



## **SCHOOL OF BUSINESS**

### **CORPORATE SOCIAL RESPONSIBILITY: ETHICS & SUSTAINABILITY**

Course: 52:620:301:90

Term: SPRING 2025 – ONLINE | Asynchronous

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Office: Offsite, by appointment  
Office Hours: by appointment

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## **COURSE DESCRIPTION**

### **CORPORATE SOCIAL RESPONSIBILITY: ETHICS & SUSTAINABILITY (3 Credits)**

This course delves into the economic, legal, ethical and social challenges that business organizations encounter in their interactions with both internal and external stakeholders, including employees, customers, the government, and the wider public. Emphasis is placed on providing students with a foundation for making ethically sound decisions concerning these issues. The course covers diverse topics, such as corporate social responsibility, business ethics, sustainability, ethical issues, the institutionalization of business ethics, the decision-making process, and implementing business ethics in a global economy. This course satisfies the general education theme of ethics and values (EAV).

#### **Prerequisites:**

- Must have at least sophomore standing (30 credits). Previous title: Ethics and Social Responsibility of Business
- All except 1st year.

## **COURSE LEARNING OBJECTIVES**

This course focuses on ethical viewpoints as a foundation of ethical behavior and decision-making process for oneself and in business.

After completing this course, students should be able to:

- Demonstrate knowledge of ethical reasoning and ethical theory.
- Identify ethical situations in business, evaluate approaches and options and provide a business decision utilizing the ethical hierarchy.
- Apply reasoning and logic to conflicting ethical perspectives, demands and behaviors encountered in the workplace and society.
- Integrate ethical decisions into a firm's business objectives.
- Understand and apply concepts related to Corporate Social Responsibility.

## SCHOOL OF BUSINESS – CAMDEN PROGRAM LEARNING GOALS

- Goal: Critical Thinking and Analytical Decision Making  
*Students will be able to critically use information and data to analyze, interpret, and solve business problems.*
- Goal: Communication Impact and Effectiveness  
*Students will demonstrate effective written language skills.*
- Goal: Ethical Reasoning  
*Students will realize that organizations and their actions affect different stakeholders; they will demonstrate the ability to identify and weigh the ethical implications of these actions.*

## COURSE MATERIALS

The Textbook will be hosted through the First Day Course Material tab within Canvas. (First Day digital copy is included in your tuition.)

To access:

1. Click the link to “FIRST DAY COURSE MATERIALS” on the side panel of our Canvas site.
2. Click on “Read now” and select the appropriate chapter, case study page, etc.

First Day is the cheapest method to access the textbook required for this class; however, you may opt out if you would prefer to buy a physical copy of the book at the publisher, amazon, or other sites. Students can opt out and back in as many times as until 11:59 PM, EST on February 4, 2025.

**If you opt out of First Day, below are the details of our textbook:**

**TEXTBOOK:** Business Ethics: Ethical Decision Making & Cases, **13<sup>th</sup> Ed.**

**O.C Ferrell/John Fraedrich/Linda Ferrell**

**ISBN: 9780357513361**

**Note: We will NOT be using MINDTAP for this course**

*There are new, old, and rentals available on various sites.*

**OTHER:** Lectures, readings, and other posted materials are available on CANVAS.

## UNIVERSITY POLICIES

### **Academic Integrity**

The Academic Integrity policy can be found at <http://studentconduct.rutgers.edu/student-conduct-processes/academic-integrity/>

***Students are responsible for understanding the principles of academic integrity and abiding by them in all aspects of their work at the University.*** Students are also encouraged to help educate fellow students about academic integrity and to bring all alleged violations of academic integrity they encounter to the attention of the appropriate authorities.

Academic Integrity means that you (the student) must:

- properly acknowledge and cite all use of the ideas, results, or words of others,
- properly acknowledge all contributors to a given piece of work,

- make sure that all work submitted as your own in a course activity is your own and not from someone else
- obtain all data or results by ethical means and report them accurately
- treat all other students fairly with no encouragement of academic dishonesty

Adherence to these principles is necessary to ensure that:

- everyone is given proper credit for his or her ideas, words, results, and other scholarly accomplishments
- all student work is fairly evaluated, and no student has an inappropriate advantage over others
- the academic and ethical development of all students is fostered
- the reputation of the University for integrity is maintained and enhanced.

