

BUSINESS AND PROFESSIONAL ETHICS

SYLLABUS

Summer 2012

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Office Location and Hours:
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By Appointment

A. TEXT

BUSINESS ETHICS NOW, Ghillyer

B. COURSE DESCRIPTION

MGMT 3510 – Business and Professional Ethics (2 Credits)

Examinations of selected ethical issues in business and technology, e.g., justice, corporate responsibility, preferential treatment, advertising practices, environmental responsibility, confidentiality and privacy, and government regulation. Prerequisite: Acceptance into a baccalaureate program or permission from an upper-division advisor.

C. COURSE OBJECTIVES

Chapter 1 – Understanding Ethics

1. Define ethics.
2. Explain the role of values in ethical decision-making.
3. Understand opposing moral philosophies and their limitations.
4. Discuss *ethical relativism*.
5. Explain an *ethical dilemma*.
6. Explain why the law is not enough.
7. Discuss the key decisions in business decision making.
8. Understand Kohlberg's Stages of Ethical Reasoning

Chapter 2 – Defining Business Ethics

1. Define the term *business ethics*.
2. Identify an organization's stakeholders.
3. Summarize the Pinto and Tylenol cases.
4. Define a code of ethics.
5. Explain the term corporate governance and its major issue in ethics.
6. Indicate how executive compensation is a problem in corporate America.
7. List and implement the problem solving technique in solving an ethical dilemma.

Chapter 3 – Organizational Ethics

1. Define Organizational Ethics.
2. Explain the respective ethical challenges facing the functional departments of an organization.
3. Discuss the position that HR should be at the center of any corporate code of ethics.
4. Discuss Milton Friedman's approach of profit maximization (stakeholder v stockholder model).
5. Determine potential conflicts of interest within any organizational function.
6. Differentiate between a planned and mixed economy.
7. Explain the causes of unethical behavior in business.
8. Describe how WalMart has dealt with ethical challenges.
9. Describe the outcomes of the *Dodge v Ford* and *A.P. Smith v Barlow* Cases.

Chapter 4 - Corporate Social Responsibility

1. Describe and explain *corporate social responsibility* (CSR).
2. Define the term transparency in a business setting.
3. Describe the triple bottom line.
4. Differentiate between civil law and criminal law.
5. Explain how ethics disputes are generally resolved through lawsuits.
6. Explain the Sarbanes-Oxley Act.
7. Discuss the Consumer Movement and its Effect on Marketing (Ralph Nader)

Chapter 5 – Corporate Governance

1. Explain the term *corporate governance*.
Describe the governance methodologies of comply and explain and comply or else.
2. Understand the responsibilities of the Board of Directors.
3. Explain the responsibilities of the major governance committees.
4. Identify an appropriate corporate governance model for an organization.
5. Describe how Enron employees violated several ethical and legal issues in running their company.

Chapter 6 – The Role of Government

1. Identify the five key pieces of U.S. legislation designed to discourage, if not prevent, illegal conduct within organizations.
2. Understand the purpose and significance of the Foreign Corrupt Practices Act (FCPA).
3. Categorize the six key principles of the Defense Industry Initiatives (DII).
4. Calculate monetary fines under the three-step process of the U.S. Federal Sentencing Guidelines for Organizations (FSGO).
5. Compare and contrast the relative advantages and disadvantages of the Sarbanes-Oxley Act (SOX).

6. The Revised Federal Sentencing Guidelines.
7. Explain the key provisions of the Dodd-Frank Wall Street Reform Bill.

Chapter 7 – Blowing the Whistle

1. Explain the term *whistle-blower*.
2. Explain the difference between internal and external whistle-blowing.
3. Understand the different motivations of a whistle-blower.
4. Evaluate the possible consequences of ignoring the concerns of a whistle-blower.
5. Recommend how to build internal policies to address the needs of whistle-blowers.
6. Analyze the possible risks involved in becoming a whistle-blower.
7. Identify several key whistle-blowers (Silkwood, Watkins, Rowley, Cooper & Wigand).

