

BUSINESS PROFESSIONAL ETHICS
SYLLABUS

Summer 2011

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By Appointment

A. TEXT

BUSINESS ETHICS: A REAL WORLD APPROACH, 2ND Edition, 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 ethical theories and their limitations.
4. Discuss *ethical relativism*.
5. Explain an *ethical dilemma*.
6. Apply a process for resolving an ethical dilemma.

Chapter 2 – Defining Business Ethics

1. Define the term *business ethics*.
2. Identify an organization's stakeholders.
3. Discuss the position that *business ethics* is an oxymoron.
4. Identify an ethical dilemma in your work environment.
5. Propose a resolution for an ethical dilemma in your work environment.

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. Explain the potential ethical challenges presented by generally accepted accounting principles (GAAP).
5. Determine potential conflicts of interest within any organizational function.
6. Discuss how and why an organization's ethical culture can get off track.

Chapter 4 - Corporate Social Responsibility

1. Describe and explain *corporate social responsibility* (CSR).
2. Distinguish between *instrumental* and *social contract* approaches to corporate management.
3. Summarize the five driving forces behind CSR.
4. Distinguish between the three types of CSR.
5. Understand the challenges of a CSTR initiative.
6. Apply the key components of a successful CSR initiative.

Chapter 5 – Corporate Governance

1. Explain the term *corporate governance*.
2. Explain the respective roles of the Chief Executive Officer (CEO), Chief Financial Officer (CFO), and Chief Executive Officer (COO).
3. Understand the responsibilities of the Board of Directors.
4. Explain the responsibilities of the major governance committees.
5. Identify an appropriate corporate governance model for an organization.

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).

Chapter 7 – Blowing the Whistle

1. Explain the term *whistle-blower*.
2. Explain the difference between internal and external whistle-blowing.
3. Understand the difference 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 to oneself in becoming a whistle-blower.

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.
5. Analyze an organization's employee-surveillance capabilities.
6. Discuss the future of corporate surveillance for employees.

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.

D. CLASS HOURS

Management 3510 meets T/W/R 11:00-12:50

E. GRADES

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

1. Exams	50%
2. Cases	20%
3. Paper & Oral Presentation	<u>30%</u>
	100%

F. EXAMINATIONS

Four examinations are given in Business and 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

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.

Structure and length: The paper should have 3 essential parts: first, explain the ethical issues related to the topic you have been researching; second, explain how the ethical theories we have been studying might apply as guidelines in knowing how to respond to the issues; finally, describe your own perspective on the issues you have described.

The paper should be about 4-8 pages in length. It will be judged by 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 by the organization and clarity of the essay, by the correctness of the style used, and by the correctness of the diction, punctuation, grammar, etc.

Research style: You should use either the MLA or APA style guide for the citations of sources. If you need a review of those styles, visit the Dixie State College Online Writing Lab at <http://dsc.dixie.edu/owl/>. 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. Errors in punctuation, spelling, grammar, or style will earn a lowered grade. Late papers will be marked down at least one grade. Those that are one week late will fail. Review the Academic Discipline 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 10 minutes to discuss their findings from their scholarly paper.

H. CASES

Three cases will be assigned to apply theory and critical thinking skills relative to the objectives of the course. Please review the grammar requirements in section G. **Cases will not be accepted late** and the case must be ready to turn in at the beginning of the class period. Cases need to be typed and be 1-2 pages.

Business Professional Ethics tentative schedule.

(Subject to change)

<u>Date</u>	<u>Chapter</u>	<u>Assignments</u>
May 17	1	Orientation, Read Chapter 1
May 18	2	Read Chapter 2
May 19	3	Read Chapter 3, Case # 1 Due Wal-Mart Video
May 24		Read Chapter 4
May 25	4	Exam Chapter 1-3
May 26	5	Read Chapter 5, Enron Video
May 31	6	Read Chapter 6, Case #2 Due
June 1		Exam Chapters 4-6
June 2	7	Read Chapter 7
June 7		Read Chapter 8
June 8		Exam Chapters 7-8
June 9	9	Read Chapter 9, Case #3 Due
June 14	10	Read Chapter 10, Scholarly Paper Presentations
June 15		Scholarly Paper Presentations,
June 16		Exam on Chapters 9-10