NEW RIVER COMMUNITY COLLEGE

DUBLIN, VIRGINIA

COURSE PLAN
(7 pages, continue to scroll down)

Course Number and Title: BUS 265–35 Ethical Issues in Management

Prepared by: Jutta Green
(Instructor) Spring, 2006

I. Course Description

Examines the legal, ethical, and social responsibilities of management. May use cases to develop the ability to think and act responsibly.

II. Instructor

Jutta Green, Professor of Business Management
Office: Godbey 171
Phone extension: 4287

III. Textbook

ISBN 0-324-2581-4
Title: Business & Society: Ethics and Stakeholder Management
Edition: 6th
Authors: Archie B. Carroll and Ann K. Buchholtz

IV. Introduction

Businesses have social and ethical responsibilities to their external and internal stakeholders. Business ethics and stakeholder management are the main topics to be addressed. The ethics dimension is important because a thorough grounding in ethical reasoning is essential preparation for a career in business. The stakeholder management dimension is important because managers deal with numerous groups and individuals who have stakes in the firm or its actions, decisions, and practices. Stakeholder management increases the likelihood that decision makers will integrate ethical wisdom with management wisdom in all that they do.

V. Specific Objectives

1. Students will be made aware of the demands that emanate from stakeholders and are placed on business firms.
2. As prospective managers, students need to understand appropriate business responses and management approaches for dealing with social, political, environmental, technological, and global issues and stakeholders.
3. An appreciation of ethical issues and the influence these issues have on management decision making, behavior, policies, and practices is important.

VI. Course Content
The course content is organized in six modules.

Module 1 includes introductory assignments that will allow the instructor and the students to get to know each other. It will also show the students that their reservoir of knowledge about ethical issues is not an empty one.

Module 2 documents and discusses how corporate social responsiveness evolved from social responsibility and how these two matured into a concern for corporate social performance and corporate citizenship. Also given early coverage is the stakeholder management concept.

Module 3 is dedicated to business ethics topics. In real life, business ethics cannot be separated from the full range of external and internal stakeholder concerns. The focus is on business ethics fundamentals, personal and organizational ethics, business ethics and technology, and ethical issues in the global arena.

Module 4 addresses external stakeholder issues. Vital topics here include business’s relations with government, consumers, the environment, and the community.

Module 5 is a continuation of Module 4.

Module 6 covers internal stakeholder issues. Considered are workplace issues and the key themes of employee rights, employment discrimination, and affirmative action. Owner stakeholders are also treated in this module. The topic of corporate governance captures most owner stakeholder concerns.
## VII. Evaluation

<table>
<thead>
<tr>
<th>Description</th>
<th>Points</th>
<th>Weight</th>
<th>Note</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homepage (personal)</td>
<td>50</td>
<td>5%</td>
<td>Use Blackboard (Bb) Homepage feature, it’s easy.</td>
</tr>
<tr>
<td>1 General Discussion</td>
<td>50</td>
<td>5%</td>
<td>Use Bb Discussion Board feature.</td>
</tr>
<tr>
<td>17 Chapter Review Quizzes, 25 points each</td>
<td>425</td>
<td>45%</td>
<td>Take online in Bb, open book, 1 hour time limit for each quiz.</td>
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<tr>
<td>5 Case Discussions, 50 points each</td>
<td>250</td>
<td>26%</td>
<td>Use Bb Discussion Board feature.</td>
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<tr>
<td>Midterm exam - covers Modules 2 and 3 materials. Students receive a detailed exam review sheet two weeks prior to the deadline of the exam.</td>
<td>70</td>
<td>7%</td>
<td>Closed book. Student must take the exam in a NRCC testing center (Christiansburg or Dublin). If the student lives outside New River’s service area, he/she can arrange for a proctor (according to New River’s proctor policies) to administer the exam.</td>
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<tr>
<td>Final exam – covers Modules 4 through 6 materials. Students will receive a detailed exam review sheet three weeks prior to the deadline of the exam.</td>
<td>100</td>
<td>11%</td>
<td>Closed book. Student must take the exam in a NRCC testing center (Christiansburg or Dublin). If the student lives outside New River’s service area, he/she can arrange for a proctor (according to New River’s proctor policies) to administer the exam.</td>
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945 points 100%
VIII. **Cheating Policy**

The student should familiarize himself/herself with the paragraphs below. They have been copied from a section in the NRCC Student Handbook. A student who engages in academic dishonesty in BUS 265-35 will receive the grade of “F” for the course.

**Academic Honesty According to the NRCC Student Handbook**

Students will be expected to maintain complete honesty and integrity in their experiences in this course. Any student found guilty of dishonesty in academic work is subject to disciplinary action.

