance and participation is required. There will be a number of techniques and material provided in class--supplemental to the textbook. To be successful in

this class, you must actively participate in these learning experiences. Teaching methods will include: class discussion and exercises, cases, outside assignments, videos and lecture. If a team member is delinquent, please notify the instructor immediately for a team meeting to discuss. If you miss an exam without prior instructor approval, you will receive a zero.

Class Format

This course provides an opportunity to explore new insights into key business issues. The class is a seminar with attendance and participation the main focus. You will be given the opportunity and responsibility to conduct research and to present current and ‘cutting edge’ information on selected topics relevant to this course. The class will consist of lectures, student presentations, discussions, debates, cases, and videos.

Grading

Assignments	Points
Introduction	25 points
Case Presentation	100 points
Business Scenario Presentation	50 points
B Corporation Project	50 points
Video Project	100 points
Participation	275 points
Exam 1 (Chapters 1-6)	100 points
Exam 2 (Chapters 7-12)	100 points
Final Exam (Comprehensive)	200 points
TOTAL	1000 points

Extra Credit	Points
Greenwashing Project	50 points
Events Attendance and Report	50 points
TOTAL	100 points

Letter Grades

Class grades are not curved or rounded, and are assigned according to the following distribution:

A- : 90.0-92.9; A : 93.0- 97.9; A+ : 98.0-100	B- : 79.0-81.9; B : 82.0-86.9; B+ : 87.0-89.9
C- : 68.0-70.9; C : 71.0-75.9; C+ : 76.0-78.9	D- : 57.0-59.9; D : 60.0-64.9; D+ : 65.0-67.9
F : 56.9 or less	

A Note on Teamwork

There are three team projects in this class. Each team member is expected to contribute equally on all team efforts. If at any point that expectation is not met, please let me know. Remember that most organizational activities require teamwork. You will be assigned to your Case Presentation, Business Scenario Presentation and Video teams during the second week of class. Please exchange contact information (phone and email) to facilitate coordinating meeting times.

Introduction (25 Points)

Individual project. Please post an introduction on the Moodle discussion board under ‘Introductions’. This will enable me to know more about you and to make sure that the grades and course work is attributed to the correct person. Directions are included on Moodle. Make sure that you include a clear headshot with no one else in the photo.

Case Presentation (100 Points)

Team project. 2 person teams assigned by Instructor. These will be different teams from the other two team projects. Your responsibility will be a 20 minute long PowerPoint presentation on the case. You should address the key challenges that the company or organization faces, any ethical risks or challenges, and what this company did in managing these risks and challenges. If this company faced new challenges today, are they prepared to respond appropriately? Your job will be to conduct outside research in order to integrate business ethics issues, frameworks, and examples into the assigned case. The Instructor will present the cases for Chapters 1 - 3. Student teams will be assigned to all subsequent chapters.

Business Scenario Presentation (50 Points)

Team project. 2 person teams assigned by Instructor. These will be different teams from the other two team projects. Each chapter contains a hypothetical "Ethical Dilemma" and "Resolving Ethical Business Challenges" scenario. Your team will present the Business Scenario. Who are the main characters? What are the main ethical issues in the scenario? Your team will help to facilitate the discussion. The Instructor will present the "Ethical Dilemma and "Resolving Ethical Business Challenges" scenarios for Chapters 1 - 3. Student teams will be assigned to all subsequent chapters.

B Corporation Project (50 Points)

Individual project. Develop a 5+ slide PowerPoint profile of a certified B Corporation. Select the B Corporation at bcorporation.net. Post your selected B Corporation on the assignment discussion board and make sure that you have selected a unique company by scanning the previous posts from your classmates. The Instructor will share examples of past projects that can be used as a model for the assignment.

Video Project (100 Points)

Team project. 2 person teams assigned by Instructor. These will be different teams from the other two team projects. The goal of this competition is to challenge your creativity and originality in addition to educating viewers on the various aspects of leadership, ethics and business. The video can be staged as a short play, commercial, talk show, music video, documentary, etc. and is to focus on any aspect of ethical behavior. I encourage you to be creative in your entries and focus on the core purpose of this competition which is to promote ethical behavior.

