Course Description

Provides an introduction to business ethics. Part philosophy and part business, the course covers a diverse range of topics including the important ethical theories of relativism, Utilitarianism and deontology, among others. The concepts of moral decision making and predicting moral judgments are also explored. Additional course topics include ethics in employment, corporate social responsibility, fair businesses practices, corporate governance and legal compliance.

Course Textbook


Course Learning Objectives

Upon completion of this course, students should be able to:

1. Analyze the philosophical concept of ethics, its practical applicability to business and its distinction from the law.
2. Explore ethics in the context of relativism, psychological egoism, Utilitarianism, deontology, virtue ethics, pragmatism and Rawls’ original position theory.
3. Examine the factors that influence employee issues including the right to work, employment at will, due process and employee participation, health and safety issues, family responsibilities, and the right to privacy including substance abuse testing, credit and background checks.
4. Explore the professional ethics and responsibilities of intermediaries, managerial responsibilities and loyalty, and employee responsibilities to the community.
5. Compare differentiation and discrimination, and examine issues involving diversity and discrimination including the work environment of women, preferential policies, and diversity policies.
6. Examine the role of leadership in corporate culture, leadership styles and how they affect ethical decision making.
7. Examine ethics as it applies to the environment, animal rights, and sustainability.
8. Examine and compare four approaches to corporate social responsibility including the economic, philanthropic, social web and integrative models.
9. Analyze the ethical considerations governing advertising, sales, marketing, product placement and fair pricing as well as the responsibilities of the manufacturer including product liability and accountability.
10. Explore the role of corporate structure, corporate governance and legal compliance.

Credits

Upon completion of this course, the students will earn three (3) hours of college credit.

Course Structure

1. **Unit Learning Objectives:** Each unit contains Unit Learning Objectives that specify the measurable skills and knowledge students should gain upon completion of the unit.
2. **Unit Lesson:** Each unit contains a Unit Lesson, which discusses unit material.
3. **Reading Assignments:** Each unit contains Reading Assignments from one or more chapters from the textbook. Unit presentations are provided in each unit study guide as Supplemental Reading to aid students in their course of study. Suggested Further Readings are listed in each unit study guide. The readings themselves are not provided in the course, but students are encouraged to read the resources listed if the opportunity arises as they have valuable information that expands upon the lesson material.
4. **Key Terms**: Key Terms are intended to guide students in their course of study. Students should pay particular attention to Key Terms as they represent important concepts within the unit material and reading.

5. **Discussion Boards**: Discussion Boards are a part of all CSU term courses. Information and specifications regarding these assignments are provided in the Academic Policies listed in the Course Menu bar.

6. **Unit Assessments**: This course contains eight Unit Assessments, one to be completed at the end of each unit. Assessments are composed of multiple-choice questions and written response questions.

7. **Unit Assignments**: Students are required to submit for grading Unit Assignments in Units II-IV, VI, and VIII. Specific information and instructions regarding these assignments are provided below. Grading rubrics are included with all the assignments. Specific information about accessing these rubrics is provided below.

8. **Ask the Professor**: This communication forum provides you with an opportunity to ask your professor general or course content related questions.

9. **Student Break Room**: This communication forum allows for casual conversation with your classmates.

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**CSU Online Library**

There is a virtual library with resources, including both journals and ebooks, to support your program and your course at Columbia Southern University. eResources are accessible 24 hours a day/7 days a week from the CSU Online Library gateway page. To access the library, log into myCSU, and then click on CSU Online Library. Resources are organized in the library by title, but if you click on Research Guides, you will find eResources arranged by subject.

The Library Reference service is available 7 days a week; you can reach CSU’s virtual librarians by emailing thevirtuallibrarian@columbiasouthern.edu. These professional librarians will be glad to help you develop your research plan or to assist you in any way in finding relevant, appropriate, and timely information.

Librarian responses may occur within minutes or hours, but it will never take more than 24 hours for a librarian to send a response to the email address you have provided. Replies to reference requests may include customized keyword search strategies, links to videos, research guides, screen captures, attachments, a phone call, live screen sharing, and meeting room appointments, as well as other forms of instruction.