The college may initiate disciplinary proceedings against a student accused of any form of academic dishonesty including, BUT NOT LIMITED TO, the following:

- Copying from another student's test paper or other academic work.
- Using materials not authorized by the person giving the test.
- Collaborating, without authority, with another student during an examination or in preparing academic work.
- Knowingly using, buying, selling, stealing, transporting, or soliciting in whole or part, or possessing, the contents of an un-administered test.
- Substituting for another student, or permitting another student to substitute for oneself, when taking a test or preparing other academic work.
- Bribing or soliciting another person to obtain an un-administered test or information about an un-administered test.
- Appropriating another's work without acknowledging the incorporation of another's work in one's own written work (plagiarism).

Webster's Third International Dictionary defines plagiarism as follows:

**Plagiarism**: to steal and pass off as one's own the ideas or words of another; to use without crediting the source; to present as new and original an idea or product derived from an existing source; to commit literary theft.

New River Community College believes the following Virginia Polytechnic Institute and State University's amplified definition to be useful:

**Language**: Plagiarizing the words of another consists of copying single words without acknowledging your indebtedness to the author. A student's dictation and phraseology should always be his or her own except where he or she clearly indicates otherwise. Obviously it is not dishonest to copy an author's words in quotation marks and give credit to the source by footnoting or by acknowledging the source in the text of your paper. If you paraphrase a writer's words, you must acknowledge your indebtedness.

**Ideas and Thoughts**: Give credit to the source of any opinion, idea, or conclusion not your own. For example, the statement "Emily Bronte, unlike her contemporaries, was not concerned with the social injustices of her time" is a conclusion derived from an extensive knowledge of nineteenth-century fiction. If you really have such knowledge, you can honestly draw such a conclusion, but if you have stolen the thought from a critic or other authority, you are plagiarizing. Another example, "Because Gray found new ways to be boring, people thought that he was a genius," is merely a plagiarism of
Samuel Johnson's "He (Gray) was dull in a new way, and that made people think him great."

Plagiarism at New River Community College will constitute a punishable offense, and the use of syndicated research papers, essays, work copied from any electronic or other source, constitutes a violation of this rule.
IX. **Withdrawal Policy**

**Student-Initiated Withdrawal Policy**

A student may withdraw from a class without academic penalty during the first sixty percent (60%) of a session. For purposes of enrollment reporting, the following procedures shall apply:

a. If a student withdraws from a class prior to the termination of the add/drop period for the session, the student is removed from the class roll and no grade is awarded.

b. After the add/drop period, but prior to completion of sixty percent (60%) of a session, a student who withdraws will be assigned a grade of "W." A grade of “W” implies that the student was making satisfactory progress in the class at the time of withdrawal, that the withdrawal was officially made before the deadline published in the college calendar, or that the student was administratively transferred to a different program.

c. After that time, if a student withdraws or is withdrawn from a course, a grade of "F" will be assigned. Exceptions to this policy may be made under mitigating circumstances if the student was passing the course at the last date of attendance.

A retroactive grade of “I” may be awarded only if the student would have been eligible under the previously stated policy to receive an “I” on the last date of class attendance. The last date of attendance for a distance education course will be the last date that work was submitted.

Late withdrawal appeals will be reviewed and a decision made by the Director of Student Services.

**Instructor-Initiated Withdrawal Policy** (Bold text was added by the instructor)

A student who adds a class or registers after the first day of class is counted absent from all class meetings missed. Each instructor is responsible for keeping a record of student attendance in each class.

Students who have not attended class or picked up/accessed distance learning materials by the last day to drop the class and receive a refund (Friday, February 3) must be withdrawn by the instructor during the following week. No refund will be applicable. The policy for BUS 265-35 is: “If a student enrolled in BUS 265-35 has not participated in the Module 1 General Discussion or has not developed a web page through the Personal Web Page feature in Blackboard by Friday, February 3, the student will be withdrawn.

Since attendance is not a valid measurement for Distance Education (DE) courses, students may be withdrawn due to non-performance. Students should refer to his/her DE course plan for the instructor’s policy. The policy for BUS 265-35 is: “If a student enrolled in BUS 265-35 has not completed the assignments for Modules 1 through 3 by Sunday, March 12, the student will be withdrawn.

When an instructor determines that a DE student in the class does not perform according to the course assignment information, an Instructor Withdrawal Form should be completed and submitted to the Admissions and Records Office within five days of when the student
met the withdrawal criteria. The last date of attendance (work) must be documented. A grade of "W" will be recorded during the first sixty percent (60%) of a course. Students withdrawn after the sixty percent (60%) period will receive a grade of "F" except under mitigating circumstances when a letter of appeal has been submitted by the student. A copy of this documentation must be placed in the student's academic file.

The student will be notified of the withdrawal by the Admissions and Records Office. An appeal for reinstatement into the class may be approved only by the instructor.