Failure to uphold these principles of academic integrity threatens both the reputation of the University and the value of the degrees awarded to its students. Every member of the University community therefore bears a responsibility for ensuring that the highest standards of academic integrity are upheld. Violations are taken seriously and will be managed according to university policy.

#### **Policy on Use of Artificial Intelligence Tools**

The use of generative AI tools (such as ChatGPT, DALL-E, etc.) are not permitted in this class; therefore, any use of AI tools for work in this class may be considered a violation of Rutgers University's Academic Honesty Policy and Student Conduct Code, since the work is not your own. When in doubt about permitted usage, please ask for clarification.

***If there are questions on how to comply, please contact me first, then, if necessary, the appropriate Associate Dean at the School of Business.***

#### **Student Code of Conduct**

Rutgers University-Camden seeks a community that is free from violence, threats, and intimidation; is respectful of the rights, opportunities, and welfare of students, faculty, staff, and guests of the University; and does not threaten the physical or mental health or safety of members of the University community, including in classroom space.

As a student at the University, you are expected to adhere to the Code of Student Conduct. To review the code, go to the Office of Community Standards: <https://deanofstudents.camden.rutgers.edu/student-conduct>

Note that the conduct code specifically addresses disruptive classroom conduct, which means "engaging in behavior that substantially or repeatedly interrupts either the instructor's ability to teach or student learning. The classroom extends to any setting where a student is engaged in work toward academic credit or satisfaction of program-based requirements or related activities."

#### **Etiquette expectations from on-line students:**

The following protocols on the codes of behavior reflect professional business norms on manners, courtesy, and respect. (In general, you should treat others as you would like others to treat yourself. Be mindful that what is acceptable in a text or chatroom with friends may not be appropriate in a classroom or in an online conversation with an instructor.)

Even though many of you are already aware of these protocols, they are explicitly stated here so that everyone is cognizant of the same protocols. These protocols should be followed by all students taking this course to help ensure the online experiences for everyone involved are pleasant. They are as follows:

- If you were to send an e-mail to me or a tutor, please address the person appropriately such as “Dr. ....” or “Mr./Ms. ....,” not ‘Hey.’ Note that I will address you with your first name, unless you prefer that I address you differently.
- When sending an e-mail, you can get better attention by using the following guidelines:
  - use descriptive subject lines, (I am sure you have received a lot of Spam e-mails and I have occasionally and accidentally deleted student e-mails that I thought was Spam.)
  - please be as brief as possible by going straight to the point, and if possible, limit the use of attachments

**Never send offensive and insulting messages\* (this is a violation of the Student Code of Conduct).** If you disagree, say so and state your reasons. Social media is an immensely powerful tool for communication. However, it can be badly misused if it is not used correctly or professionally. For example, you may have personal and legitimate concerns with this course. However, other students, who do not have similar feelings, can be negatively influenced by your concerns. This will unnecessarily and negatively affect their overall experience of the course. Therefore, to minimize such an occurrence, please feel free to directly contact the instructor/tutor first to resolve any concerns that you may have to help ensure that everyone’s online experience of this course is beneficial.

- Always guard against inciting others when it comes to content, opinions, etc. That is, avoid blaming or accusing others of wrongdoing.
  - Do not start a volley of back-and-forth e-mails, with copies distributed to every student in the class.
  - Copy the minimum number of people. That is, send e-mails to only the people you think should receive and will benefit from it.
  - Treat all e-mails and postings as permanent forms of written record and do not expect that any your e-mail communications to be private, unless stated otherwise. Instead, assume that all e-mail communications are public.
  - Do not publicize your own or others’ personal information (such as email, phone numbers, last names, etc.)

### **Disability Services/Accommodation**

The University is committed to supporting the learning of all students and faculty will provide accommodations as indicated in a Letter of Accommodation issued by the Office of Disability Services (ODS). If you have already registered with ODS and have your letter of accommodations, please share this with me early in the course. If you have or think you have a disability (learning, sensory, physical, chronic health, mental health or attentional), please contact <https://success.camden.rutgers.edu/disability-services>.

