

Business Ethics (BMGT 1341)



Credit: 3 semester credit hours (3 hours lecture, 0 hour lab)

Prerequisite/Co-requisite: None

Course Description

Discussion of ethical issues, the development of a moral frame of reference, and the need for an awareness of social responsibility in management practices and business activities. Includes ethical corporate responsibility.

Required Textbook and Materials

1. *Annual Editions: Business Ethics 09/10*. 21st Edition.
 - a. ISBN number is 0073528498.

Course Objectives

Upon completion of this course, the student will be able to:

1. Define business ethics. (SCANS: F1, F2, F4, F10, F11, F12, F13, F15, F16, C10, C11, C12, C13, C16, C17)
2. Discuss the consequences of unethical business practices. (SCANS: F1, F2, F4, F5, F6, F7, F8, F9, F10, F11, F12, F13, F15, F16, C1, C2, C4, C7, C8, C9, C10, C11, C12, C13, C16, C17)
3. Describe reasoning for analyzing ethical dilemmas. (SCANS: F1, F2, F4, F8, F9, F10, F11, F12, F13, F15, F16, C1, C2, C4, C9, C10, C11, C12, C13, C16, C17)
4. Describe different ethical views. (SCANS: F1, F2, F4, F8, F9, F10, F11, F12, F13, F15, F16, C9, C10, C11, C12, C13, C16, C17)
5. Explain how business, government, and society function interactively. (SCANS: F1, F2, F4, F5, F6, F7, F8, F9, F10, F11, F12, F13, F15, F16, C1, C2, C4, C8, C10, C11, C12, C13, C16, C17)
6. Explain corporate social responsibility. (SCANS: F1, F2, F4, F9, F10, F11, F12, F13, F15, F16, C1, C2, C4, C7, C8, C9, C10, C11, C12, C13, C16, C17)
7. Discuss social and ethical threats emerging from rapid technological change. (SCANS: F1, F2, F4, F5, F6, F7, F8, F9, F10, F11, F12, F13, F15, F16, C9, C10, C11, C12, C13, C16, C17)

SCANS Skills and Competencies

Beginning in the late 1980's, the U.S. Department of Labor Secretary's Commission on Achieving Necessary Skills (SCANS) conducted extensive research and interviews with business owners, union leaders, supervisors, and laborers in a wide variety of work settings to determine what knowledge workers needed in order to perform well on a job. In 1991 the Commission announced its findings in *What Work Requires in Schools*. In its

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research, the Commission determined that “workplace know-how” consists of two elements: foundation skills and workplace competencies.

Course Outline

1. Ethics, Values, and Social Responsibility
 - a. Thinking Ethically: A Framework for Moral Decision Making
 - b. Create a Culture of Trust
 - c. Business Ethics: Back to Basics
 - d. Building an Ethical Framework
 - e. Ethical Leadership: Maintain an Ethical Culture
 - f. Truth or Consequences: The Organizational Importance of Honesty
 - g. How to Make Unethical Decisions
 - h. Best Resources for Corporate Social Responsibility
2. Ethical Issues and Dilemmas in the Workplace
 - a. Your Privacy for Sale
 - b. Are You Too Family Friendly?
 - c. Con Artists’ Old Tricks
 - d. Help! Somebody Save Our Files!: How to Handle and Prevent the Most Common Data Disasters
 - e. ID Thieves Find a Niche in Online Social Networks
 - f. Gender Issues
 - g. Hiring Older Workers
 - h. The War over Unconscious Bias
 - i. Reflecting on Downsizing: What Have Managers Learned?
 - j. Fear of Firing
 - k. Protecting the Whistleblower
 - l. Learning to Love Whistleblowers
 - m. On Witnessing a Fraud
 - n. His Most Trusted Employee Was a Thief
 - o. Erasing ‘Un’ from ‘Unemployable’
 - p. The Parable of the Sadhu
 - q. The Ethics of Edits: When a Crook Changes the Contract
3. Business and Society: Contemporary Ethical Social, and Environmental Issues
 - a. Trust in the Marketplace
 - b. Unethical Behavior Unreported
 - c. Congress Stops Playing Games with Toy Safety
 - d. Does It Pay to Be Good?
 - e. Women and the Labyrinth of Leadership
 - f. Avoiding Green Marketing Myopia: Ways to Improve Consumer Appeal for Environmentally Preferable Products
 - g. The New E-spying Threat
 - h. Global Diversity: The Next Frontier
 - i. Trouble in Toyland
 - j. Cracks in a Particularly Thick Glass Ceiling
 - k. How Barbie Is Making Business a Little Better
4. Ethics and Social Responsibility in the Marketplace
 - a. Is Marketing Ethics an Oxymoron?
 - b. Truth in Advertising: Rx Drug Ads Come of Age
 - c. Marketing, Consumers and Technology: Perspectives for Enhancing Ethical Transactions
 - d. Serving Unfair Customers
 - e. Dirty Deeds
 - f. Searching for the Top
 - g. A Word for Older Job-Seekers: Retail
 - h. Psssst! Have You Tasted This?
 - i. Swagland
5. Developing the Future Ethos and Social Responsibility of Business
 - a. Creating an Ethical Culture
 - b. Hiring Character
 - c. The True Measure of a CEO
 - d. Green Is Good

