1. General Information

1a. Submitted by the College of: BUSINESS AND ECONOMICS

   Date Submitted: 12/11/2013

1b. Department/Division: B&E Graduate Center

1c. Contact Person

   Name: Steven Skinner

   Email: steve.skinner@uky.edu

   Phone: 257-1543

   Responsible Faculty ID (if different from Contact)

   Name:

   Email:

   Phone:

1d. Requested Effective Date: Semester following approval

1e. Should this course be a UK Core Course?   No

2. Designation and Description of Proposed Course

2a. Will this course also be offered through Distance Learning?:   No

2b. Prefix and Number: EMBA 650

2c. Full Title: Special Topics in Bus Admin: (Subtitle Required)

2d. Transcript Title:

2e. Cross-listing:

2f. Meeting Patterns

   LECTURE: 2

2g. Grading System: Graduate School Grade Scale

2h. Number of credit hours: 2

2i. Is this course repeatable for additional credit?   Yes

   If Yes: Maximum number of credit hours: 6

   If Yes: Will this course allow multiple registrations during the same semester?   Yes

2j. Course Description for Bulletin: This course is designed to illuminate current topics of special interest to executives in today's organizations. May be repeated a maximum of 6 credit hours when taken under separate subtitles.

2k. Prerequisites, if any: Admission to the joint EMBA program.

2l. Supplementary Teaching Component:

3. Will this course taught off campus?   Yes

    If YES, enter the off campus address: Possibly at the University of Louisville

4. Frequency of Course Offering: Summer,

    Will the course be offered every year?:   Yes

    If No, explain:

5. Are facilities and personnel necessary for the proposed new course available?:   Yes

    If No, explain:

6. What enrollment (per section per semester) may reasonably be expected?:   40

7. Anticipated Student Demand

     Will this course serve students primarily within the degree program?:   Yes

    Will it be of interest to a significant number of students outside the degree pgm?:   No

    If Yes, explain: [var7InterestExplain]

8. Check the category most applicable to this course: Traditional – Offered in Corresponding Departments at Universities Elsewhere,

    If No, explain:

9. Course Relationship to Program(s).

    a. Is this course part of a proposed new program?:   Yes

    If YES, name the proposed new program: Joint Executive MBA Program with the University of Louisville

    b. Will this course be a new requirement for ANY program?:   No

    If YES, list affected programs:

10. Information to be Placed on Syllabus.

     a. Is the course 400G or 500?:   No

    b. The syllabus, including course description, student learning outcomes, and grading policies (and 400G-/500-level grading differentiation if applicable, from **10.a** above) are attached: Yes

Distance Learning Form

Instructor Name:

Instructor Email:

Internet/Web-based: No

Interactive Video: No

Hybrid: No   3

1.How does this course provide for timely and appropriate interaction between students and faculty and among students? Does the course syllabus conform to University Senate Syllabus Guidelines, specifically the Distance Learning Considerations?

2.How do you ensure that the experience for a DL student is comparable to that of a classroom-based student's experience? Aspects to explore: textbooks, course goals, assessment of student learning outcomes, etc.

3.How is the integrity of student work ensured? Please speak to aspects such as password-protected course portals, proctors for exams at interactive video sites; academic offense policy; etc.

4.Will offering this course via DL result in at least 25% or at least 50% (based on total credit hours required for completion) of a degree program being offered via any form of DL, as defined above?

If yes, which percentage, and which program(s)?

5.How are students taking the course via DL assured of equivalent access to student services, similar to that of a student taking the class in a traditional classroom setting?

6.How do course requirements ensure that students make appropriate use of learning resources?

7.Please explain specifically how access is provided to laboratories, facilities, and equipment appropriate to the course or program.

8.How are students informed of procedures for resolving technical complaints? Does the syllabus list the entities available to offer technical help with the delivery and/or receipt of the course, such as the Information Technology Customer Service Center (http://www.uky.edu/UKIT/)?

9.Will the course be delivered via services available through the Distance Learning Program (DLP) and the Academic Technology Group (ATL)?   NO

If no, explain how student enrolled in DL courses are able to use the technology employed, as well as how students will be provided with assistance in using said technology.

10.Does the syllabus contain all the required components?   NO

11.I, the instructor of record, have read and understood all of the university-level statements regarding DL.

   Instructor Name:

   SIGNATURE|MKT210|Steven J Skinner|EMBA 650 NEW College Review|20131211

   SIGNATURE|ZNNIKO0|Roshan N Nikou|EMBA 650 NEW Graduate Council Review|20140107

EMBA 650

Special Topics in Business Administration
(subtitle required)

Course Description

This course is designed to illuminate current topics of special interest to executives in today's organizations. May be repeated a maximum of 6 credit hours when taken under separate subtitles.