Accommodations will be provided only for students with a letter of accommodation from ODS. Their services are free and confidential. Letters only provide information about the accommodation, not about the disability or diagnosis.

### **Diversity Statement:**

This class strives to be an inclusive community, learning from the many perspectives that come from having differing backgrounds and beliefs. As a community, we aim to be respectful to all. We reject all forms of prejudice and discrimination, including but not limited to those based on age, color, disability, gender, gender identity, gender expression, national origin, political affiliation, race, religion, sexual orientation, and veteran status. Faculty and students are expected to commit to creating an environment that facilitates inquiry and self-expression, while also demonstrating diligence in understanding how others’ viewpoints may be different from their own.

Our goal as a learning community is to create a safe environment that fosters open and honest dialogue. We are all expected to contribute to creating a respectful, welcoming, and inclusive environment. To this end,

classroom discussions should always be conducted in a way that shows honor, respect, and dignity to all members of the class. Moreover, disagreements should be pursued without personal attack and aggression, and instead, should be managed with grace and care. This will allow for rigorous intellectual engagement and a deeper learning experience for all.

### **Pronouns**

This course affirms people of all gender expressions and gender identities. Feel free to correct me on your preferred gender pronoun. If you have any questions or concerns, please do not hesitate to contact me.

### **Chosen Name (Preferred Name)**

If you have a chosen name or preferred name other than what is listed on the roster, kindly let me know.

## **COURSE POLICIES**

### **Class Materials**

All course materials, including assignments, readings, discussion threads, and grades, are accessible through Canvas. Lecture materials for each week will typically be available by Thursday, usually one week in advance of any due dates, except for the initial weeks. It is highly recommended that you regularly access the course on Canvas throughout the week. The course follows a continuous schedule from day 1 (Thursday @ 12 AM, EST) through day 7 (the following Wednesday at 11:59 PM, EST), ensuring a seamless learning experience.

### **Course Delivery through CANVAS**

This course is fully online, and all assignments and activities will take place online. ALL classes will be asynchronous. You will access pre-recorded lectures and digital curriculum materials and respond through email, discussion threads, social networking, and collaborative documents at a time of your choosing. Canvas is the learning management system used for this course. Posted will be the syllabus, resources, Power Point slides, announcements, guides, etc. To access this system, go to <http://canvas.rutgers.edu> log in, and click on the course in the dashboard. For technical support 833-648-4357 or [help@camden.rutgers.edu](mailto:help@camden.rutgers.edu).

### **Course Communications – Use your Rutgers Email**

Please ensure that all interactions, both with me and fellow students, maintain a professional and courteous tone. All communications from me will be conducted using the Rutgers email address provided to you. If required, please set up forwarding from your Rutgers email to your personal email. Failure to regularly check your Rutgers email will not be accepted as a valid reason for missing any important communications.

### **Professor Communication:**

Please be aware that I make every effort to respond to all emails within 48 hours during the work week (M-F). While I check my emails multiple times a day, it may not always be possible to provide an immediate response, especially during weekends. Therefore, please understand that immediate replies cannot be guaranteed. If you have not received a response within 72 hours, kindly resend your email.

### **Standards of Evaluation**

Exams, quizzes, assignments, and discussion threads in this course provide opportunities for students to demonstrate learning. These assessments require drawing from various sources, including course readings, lectures, thread discussions, simulations, and other provided learning materials, to display understanding and knowledge acquisition.

- **Discussion Threads:** Discussions within this course may incorporate a variety of materials, including prepared resources such as journal articles, textbook readings, mini-cases, problems, videos, and other relevant sources. It is essential that students' discussion thread postings reflect understanding and comprehension of the assigned readings and/or related discussion activities. Additionally, these

postings should demonstrate the ability to synthesize concepts effectively through well-written, college-level responses.

- **Assignments:** Chapter questions and/or other questions on provided materials are required to be turned in timely. Both the content and the quality of writing, including grammar, spelling, and organization, will be given equal weight in the grading process. Please refer to the policy on assignments for further details.
- **Quizzes:** At the faculty's discretion, there could be up to three quizzes throughout the semester. In lieu or in addition to quizzes, a special assignment/project may be assigned.
- **Tests:** There will be a midterm and a cumulative final.