Chapter 8 – Ethics and Technology

1. Evaluate the ethical ramifications of recent technological advances.
2. Explain the employer view of privacy at work.
3. Explain the employee view of privacy at work.
4. Distinguish between thin and thick consent.

Chapter 9 – Ethics and Globalization

1. Understand the ethical issues arising in global business.
2. Explain the issue of ethical relativism in a global environment.
3. Compare the ethical challenges in doing business in developing and developed economies.
4. Explain the challenges in developing a global code of ethics.
5. Analyze the ramifications of the UN Global Compact.
6. Explain the OECD Guidelines for Multinational Enterprises.

Chapter 10 – Making It Stick: Doing What’s Right in a Competitive Market

1. Develop the key components of an ethics policy.
2. Understand the key components of a job description for an ethics officer.
3. Reward ethical behavior within your department/organization.
4. Promote your organization’s ethics policy to your stakeholders.
5. Monitor ethical behavior in your department/organization.
6. Understand the difference between *reactive* and *proactive* ethical policies.
7. Explain how Wall Street and others violated America’s trust in dealing with the housing market.

D. CLASS HOURS

Management 3510 meets Tuesday, Wednesday, and Thursday 11:00-12:50

E. GRADES

Grades will be based on the percentage of total points that the student earns.

1. Exams	60%		
2. Cases	20%		
3. Paper & Oral Presentation	<u>20%</u>		
	100%		
A	93.0 - 100%	C	73.0 - 76.9%
A-	90.0 - 92.9%	C-	70 - 72.9%
B+	87.0 - 89.9%	D+	67.0 - 69.9%
B	83.0 - 86.9%	D	63 - 66.9%
B-	80.0 - 82.9%	D-	60.0 - 62.9%
C+	77.0 - 79.9%	F	Below 60%

F. EXAMINATIONS

Four examinations are given in Business Professional Ethics. Individuals taking a late exam will be graded on a more difficult scheme:

Late Exam Grading Scheme:

95% - 100%	= A
90% - 94%	= B
85% - 89%	= C
80% - 84%	= D
79% or below	= F

Extra credit will be awarded for attendance at the Business Forums

G. PAPER AND ORAL PRESENTATIONS

Paper: The scholarly paper will be based on the topic that is assigned to your group. It must show that you have a fair amount of research in a variety of print and online sources. If the topic is fairly broad, you may wish to focus on a limited aspect of the topic. Some class time will be dedicated for work on your paper.

Structure and length: The paper should have 4 essential parts: first, describe the company that you are researching; second, explain the ethical issues related to the topic; third, explain how the ethical issues we have been studying might apply as guidelines in knowing how to respond to issues; finally, describe your own perspective on the issues you have described.

The paper should be about 6-8 pages in length. It will be judged on the content, that is, the evidence that you have researched and thought carefully about the ethical issues and principles involved with the topic. The paper will also be judged on the rubric for assessing business cases (see attached).

Research Style: You should use the method as prescribed in class for citation of sources. As someone who is seeking a professional degree and profession, you must keep in mind that writing assignments should reflect a degree of professionalism and accuracy beyond that required of lower division

students. Review the Academic Dishonesty Policy for a reminder about what constitutes plagiarism and its consequences.

Oral Presentations

Group oral presentations will occur at the end of the summer session. Each group will take approximately 15 minutes to discuss their findings from their scholarly paper and have 5 minutes for questions.

H. CASES

Three cases will be assigned to apply theory and critical thinking skills relative to the objectives of the course. Cases will not be accepted late and the case must be ready to turn in at the beginning of the class period. Cases should be 1-2 pages in length. If you are not going to be in class, please turn your case in early. Cases will be evaluated according to **the rubric for assessing a business case.**

ETHICS
GRADING SHEET

NAME _____

EXAMS

1. _____
2. _____
3. _____
4. _____

TOTAL _____/4= _____ X6= _____

CASES

1. _____
2. _____
3. _____

TOTAL _____/3= _____ X2= _____

PAPER

1. _____/1= _____ X1= _____

TOTAL POINTS _____

FINAL GRADE _____