A SAMPLE SYLLABUS FOR EMBA 650 IS ATTACHED

EMBA 650 SPECIAL TOPICS in BUSINESS ADMINISTRATION:
Business Ethics and Social Responsibility

Instructor: Steven Skinner
Office: 235C Gatton
Phone: 257-1543
Email: steve.skinner@uky.edu
Office hours: Before and after class and by appointment

Course Description:

The purpose of this course is to help students improve their ability to make ethical decisions in business by providing them with a framework that they can use to identify, analyze, and resolve ethical issues in business decision making. In addition to individual decision making, business ethics and social responsibility are important parts of a firm's business strategy. Every day news headlines highlight the most recent business ethics scandals and dilemmas. The globalization of business along with greater advances in technology has increased the complexity of ethical decision making in business. An understanding of business ethics has thus become a crucial element in the organizational environment. Issues such as conflicts between personal values and organizational goals; the role of sustainability in business strategy; and the importance of stakeholder relationships, corporate governance, and the development of ethics programs and an ethical culture in an organization will be discussed.

Learning Outcomes:

After completing this course students will be able to:

*   Demonstrate how ethics can be incorporated into key business decisions
*   Identify common ethical issues in business
*   Analyze how businesspeople make ethical decisions and handle ethical issues
*   Describe specific measures companies can take to build effective ethics programs
*   Identify major global ethics issues taking place in international business
*   Illustrate how firms evaluate social responsibility activities.
*   Explain the importance of fostering sustainability efforts and integrating a "green" mission into corporate strategy.

Requires Materials:

Ferrell, Fraedrich, and Ferrell, *Business Ethics: Ethical Decision Making and Cases*, 9e. (Mason, Ohio: South-Western Cengage Learning) ISBN-13: 978-1-111-82516-5; Dahlstrom, *Green Marketing Management*, (Mason Ohio: South-Western Cengage Learning) ISBN-13: 978-0-324-78914-0.

Additional Resources:

Additional readings from journals and periodicals may be assigned during the course.

The Daniels Fund Ethics Initiative is a five year program funded by a grant provided through the Daniels Fund. The grant was awarded to a consortium of schools in New Mexico, Wyoming, Colorado, and Utah to develop business ethics teaching materials, allow for the development and integration of business ethics education throughout schools, provide workshops and programs on teaching business ethics, and create competitions and recognition events for principle-based ethical leadership and practice. As part of

this endeavor, the University of New Mexico has created a Daniels Fund Ethics Initiative website that includes additional resources educators can use in their classrooms. Resources on the website include case studies, debate issues, podcasts on recent business ethics incidents, interviews with top business ethics scholars, and more. The website can be accessed through http://danielsethics.mgt.unm.edu. All videos for the class can be accessed through the Daniels website.

Class Format:

This course provides an opportunity to explore new insights into key ethics issues in business. The class requires student participation and attendance for success. You will be given the opportunity to develop business ethics projects. You will have a textbook chapter or case for background frameworks, but will need to apply this framework to business ethics issues. The class will consist of mini-lectures, student presentations, discussion, debates, cases, and videos. **Class attendance is required.**

Grading:

Business Ethics Case Project		100	25%
Point/Counterpoint Presentation		100	25%
Participation, Professionalism, & Attendance		100	25%
Final Exam		100	25%
Total			
	400	100%	

Grading Scale:

90-100% A; 80-Below 90% B; 70- Below 80% C; Below 70% E

Course Activities:

Business Ethics Case Project: Each student, as a member of a 4-person team, will write a case and make a presentation about an ethical or social responsibility dilemma currently facing an organization. You can use the cases on the Daniels website or cases in the text as examples for your own cases. Details will be discussed.

Point/Counterpoint Presentation: Each 4-person team will present a point/counterpoint of an ethical or social responsibility issue; topics will be provided. You will conduct research on your topic and present both sides of the issue. The purpose of the exercise is to emphasize that most issues in business ethics can be viewed from different perspectives. In other words, there are usually two possible sides, and each perspective can be defended based on some evidence or logic. Details will be discussed.

Participation, Professionalism, and Attendance: Class participation is an important element of this course. Learning depends heavily upon thorough lively participation. The primary emphasis should be on quality participation, as reflected in careful reading of assigned material, thoughtful reflection, and clear concise comments. One cannot make such comments without attending class. While attendance alone is NOT participation, there is no way to make up "missed" participation opportunities! You are responsible for material from missed classes. Your participation grade will drop 10 points for each absence.

Final Exam: There will be one exam, the final, covering all material and class discussions, during the scheduled exam period.

Course Schedule*

Date	Topic	Assignment
	Introduction and Overview Speaker: Mr. Nate Morris, Co-Founder and CEO Rubicon Global, "Waste and Recycling: The Starting Point to Corporate Social Responsibility"	FFF Ch. 1-2 Review Rubicon Global Web Site
	Institutionalization of Business Ethics Reading 1** Case 15***	FFF Ch. 3-4
	Point/Counterpoint Presentations	FFF Ch. 5-7
	Business Ethics in a Global Economy Speaker: T. Lynn Williamson, JD Reading 2 Case 7	FFF Ch. 8-10
	Introduction to Sustainability Speaker: Professor Robert Dahlstrom Reading 3 Case 4	D Ch. 1-4
	Business Ethics Case Presentations	D Ch. 5-10
	Social Responsibility and the Profit Imperative Sustainable Marketing Strategies Readings 4 and 5 Case 3	D Ch. 11-15
	Sustainability andInnovation Reading 6 Case 20	
	Final Exam	

*The schedule may be changed to accommodate guest speakers, events, or at the discretion of the instructor. All changes will be announced in advance during class.