Participation (275 Points)

In-class participation. In addition to regular attendance, you are expected to participate actively and professionally in the class. In this context, professionalism includes respecting others' opinions, working together in a spirit of cooperation, and actively listening to those who are speaking. Your communication with peers and with me must be respectful and appropriate. Your participation grade will be based on:

- Participation in polling in class to assess your understanding of the reading (240 points total, up to 10 points for each class, can miss up to 3 classes with no penalty)
- Participation in class discussions and on Moodle discussion forum (35 points total, up to 5 points per constructive comment or question in class and up to 5 points per constructive posts or comment on the Moodle discussion forum)

Interim Exams and Final Exam (400 Points)

You will have 2 interim exams during the semester and one final exam at the end of the semester. Note the exams will cover topics from the textbook that are not discussed in class so it is critical to do all the readings in order to be successful in this course. If you miss one of the interim exams for any reason, the points for that exam will roll to the final. For example, if you miss one interim exam, your final will be worth 300 points. If you miss both interim exams, your final will be worth 400 points. You must receive prior approval to miss an interim exam. Otherwise, you will receive 0 points for the interim exam. The final exam is comprehensive and is required.

Greenwashing Project (50 Point - Extra credit)

Individual project. Find an example of greenwashing in a video or print advertisement. Post your selected

example of greenwashing on the assignment discussion board and make sure that you have selected a unique example by scanning the previous posts from your classmates. Based on the greenwashing analysis criteria discussed in class, include a thoughtful comment of 50+ words describing why you think your post is an example of greenwashing.

Events Attendance and Report (50 Points - Extra credit)

There will be a number of Poole College events which touch on topics closely related to the course. Students can receive 25 points each (up to 50 points total) of extra credit for every approved event attended in its entirety followed by a thoughtful comment of 50+ about lessons learned/ key take-aways on the assignment's Moodle site.

Schedule

The schedule may be changed due to weather or at the discretion of the Instructor. All changes will be announced in advance. Regardless of schedule changes, you are responsible for all class assignments and presentations.

Date	Activity
1/7	Introductions Course overview & 'road map' for the semester Overview of Business Ethics
1/12	Discussion: Chapter 1 - The Importance of Business Ethics Chapter 1 An Ethical Dilemma Presentation (Instructor) Chapter 1 Debate Issue Presentation (Instructor) Chapter 1 Resolving Ethical Business Challenges Presentation (Instructor) Chapter 1 Video Presentation (Instructor)
1/14	Discussion: Chapter 1 - The Importance of Business Ethics Case Presentation: Starbucks' Mission: Social Responsibility and Brand Strength (Instructor)
1/19	Discussion: Chapter 2 - Stakeholder Relationships, Social Responsibility, and Corporate Governance Behavioral Chapter 2 Debate Issue Presentation (Instructor) Chapter 2 Resolving Ethical Business Challenges Presentation (Instructor) Chapter 2 Video Presentation (Instructor)
1/21	Discussion: Chapter 2 - Stakeholder Relationships, Social Responsibility, and Corporate Governance Behavioral Case Presentation: Home Depot Implements Stakeholder Orientation (Instructor)
1/26	Discussion: Chapter 3 - Emerging Business Ethics Issues Chapter 3 An Ethical Dilemma Presentation (Instructor) Chapter 3 Resolving Ethical Business Challenges Presentation (Instructor) Chapter 3 Video Presentation (Instructor)
1/28	Discussion: Chapter 3 - Emerging Business Ethics Issues