### **Policy on Assignments and/or Thread Discussions**

- All assignments and/or thread discussions will be posted in Canvas a week before it is due. **All assignments must be completed and submitted by the due date noted in Canvas.**
- Late assignments and/or thread discussions (after the due date) will receive a 50% grade deduction. **Note: Assignments and/or Thread Discussions will only be open for two weeks from when it is posted. If the assignment is no longer open in Canvas, it will no longer be accepted, and you will receive a grade of "0".**
- Assignments and/or discussion threads submitted through the comment box will not be accepted. No exceptions.
- An assignment may be accepted beyond the designated submission period only if the two conditions are met: there is a valid university-approved reason, and the student can provide legitimate supporting documentation for the missed assignment.
- As this course is conducted online, active participation in all class thread discussions is expected from students. Your contributions are essential in facilitating the learning and understanding of the topics being discussed. It is important to note that a lack of substantial participation will be considered when determining your final grade.

### **Policy on Make-up Exams**

If, for a university approved reason, you cannot take a quiz or an exam at the scheduled time you must give me written notice, via email, at least one week in advance so that other arrangements can be made. If the situation does not allow for advance notification (for example, emergency hospitalization, etc.), contact me as soon as possible after a missed exam. Make-up exams for non-university approved reasons are not guaranteed. The professor reserves the right to request written documentation to support your absence (such as a doctor's note, an obituary, or military orders).

### **Extra Credit Assignments**

In this course, extra credit assignments will not be assigned. However, extra credit opportunities will be available in discussion threads, quizzes, and exams, particularly during the first half of the semester. It is strongly recommended that each student takes advantage of these opportunities.

### **Responsibility for Learning**

It is your responsibility to actively engage in your own learning. The material covered in the textbook will serve as the fundamental basis for the course, so it is crucial that you read the assigned chapters, complete the homework questions, and other assigned practice materials. I will present new material, facilitate understanding through questions and examples, and encourage your active participation in discussions. By reading all assigned material before class, completing assignments on time, actively participating in discussions, and seeking prompt assistance when needed, you will enhance your understanding of concepts and perform well in exams and throughout the course.

### **How to Succeed in this Class:**

The material presented in class provides the essential backbone of the course. You are expected to:

- Know the CANVAS platform.
- Technical issues need to be addressed immediately. Do not wait a day, week, or until the end of the term to tell me that you were unable submit assignments in CANVAS, did not get announcements, or could not see an exam.
- **Time commitment.** To be successful in this course, you should plan to dedicate approximately 6-8 hours per week. I suggest you pick a time that works and dedicate that time slot every week.
  - Read all text material assigned for each class
  - Follow instructions in all assignments
    - If I give you a certain word count, then you must follow that word count. If you must post twice to a thread, do so or lose points.
    - Make sure you proofread your assignments. I will pay a lot of attention to your capability and ability to write.
    - Keep up with the class.
- PowerPoints/lectures will serve as a guide for key concepts.
- Check your email regularly.
- Ensure proactive communication. Consult with me immediately when you need help.

### **Syllabus**

While every attempt is made to include all course information on this syllabus, some change may be necessary during the semester, and those changes will be announced in Canvas and via email. All students are responsible for abiding by the terms contained in this syllabus.

### **Grading Policy (total of 100 points):**

- |  |            |
|--|------------|
| • <b>Participation (Discussion Threads):</b> | <b>10%</b> |
| • <b>Assignments:</b>                        | <b>15%</b> |
| • <b>Quizzes:</b>                            | <b>20%</b> |
| • <b>Midterm:</b>                            | <b>25%</b> |
| • <b>Final:</b>                              | <b>30%</b> |

Throughout the semester, the Canvas grade book will not be accurate as it will only give you your grade at a point in time. It does not account for the weight of future assignments and exams. Contact me if you have question on your grade progress at any point in time during the course.

### **Incompletes**

"Incompletes" will only be given through prior consultation, under extreme circumstances, and when completion of the course requirements in question would substantially improve your grade. In the rare event when an "incomplete" is given, you must submit all the agreed-upon work to me by the Rutgers registrar deadline to avoid the "incomplete" converting to an "F": <https://registrar.camden.rutgers.edu/gradeinstruction#incomplete>.