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**Unit Assignments**

**Unit II Article Critique**

Choose a magazine, journal, or peer-reviewed article to critique on the topic of business ethics. Use the databases within the CSU Online Library, or use another source that contains peer-reviewed articles.

As you read the article, consider the following questions: How could the topic of this article apply to your personal or professional life, and how could it apply to an organization you have observed?

The article you choose must meet the following requirements:

- Be peer reviewed
- Be related to the concepts within this course
- Be at least ten pages in length

The writing assignment you submit must meet the following requirements:

- Be at least two pages in length (not including the cover and reference pages)
- Identify the main topic/question
- Identify the author’s intended audience
- Critique the article
- Assess how the author addresses business ethics within the workplace
- Include your own conclusions on the topic

Remember to format this, and all written assignments, using APA style.

Information about accessing the Blackboard Grading Rubric for this assignment is provided below.
**Unit III Article Critique**

Read the Reality Check “Do Codes Make a Difference?” on page 165 of your textbook.

As you read the article, consider the following questions: How could the topic of this article apply to your personal or professional life, and how could it apply to an organization you have observed?

The writing assignment you submit must meet the following requirements:

- Be at least two pages in length (not including the cover and reference pages)
- Summarize the article
- Identify the author’s intended audience
- Critique the article
- Assess how the author addresses business ethics within the workplace
- Formulate your own conclusions on the topic

Remember to format this, and all written assignments, using APA style.

Information about accessing the Blackboard Grading Rubric for this assignment is provided below.

**Unit IV Research Paper Outline**

One of the requirements for this course is the completion of a five-page Research Paper in Unit VIII.

The Research Paper is distinguishable from a report by the inclusion of an original thesis.

The Unit VIII Research Paper will be at least five pages in length, include at least ten references. The topic will be related to content of this course.

This week’s assignment is to construct a framework and summary of your proposed research topic.

For this unit, the writing assignment you submit must meet the following requirements:

- Be at least one page in length (not including the cover and reference pages)
- Include an original thesis
- Describe the approach that you will take to research the subject thesis
- Include five references

Remember to format this, and all written assignments, using APA style.

Information about accessing the Blackboard Grading Rubric for this assignment is provided below.

**Unit VI Case Study**

Read the case study, entitled “Marketing in Schools” on page 430 of the textbook. Once you finish reading the case study, answer the following questions:

1. Is there an appropriate age that advertising should consider?
2. Who are the stakeholders that will be impacted by your decision, and how will each be affected?
3. What are the benefits and drawbacks to advertising products within schools?
4. What other facts would you need to make a decision, and how might your decision affect the stakeholders?
5. Discuss alternative marketing practices that could be ethical and help the schools to raise money.

Evaluate any assumptions that you make. The case study should be thoroughly discussed, and the written submission should meet the following requirements:

- Be at least two pages in length (not including the cover and reference pages)
- Include a summary of the case study
- Answer the five questions listed above
- Remember to format this, and all written assignments, using APA style.

Information about accessing the Blackboard Grading Rubric for this assignment is provided below.
Unit VIII Research Paper

The assignment for Unit VIII is the final research paper, which will be written on the topic that was approved in Unit IV.

The Research Paper must meet the following requirements:

- Include an original thesis statement
- Be at least five pages in length (not including the title page and references page)
- Be about the subject approved in week four of the course
- Include at least ten references
- Correctly employ APA style formatting

Information about accessing the Blackboard Grading Rubric for this assignment is provided below.

APA Guidelines

CSU requires that students use the APA style for papers and projects. Therefore, the APA rules for formatting, quoting, paraphrasing, citing, and listing of sources are to be followed. A document titled “APA Guide” is available for you to download from the APA Guide link, found in the Learning Resources area of the myCSU Student Portal. It may also be accessed from the Student Resources link on the Course Menu. This document includes examples and sample papers and provides links to The CSU Success Center and the CSU Online Library staff.