	Case Presentation: PepsiCo's Journey Toward an Ethical and Socially Responsible Culture (Instructor)
2/2	Discussion: Chapter 4 - Institutionalization of Business Ethics Chapter 4 An Ethical Dilemma Presentation (Chapter 4 Business Scenario Team) Chapter 4 Resolving Ethical Business Challenges Presentation (Instructor) Chapter 4 Video Presentation (Chapter 4 Video Team)
2/4	Discussion: Chapter 4 - Institutionalization of Business Ethics Case Presentation: Apple Inc.'s Ethical Success and Challenges (Chapter 4 Case Team)
2/9	Discussion: Chapter 5 - Ethical Decision Making Chapter 5 An Ethical Dilemma Presentation (Chapter 5 Business Scenario Team) Chapter 5 Debate Issue Presentation (Instructor) Chapter 5 Video Presentation (Chapter 5 Video Team)
2/11	Discussion: Chapter 5 - Ethical Decision Making Case Presentation: Zappos: Delivering Customer Satisfaction (Chapter 5 Case Team)
2/16	Discussion: Chapter 6 - Individual Factors: Moral Philosophies and Values Chapter 6 An Ethical Dilemma Presentation (Chapter 6 Business Scenario Team) Chapter 6 Resolving Ethical Business Challenges Presentation (Instructor) Chapter 6 Video Presentation (Chapter 6 Case Team)
2/18	Discussion: Chapter 6 - Individual Factors: Moral Philosophies and Values Case Presentation: Insider Trading at the Galleon Group (Chapter 6 Case Team)
2/23	Guest speaker
2/25	Exam 1: Chapters 1-6
3/1	Discussion: Chapter 7 - Organizational Factors: The Role of Ethical Culture and Relationships Chapter 7 An Ethical Dilemma Presentation (Chapter 7 Business Scenario Team) Chapter 7 Resolving Ethical Business Challenges Presentation (Instructor) Chapter 7 Video Presentation (Chapter 7 Video Team)
3/3	Discussion: Chapter 7 - Organizational Factors: The Role of Ethical Culture and Relationships Case presentation: New Belgium Brewing: Ethical and Environmental Responsibility (Chapter 7 Case Team)
3/8	Spring break – No class
3/10	Spring break – No class
3/15	Discussion: Chapter 8 - Developing Effective Ethics Programs Chapter 8 An Ethical Dilemma Presentation (Chapter 8 Business Scenario Team) Chapter 8 Resolving Ethical Business Challenges Presentation (Instructor) Chapter 8 Video Presentation (Chapter 8 Video Team)
3/17	Discussion: Chapter 8 - Developing Effective Ethics Programs

	Case Presentation: Mattel Responds to Ethical Challenges (Chapter 8 Case Team)
3/22	Discussion: Chapter 9 - Managing and Controlling Ethics Programs Chapter 9 An Ethical Dilemma Presentation (Chapter 9 Business Scenario Team) Chapter 9 Debate Issue Presentation (Instructor) Chapter 9 Video Presentation (Chapter 9 Video Team)
3/24	Discussion: Chapter 9 - Managing and Controlling Ethics Programs Case Presentation: Walmart Manages Ethics and Compliance Challenges (Chapter 9 Case Team)
3/29	Discussion: Chapter 10 - Globalization of Ethical Decision-Making Chapter 10 An Ethical Dilemma Presentation (Instructor) Chapter 10 Resolving Ethical Business Challenges Presentation (Chapter 10 Business Scenario Team) Chapter 10 Video Presentation (Chapter 10 Video Team)
3/31	Discussion: Chapter 10 - Globalization of Ethical Decision-Making Case Presentation: Managing the Risks of Global Bribery in Business (Chapter 10 Case Team)
4/5	Discussion: Chapter 11 - Ethical Leadership Behavioral Chapter 11 An Ethical Dilemma Presentation (Instructor) Chapter 11 Resolving Ethical Business Challenges Presentation (Chapter 11 Business Scenario Team) Chapter 11 Video Presentation (Chapter 11 Video Team)
4/7	Discussion: Chapter 11 - Ethical Leadership Behavioral Case Presentation: Ethical Leadership at Cardinal IG
4/12	Discussion: Chapter 12 - Sustainability: Ethical Social Responsibility Dimensions Chapter 12 Debate Issue Presentation (Instructor) Chapter 12 Resolving Ethical Business Challenges Presentation (Chapter 12 Business Scenario Team) Chapter 12 Video Presentation (Chapter 12 Video Team)
4/14	Discussion: Chapter 12 - Sustainability: Ethical Social Responsibility Dimensions Case Presentation: Sustainability Challenges in the Gas and Oil Industry (Chapter 12 Case Team)
4/19	Exam 2: Chapters 7-12
4/21	Last day of class / Class wrap-up
4/26	Reading day – No classes
4/28	1:00 – 3:00pm FINAL EXAM

Policies on Incomplete Grades

If an extended deadline is not authorized by the instructor or department, an unfinished incomplete grade will automatically change to an F after either (a) the end of the next regular semester in which the student is enrolled (not including summer sessions), or (b) the end of 12 months if the student is not enrolled, whichever is shorter. Incompletes that change to F will count as an attempted course on transcripts. The burden of fulfilling an incomplete grade is the responsibility of the student. The university policy on incomplete grades is located at <http://policies.ncsu.edu/regulation/reg-02-50-3>.