### **Grading Scale:**

Final grade is awarded based on the following. No exceptions.

- |    |              |
|----|--------------|
| A  | 90-100 pts   |
| B+ | 85-89.9 pts  |
| B  | 80-84.9 pts  |
| C+ | 75-79.9 pts  |
| C  | 70-74.9 pts  |
| D  | 60-69.9 pts  |
| F  | under 60 pts |

**CORPORATE SOCIAL RESPONSIBILITY: ETHICS & SUSTAINABILITY**  
**SPRING 2025**  
***(Subject to change)***

WEEK	DATE	TOPIC OF LECTURE	READING: <u>(ALL readings are due before the following class)</u>	QUIZZES, ASSIGNMENTS & DISCUSSION THREADS	Quizzes / Assignments / Discussion Threads <u>Due Dates (11:59 PM, EST)</u>
0	1/16/25		Reading: Syllabus, Chapters 1 & 2		1/22/25
1	1/23/25	The Importance of Business Ethics Stakeholder Relationships, Social Responsibility, and Corporate Governance	Reading: Chapters 3	Discussion Thread: Class Introductions	1/29/25
2	1/30/25	Sustainability - Ethical & Social Responsibility Dimensions	Reading: Chapter 4	<b>QUIZ 1: Syllabus &amp; Chs. 1 &amp; 2</b> Discussion Thread: See Week 2 Module	2/5/25
3	2/6/25	The Institutionalization of Business Ethics	Reading: Chapter 5	Discussion Thread: See Week 3 Module	2/12/25
4	2/13/25	Emerging Business Ethics Issues	Reading: Chapter 12	<b>QUIZ 2: Chs. 3 &amp; 4</b> Discussion Thread: See Week 4 Module	2/19/25
5	2/20/25	Technology: Ethics and Social Responsibility Issues		<b>Assignment 1</b>	2/26/25
6	2/27/25	<b>Review for Midterm</b>			3/5/25
7	3/6/25	<b>MIDTERM Due March 13, 2025 @ 11:59 PM, EST (Chapters 1-5, &amp; 12)</b>	Reading: Chapter 6	<b>MIDTERM Due March 13, 2025 @ 11:59 PM, EST (Chapters 1-5, &amp; 12)</b>	3/12/25
8	3/13/25	Ethical Decision Making	Reading: Chapter 7	Discussion Thread: See Week 9 Module	3/26/25
9	3/20/25	<b>Spring Break - No Class (March 15 - 23, 2025)</b>			3/26/25
10	3/27/25	Individual Factors: Moral Philosophies & Values	Reading: Chapter 8	Discussion Thread: See Week 10 Module	4/2/25
11	4/3/25	Organizational Factors: Role of Ethical Culture & Relationships	Reading: Chapter 9	<b>QUIZ 3: Chs. 6, &amp; 7</b> Discussion Thread: See Week 11 Module	4/9/25
12	4/10/25	Developing, Managing & Controlling an Effective Ethics Program	Reading: Chapter 10	Discussion Thread: See Week 12 Module	4/16/25
13	4/17/25	Globalization of Ethical Decision Making	Reading: Chapter 11	<b>Assignment 2</b>	4/23/25
14	4/24/25	Ethical Leadership		Discussion Thread: See Week 14 Module	4/30/25
15	5/1/25	<b>Review for Final Exam; Last Day of Class</b>			5/1/25 **
16	5/8/25	<b>FINAL Due Thursday, May 8, 2025 @ 11:59 PM, EST (Cumulative)</b>			

**\*\* Note:** The last day for any assignment will be on Thursday, May 1, 2025, 11:59 PM EST. No exceptions.  
(Late submissions will only be accepted if an exemption occurs as noted above.)



**Key SPRING 2025 Dates:**

Spring 2025 classes begin  
Last day to add a class  
Last day to drop a class without a "W"  
Last day to withdraw with a "W"  
Last day of classes  
Final Exam period

Tuesday, January 21<sup>st</sup>  
Thursday, January 30<sup>th</sup>  
Thursday, January 30<sup>th</sup>  
Wednesday, April 21<sup>st</sup>  
Monday, May 5<sup>th</sup>  
Thursday, May 8<sup>th</sup> – Wednesday, May 14<sup>th</sup>