



SMU-in-Taos:

MNO 3375/

CFB 3375

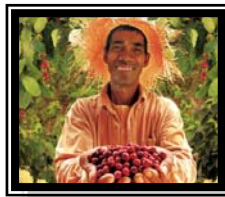
August 5-22, 2013

MNO 3375 or CFB 3375 Corporate Social Responsibility

**Approved for Embry Human
Rights major/minor**

**Dr. Robert Rasberry
Cox Management Professor
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**For Registration and Information
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Course Description:

Corporate responsible companies care for all their stakeholders, strive for a higher purpose than merely maximizing profits, and have leaders who are ethical examples. *Learning objectives* for this course include: Identifying core values of leaders and companies; Using moral and ethical principles to make ethical decisions; Supporting basic human rights; Going beyond the law in both governance and transparency; and Learning to build moral courage and integrity.

Course Topics:

–Bribery –Corporate Governance –Stakeholder Value –Moral Courage-Profit Maximization –Conscious Capitalism –Socially Responsible Investing-Voicing values –Whistle Blowing –NGO Roles –Basic Human Rights –Fraud –Sweat Shops –Fair Trade –Crisis Management –CEO Compensation –Philanthropy –Ethical Consumerism –Micro Financing –Sustainability –Supply Chain Audits –Foreign Corrupt Practices –Role of Regulatory Agencies

Sample Cases:

–Towering Inferno –Exonerated Prisoners –Malden Mills –Parable of the Sadhu-Bad Medicine –Debate over the Atomic Bomb –59 Story Crisis –Massey Energy –Faulty Product Recalls –Japan's Nuclear Meltdown –Cooking the Books –Fortune at the Bottom of the Population Pyramid –The Lobbyist's Playbook-The Deep Water Blowout –Starbucks vs. NGOs –Nike's Labor Practices

-Guest Speakers and Field Trip to home of the Manhattan Project

Prerequisites: For Cox School of Business majors: MNO 3370: Management

For Non-Cox Majors: 6 credit hours of ANY combination of social science courses from human rights, sociology, psychology, anthropology, or political science; AND completion of the sophomore year.