Blackboard Grading Rubrics

Assignment Rubrics

One or more assignments in this course utilizes a Blackboard Grading Rubric. A rubric is a tool that lists evaluation criteria and can help you organize your efforts to meet the requirements of an assignment. Your professor will use the Blackboard Grading Rubric to assign points and provide feedback for the assignment.

You are encouraged to view the assignment rubric before submitting your work. This will allow you to review the evaluation criteria as you prepare your assignments. You may access the rubric in “My Grades” through the “Tools” button in your course menu. Click the “View Rubric” link to see the evaluation criteria for the assignment. Upon receiving your assignment grade, you may view your grade breakdown and feedback in the rubric.

CSU Grading Rubrics for Papers/Projects, Discussion Boards, and Assessments

The Learning Resource area of the myCSU Student Portal provides the rubrics, and information on how to use them, for Discussion Boards, written response questions in Unit Assessments, and Research Papers/Projects.

The course writing assignments will be graded based on the CSU Grading Rubric for all types of writing assignments, unless otherwise specified within assignment instructions. In addition, all papers will be submitted for electronic evaluation to rule out plagiarism. Course projects will contain project specific grading criteria defined in the project directions.

To view the rubrics, click the Academic Policies link on the Course Menu, or access it through the CSU Grading Rubric link found in the Learning Resources area of the myCSU Student Portal.

Communication Forums

These are non-graded discussion forums that allow you to communicate with your professor and other students. Participation in these discussion forums is encouraged, but not required. You can access these forums with the buttons in the Course Menu. Instructions for subscribing/unsubscribing to these forums are provided below.

Click here for instructions on how to subscribe/unsubscribe and post to the Communication Forums.
Ask the Professor

This communication forum provides you with an opportunity to ask your professor general or course content questions. Questions may focus on Blackboard locations of online course components, textbook or course content elaboration, additional guidance on assessment requirements, or general advice from other students.

Questions that are specific in nature, such as inquiries regarding assessment/assignment grades or personal accommodation requests, are NOT to be posted on this forum. If you have questions, comments, or concerns of a non-public nature, please feel free to email your professor. Responses to your post will be addressed or emailed by the professor within 48 hours.

Before posting, please ensure that you have read all relevant course documentation, including the syllabus, assessment/assignment instructions, faculty feedback, and other important information.

Student Break Room

This communication forum allows for casual conversation with your classmates. Communication on this forum should always maintain a standard of appropriateness and respect for your fellow classmates. This forum should NOT be used to share assessment answers.

Grading

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Discussion Boards (8 @ 2%)</td>
<td>16%</td>
</tr>
<tr>
<td>Unit Assessments (8 @ 5%)</td>
<td>40%</td>
</tr>
<tr>
<td>Article Critiques (2 @ 6%)</td>
<td>12%</td>
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<tr>
<td>Case Study</td>
<td>6%</td>
</tr>
<tr>
<td>Research Paper Outline</td>
<td>2%</td>
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<tr>
<td>Research Paper</td>
<td>24%</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
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Course Schedule/Checklist (PLEASE PRINT)

The following pages contain a printable Course Schedule to assist you through this course. By following this schedule, you will be assured that you will complete the course within the time allotted.
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### Unit I: Ethics, Business, and the Law

<table>
<thead>
<tr>
<th>Review</th>
<th>Unit Study Guide</th>
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</thead>
<tbody>
<tr>
<td>Read</td>
<td>Chapter 1: Ethics and Business</td>
</tr>
<tr>
<td>Additional Read</td>
<td>Supplemental Reading: See Study Guide</td>
</tr>
<tr>
<td>Additional Read</td>
<td>Suggested Further Reading: See Study Guide</td>
</tr>
<tr>
<td>Discuss</td>
<td>Discussion Board Response: Submit your response to the Discussion Board question by Saturday, Midnight (Central Time)</td>
</tr>
<tr>
<td>Submit</td>
<td>Assessment by Tuesday, Midnight (Central Time)</td>
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### Unit II: Philosophical Ethics and Business

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<thead>
<tr>
<th>Review</th>
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</thead>
<tbody>
<tr>
<td>Read</td>
<td>Chapter 3: Philosophical Ethics and Business</td>
</tr>
<tr>
<td>Additional Read</td>
<td>Supplemental Reading: See Study Guide</td>
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### Unit III: Ethics and Corporate Culture