Attendance Policy

Attendance is required in this course and will be taken each class day. You will be marked absent for any day you do not attend or for any class for which you are more than 10 minutes late. Your attendance record will be used as part of your participation grade at the end of the semester. It is your responsibility to check the academic calendar. Leaving early for break or at the end of the semester does not constitute a valid excuse, except for documented emergencies or official university business. For complete attendance and excused absence policies, please see <http://policies.ncsu.edu/regulation/reg-02-20-03>

Make-ups for Exams and Assignments

There are no early or make-up exams for the convenience of the student. The instructor will make accommodations for students who have University-authorized absences. For University-authorized absences, the following Table lists the makeup.

AUTHORIZED ABSENCE	MAKEUP
TEAM PAPER/PRESENTATION/	Make-up of this Group work is not authorized for an entire group because of the absence of individual group members.
IN-CLASS EXAMS	No make-up, but weight of Exam added to weight of Final Exam
FINAL EXAM	Students with authorized absence from Final Exam may receive an INCOMPLETE GRADE in the class and take the exam in the next semester.

Academic Integrity

Our Wolfpack family strives for the highest integrity. Plagiarism, cheating, or collusion between teams are not permitted; compliance with the letter and spirit of Academic Integrity and Code of Student Conduct is required. Academic Integrity: Students are required to comply with the university policy on academic integrity found in the Code of Student Conduct found at <http://policies.ncsu.edu/policy/pol-11-35-01> Academic Honesty: See <http://policies.ncsu.edu/policy/pol-11-35-01> for a detailed explanation of academic honesty. Honor Pledge: Your signature on any test or assignment indicates "I have neither given nor received unauthorized aid on this test or assignment."

Electronically-Hosted Course Components

Students may be required to disclose personally identifiable information to other students in the course, via electronic tools like email or web-postings, where relevant to the course. Examples include online discussions of class topics, and posting of student coursework. All students are expected to respect the privacy of each other by not sharing or using such information outside the course.

Electronics in the Classroom

All electronic devices, including laptops and cell phones must be silenced or off during discussions, presentations and exams in order not to disturb the class.

Classroom Recording

Please be advised this course is being recorded for current and potential future educational purposes. By your continued participation in this recorded course, you are providing your permission to be recorded.

Accommodations for Disabilities

Reasonable accommodations will be made for students with verifiable disabilities. In order to take advantage of available accommodations, student must register with the Disability Services Office (<http://www.ncsu.edu/dso>), 919-515-7653. For more information on NC State's policy on working with students with disabilities, please see the Academic Accommodations for Students with Disabilities Regulation at <http://policies.ncsu.edu/regulation/reg-02-20-01>.

Non-Discrimination Policy

NC State University provides equality of opportunity in education and employment for all students and employees. Accordingly, NC State affirms its commitment to maintain a work environment for all employees and an academic environment for all students that is free from all forms of discrimination. Discrimination based on race, color, religion, creed, sex, national origin, age, disability, veteran status, or sexual orientation is a violation of state and federal law and/or NC State University policy and will not be tolerated. Harassment of any person (either in the form of quid pro quo or creation of a hostile environment) based on race, color, religion, creed, sex, national origin, age, disability, veteran status, or sexual orientation also is a violation of state and federal law and/or NC State University policy and will not be tolerated. Retaliation against any person who complains about discrimination is also prohibited. NC State's policies and regulations covering discrimination, harassment, and retaliation may be accessed at <http://policies.ncsu.edu/policy/pol-04-25-05> or http://www.ncsu.edu/equal_op/. Any person who feels that he or she has been the subject of prohibited discrimination, harassment, or retaliation should contact the Office for Equal Opportunity (OEO) at 919-515-3148.

Changes to the Syllabus/Schedule

Any component of this syllabus is subject to change at the discretion of the instructor. All changes will be announced during a scheduled class period or through email/Moodle communication.