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Grade Scale

90 – 100	A
80 – 89	B
70 – 79	C
60 – 69	D
0 – 59	F

Course Evaluation

Final grades will be calculated according to the following criteria:

1. Exam #1	20%
2. Exam #2	20%
3. Exam #3	20%
4. Final Exam	20%
5. Group Presentation	5%
6. Group Self Grade	5%
7. BlackBoard Assignments	10%

Course Requirements

1. Weekly access to BlackBoard via Internet.
2. Preparation of Ethics Group Project.
3. Presentation of Ethics Group Project.
4. Monthly Ethics Current Events Article Abstract.
5. Participation in BlackBoard Discussion Board.
6. Weekly Reading Assignment.

Course Policies

1. A grade of 'C' or better must be earned in this course for credit toward degree requirement.
2. Proper classroom decorum must be maintained at all times.
3. No DISRUPTIONS will be tolerated and in this classroom, we will respect one another's right to learn.
4. No food, drinks, or use of tobacco products in class.
5. Cell phones, headphones, and any other electronic devices must be turned off while in class.
6. Do not bring children to class.

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7. Do not walk out of class early without talking to me before the class begins.
8. Academic Dishonesty will be dealt with most strictly - An automatic F for the semester, plus a report will be filed.
9. On exam day, all desks **MUST** be clear except for exam materials. All purses, backpacks, notebooks, etc. should be stored under the desks - including **CELL PHONES**.
10. No late assignments will be accepted.
11. Makeup exams will not be given, unless arranged for in advance. If you miss an exam (including the final) for any reason, without making arrangements with me prior to the exam, you will receive a zero on that exam.
12. Exams (including the final) will begin on time. If you are more than 5 minutes late for the exam, you will not be allowed to take it.
13. If you wish to drop a course, the student is responsible for initiating and completing the drop process. If you stop coming to class and fail to drop the course, you will earn an 'F' in the course.
14. Attendance is expected and required.
15. Additional class policies as defined by the individual course instructor.

Disabilities Statement

The Americans with Disabilities Act of 1992 and Section 504 of the Rehabilitation Act of 1973 are federal anti-discrimination statutes that provide comprehensive civil rights for persons with disabilities. Among other things, these statutes require that all students with documented disabilities be guaranteed a learning environment that provides for reasonable accommodations for their disabilities. If you believe you have a disability requiring an accommodation, please contact the Special Populations Coordinator at (409) 880-1737 or visit the office in Student Services, Cecil Beeson Building.

Course Schedule

Week of	Topic	Reference
Week 1	Course introduction and policies Thinking Ethically: A Framework for Moral Decision Making	pp. 2-4
Week 2	Create a Culture of Trust Business Ethics: Back to Basics Building an Ethical Framework	pp. 5-12
Week 3	Ethical Leadership: Maintain an Ethical Culture Truth or Consequences: The Organizational Importance of Honesty	pp. 13-27

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	How to Make Unethical Decisions Best Resources for Corporate Social Responsibility	
Week 4	Exam #1 Your Privacy for Sale Are You Too Family Friendly? Con Artists' Old Tricks	pp. 30-42
Week 5	Help! Somebody Save Our Files!: How to Handle and Prevent the Most Common Data Disasters ID Thieves Find a Niche in Online Social Networks Gender Issues Hiring Older Workers	pp. 43-51
Week 6	The War over Unconscious Bias Reflecting on Downsizing: What Have Managers Learned? Fear of Firing Protecting the Whistleblower	pp. 52-74
Week 7	Learning to Love Whistleblowers On Witnessing a Fraud His Most Trusted Employee Was a Thief Erasing 'Un' from 'Unemployable'	pp. 75-82
Week 8	The Parable of the Sadhu The Ethics of Edits: When a Crook Changes the Contract Exam #2	pp. 83-89
Week 9	Trust in the Marketplace Unethical Behavior Unreported Congress Stops Playing Games with Toy Safety Does It Pay to Be Good?	pp. 92-104
Week 10	Women and the Labyrinth of Leadership Green Marketing Myopia: Ways to Improve Consumer Appeal for Environmentally Preferable Products The New E-spionage Threat Global Diversity: The Next Frontier	pp. 105-132
Week 11	Trouble in Toyland Cracks in a Particularly Thick Glass Ceiling	pp. 133-139

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	How Barbie Is Making Business a Little Better	
Week 12	Exam #3 Is Marketing Ethics an Oxymoron? Truth in Advertising: Rx Drug Ads Come of Age	pp. 140-151
Week 13	Marketing, Consumers and Technology: Perspectives for Enhancing Ethical Transactions Serving Unfair Customers Dirty Deeds	pp. 152-164
Week 14	Searching for the Top A Word for Older Job-Seekers: Retail Psssst! Have You Tasted This?	pp. 167-176
Week 15	Swagland Creating an Ethical Culture Hiring Character The True Measure of a CEO	pp. 177-196
Week 16	Green Is Good Final Exam	pp. 197-200