** Reading list on the following page

*** All cases are in Ferrell, Fraedrich, and Ferrell

Reading List

1. Seevers, Skinner, and Kelley, "A Social Network Perspective on Sales Force Ethics," *Journal of Personal Selling & Sales Force Management* (Fall 2007), pp. 341-353.

2. Bazerman and Tenbrunsel, "Ethical Breakdowns," *Harvard Business Review* April 2011), pp. 58-66.

3. Lubin and Esty, "The Sustainability Imperative," *Harvard Business Review.*(May 2010), pp. 42-50.

4. Friedman, Milton, "The Social Responsibility of Business is to Increase its Profits," *The New York Times Magazine,* 1070.

5. Unruh and Ettenson, "Growing Green," *Harvard Business Review* (June 2010), pp. 94-100.

6. Esty and Charnovitz, "Green Rules to Drive Innovation," *Harvard Business Review* (March 2012), pp. 120-123.

Course Policies

Submission of Assignments
Explicit instructions will be given when each assignment is handed out.

Attendance Policy
Given the nature of this program, it is hard to imagine that anyone would ever miss class except for a very good reason. As noted previously, participation, professionalism, and attendance count 25% of the final grade.

Makeup Policy
Makeup quizzes and exams will only be given if there is an excused absence. If it is possible, you must notify me before the quiz/exam date.

Excused Absences
Students need to notify the professor of absences prior to class when possible. S.R. 5.2.4.2 defines the following as acceptable reasons for excused absences: (a) serious illness, (b) illness or death of family member, (c) University-related trips, (d) major religious holidays, and (e) other circumstances found to fit "reasonable cause for nonattendance" by the professor.

Students anticipating an absence for a major religious holiday are responsible for notifying the instructor in writing of anticipated absences due to their observance of such holidays no later than the last day in the semester to add a class. Information regarding dates of major religious holidays may be obtained through the religious liaison, Mr. Jake Karnes (859-257-2754).

Students are expected to withdraw from the class if more than 20% of the classes scheduled for the semester are missed (excused or unexcused) per university policy.

Verification of Absences
Students may be asked to verify their absences in order for them to be considered excused. Senate Rule 5.2.4.2 states that faculty have the right to request "appropriate verification" when

students claim an excused absence because of illness or death in the family. Appropriate notification of absences due to university-related trips is required prior to the absence.

Academic Integrity

Per university policy, students shall not plagiarize, cheat, or falsify or misuse academic records. Students are expected to adhere to University policy on cheating and plagiarism in all courses. The minimum penalty for a first offense is a zero on the assignment on which the offense occurred. If the offense is considered severe or the student has other academic offenses on their record, more serious penalties, up to suspension from the university may be imposed.

Plagiarism and cheating are serious breaches of academic conduct. Each student is advised to become familiar with the various forms of academic dishonesty as explained in the Code of Student Rights and Responsibilities. Complete information can be found at the following website: http://www.uky.edu/Ombud. A plea of ignorance is not acceptable as a defense against the charge of academic dishonesty. It is important that you review this information as all ideas borrowed from others need to be properly credited.

Part II of *Student Rights and Responsibilities* (available online http://www.uky.edu/StudentAffairs/Code/part2.html) states that all academic work, written or otherwise, submitted by students to their instructors or other academic supervisors, is expected to be the result of their own thought, research, or self-expression. In cases where students feel unsure about the question of plagiarism involving their own work, they are obliged to consult their instructors on the matter before submission.

When students submit work purporting to be their own, but which in any way borrows ideas, organization, wording or anything else from another source without appropriate acknowledgement of the fact, the students are guilty of plagiarism. Plagiarism includes reproducing someone else's work, whether it be a published article, chapter of a book, a paper from a friend or some file, or something similar to this. Plagiarism also includes the practice of employing or allowing another person to alter or revise the work which a student submits as his/her own, whoever that other person may be.

Students may discuss assignments among themselves or with an instructor or tutor, but when the actual work is done, it must be done by the student, and the student alone. When a student's assignment involves research in outside sources of information, the student must carefully acknowledge exactly what, where and how he/she employed them. If the words of someone else are used, the student must put quotation marks around the passage in question and add an appropriate indication of its origin. Making simple changes while leaving the organization, content and phraseology intact is plagiaristic. However, nothing in these Rules shall apply to those ideas which are so generally and freely circulated as to be a part of the public domain (Section 6.3.1).

Please note: Any assignment you turn in may be submitted to an electronic database to check for plagiarism.

Accommodations Due to Disability

If you have a documented disability that requires academic accommodations, please see me as soon as possible during scheduled office hours. In order to receive accommodations in this course, you must provide me with a Letter of Accommodation from the Disability Resource Center (Room 2, Alumni Gym, 257-2754, email address: jkarnes@email.uky.edu) for coordination of campus disability services available to students with disabilities.