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</tr>
</thead>
<tbody>
<tr>
<td>Read</td>
<td>Chapter 4: The Corporate Culture–Impact and Implications</td>
</tr>
<tr>
<td>Additional Read</td>
<td>Supplemental Reading: See Study Guide</td>
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<td>Suggested Further Reading: See Study Guide</td>
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</table>

Notes/Goals:
# Course Schedule

## Unit IV
**Employer Responsibilities and Employee Rights**

**Review:**
- [ ] Unit Study Guide

**Read:**
- [ ] Chapter 6: Ethical Decision Making: Employer Responsibilities and Employee Rights
- [ ] Chapter 7: Ethical Decision Making: Technology and Privacy in the Workplace
- [ ] Supplemental Reading: See Study Guide
- [ ] Suggested Further Reading: See Study Guide

**Discuss:**
- [ ] Discussion Board Response: Submit your response to the Discussion Board question by Saturday, Midnight (Central Time)
- [ ] Discussion Board Comment: Comment on another student’s Discussion Board response by Tuesday, Midnight (Central Time)

**Submit:**
- [ ] Assessment by Tuesday, Midnight (Central Time)
- [ ] Research Paper Outline by Tuesday, Midnight (Central Time)

**Notes/Goals:**

## Unit V
**Personal and Professional Ethical Decision Making**

**Review:**
- [ ] Unit Study Guide

**Read:**
- [ ] Chapter 2: Ethical Decision Making: Personal and Professional Contexts
- [ ] Chapter 10: Ethical Decision Making: Corporate Governance, Accounting, and Finance
- [ ] Supplemental Reading: See Study Guide
- [ ] Suggested Further Reading: See Study Guide

**Discuss:**
- [ ] Discussion Board Response: Submit your response to the Discussion Board question by Saturday, Midnight (Central Time)
- [ ] Discussion Board Comment: Comment on another student’s Discussion Board response by Tuesday, Midnight (Central Time)

**Submit:**
- [ ] Assessment by Tuesday, Midnight (Central Time)

**Notes/Goals:**

## Unit VI
**Ethics and Marketing**

**Review:**
- [ ] Unit Study Guide

**Read:**
- [ ] Chapter 8: Ethics and Marketing
- [ ] Supplemental Reading: See Study Guide
- [ ] Suggested Further Reading: See Study Guide

**Discuss:**
- [ ] Discussion Board Response: Submit your response to the Discussion Board question by Saturday, Midnight (Central Time)
- [ ] Discussion Board Comment: Comment on another student’s Discussion Board response by Tuesday, Midnight (Central Time)

**Submit:**
- [ ] Assessment by Tuesday, Midnight (Central Time)
- [ ] Case Study by Tuesday, Midnight (Central Time)

**Notes/Goals:**
## Unit VII: Corporate Social Responsibility

**Review:**
- Unit Study Guide

**Read:**
- Chapter 5: Corporate Social Responsibility
- Supplemental Reading: See Study Guide
- Suggested Further Reading: See Study Guide

**Discuss:**
- Discussion Board Response: Submit your response to the Discussion Board question by Saturday, Midnight (Central Time)
- Discussion Board Comment: Comment on another student’s Discussion Board response by Tuesday, Midnight (Central Time)

**Submit:**
- Assessment by Tuesday, Midnight (Central Time)

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## Unit VIII: Business and the Environment

**Review:**
- Unit Study Guide

**Read:**
- Chapter 9: Business and Environmental Sustainability
- Supplemental Reading: See Study Guide
- Suggested Further Reading: See Study Guide

**Discuss:**
- Discussion Board Response: Submit your response to the Discussion Board question by Saturday, Midnight (Central Time)
- Discussion Board Comment: Comment on another student’s Discussion Board response by Tuesday, Midnight (Central Time)

**Submit:**
- Assessment by Tuesday, Midnight (Central Time)
- Research Paper by Tuesday, Midnight (Central Time)

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Notes/Goals: