Course Description
Explores the role of individual, business, and government activities related to ethically responsible commerce and socially beneficial business activity.

Course Material(s)
No physical textbook is required; resources are integrated within the course

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

1. Analyze the concepts of business ethics from a personal and an organizational perspective.
2. Assess the ethical issues facing business leaders.
3. Differentiate among the concepts of social responsibility, integrity, and business ethics.
4. Explain the significance of ethics-based decision making in the business environment.
5. Analyze the influence of corporate culture, including leadership, power, and motivation, on business ethics in the workplace.
6. Explain the pressures that influence ethical decision making in the organization.
7. Evaluate the need for ethical standards, codes of ethics, and practices in business.
8. Assess the auditing process for adherence to ethical practices.
9. Analyze the role that culture plays in global business ethics.

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

Course Structure

1. **Study Guide**: Each unit contains a Study Guide that provides students with the learning outcomes, unit lesson, required reading assignments, and supplemental resources.
2. **Learning Outcomes**: Each unit contains Learning Outcomes that specify the measurable skills and knowledge students should gain upon completion of the unit.
3. **Unit Lesson**: Each unit contains a Unit Lesson, which discusses lesson material.
4. **Reading Assignments**: Each unit contains Reading Assignments from the CSU Online Library.
5. **Suggested Reading**: Suggested Readings are listed in each unit’s study guide. Students are encouraged to read the resources listed if the opportunity arises, but they will not be tested on their knowledge of the Suggested Readings.
6. **Discussion Boards**: Discussion Boards are part of all CSU term courses. More information and specifications can be found in the Student Resources link listed in the Course Menu bar.
7. **Unit Assignments**: Students are required to submit for grading Unit Assignments in Units I-VIII. Specific information and instructions regarding these assignments are provided below. Grading rubrics are included with each assignment. 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**

The CSU Online Library is available to support your courses and programs. The online library includes databases, journals, e-books, and research guides. These resources are always accessible and can be reached through the library webpage. To access the library, log into the myCSU Student Portal, and click on “CSU Online Library.” You can also access the CSU Online Library from the “My Library” button on the course menu for each course in Blackboard.

The CSU Online Library offers several reference services. E-mail (library@columbiasouthern.edu) and telephone (1.877.268.8046) assistance is available Monday – Thursday from 8 am to 5 pm and Friday from 8 am to 3 pm. The library’s chat reference service, *Ask a Librarian*, is available 24/7; look for the chat box on the online library page.

Librarians can help you develop your research plan or assist you in finding relevant, appropriate, and timely information. Reference requests can include customized keyword search strategies, links to articles, database help, and other services.

**LibGuides**

Click [here](http://www.columbiasouthern.edu/downloads/pdf/success/citation-guide) for the LibGuide for this course.

Think of a LibGuide (a Library Guide) as a mini-website to help you with your assignments. It has relevant information such as databases, ebooks, and websites specific to your courses. If you have any questions, please reach out to your friendly library staff.

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**Unit Assignments**

**Unit I Article Review**

Using the CSU Online Library, locate an article that discusses the topic of business ethics and write a two-page review of the article you selected. Topic ideas might include the role of ethics in the workplace, breach of ethics, the effect of internal and external forces on ethical compliance, global ethical considerations within a business, or ethics and employees.

Keep in mind that these are suggestions; please expand within the parameters of ethical topics as they relate to business ethics.

Your article review must address the following:

1. Summarize the article, and provide an analysis of the author’s main points.
2. How does this article contribute to contemporary thinking about business ethics?
3. Assess the ethical issues faced by the business leader or leaders in the article.
4. How can you apply information in this article to your field?
5. How did this article fit your ethical view?

Your response must be a minimum of two full double-spaced pages, not including the title and reference pages.

Referenced sources must have accompanying citations, complying with APA guidelines. You must have at least two references. Those references must include at least one of the required reading articles and the scholarly article you selected to review from the CSU Online Library.

For step-by-step instructions for formatting a paper in APA style, please refer to the CSU Citation Guide, which can be accessed below. Instructions for formatting formal documents can be found on page 17:

Unit II Essay

Establishing a culture of sound business ethics within an organization is challenging, to say the least. Companies that market products which are not considered to be “healthy” for consumers have additional challenges. Using the CSU Online Library, research a company that markets “unhealthy” products. Examples might include tobacco or alcohol companies, but these examples are not exclusive. Respond to the following questions.

1. Briefly describe the company and its product and the ethical dilemma associated with the production and distribution of its products.
2. Examine how the perception of the product differs within cultures—both within the United States and globally.
3. How has this company handled the ethical implications of its product with a focus on social responsibility, integrity, and business ethics?
4. Explain how leadership within the organization can instill a culture of ethics within the marketing department as they strive to advertise a product that is not healthy for the customer.

Your response must be a minimum of two double-spaced pages, not including the title and reference pages. You are required to use at least one peer-reviewed source. Referenced sources must have accompanying citations, complying with APA guidelines.

Unit III Case Study

For this assignment, review the Nike case study, which can be viewed by accessing the following link: https://www.youtube.com/watch?v=M5uYCWVfuPQ. Click here view the video transcript.

Once you have viewed the case scenario, respond to the following questions, with thorough explanations and well-supported rationale:

1. These workers state the “only thing they have is their work.” This statement suggests that, without this work, they would have a lower standard of living. Should we inflict western values on this society? Bring in the concepts of social responsibility, integrity, and other business ethics practices.
2. From Nike’s standpoint, is this a fair assessment of their ethical standards? Explain some of the ethical issues that Nike is facing in the case.
3. Research what Nike has done to improve this situation since this 2011 video. Include the use of codes of ethics and other ethical standards implemented within the organization.
4. Is your opinion of Nike any different now after viewing this video? Would this change your buying behavior with respect to Nike products?

Your response must be a minimum of two double-spaced pages. You are required to use at least one scholarly source in your response. All sources used must be referenced; paraphrased and quoted material must have accompanying in-text citations, and be cited per APA guidelines.

Unit IV Essay

Ethics in business relationships include both the external and internal relationships that develop around the organization. For this assignment, we will focus on the internal relationships that develop inside the organization. Studies have indicated the more positive the environment within the organization, the more productive the employees.

Research one or a combination of these job-related topics found within organizations: job discrimination, reverse discrimination, sexual harassment, bullying, and/or unsafe working conditions. Your essay should address the following:

1. Briefly describe the issue.
2. Explain the significance of any ethics-based decision your research finds and the affect it had or has on overall morale, relationships within the organization, and ultimately overall productivity levels.
3. Research a minimum of one company involved in this type of issue.
4. What best practices might a company implement to avoid negative behavior within their organization?
Your response must include an introduction, thesis statement, and a clear discussion of the questions/topics above. It must be a minimum of two double-spaced pages. You are required to use at least two credible references. All sources used must be referenced; paraphrased and quoted material must have accompanying citations and be cited per APA guidelines.

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

**Unit V Reflection Paper**

Select a significant tragic event (either domestic or global) that has occurred over the last 50 years. The interactive presentation in this unit provides some ideas of historical tragic events, but understand that these are just ideas. After describing the event and the post-tragedy events, discuss the ethical aspects revolving around this incident. This discussion may require some additional research to understand the ethical situations and the impact the event(s) had on affected people and their ability to move on with their lives.

1. Describe the actions of people and organizational leaders directly and indirectly involved with the tragedy. Specifically, address the ethical issues they faced.
2. What were some of the actions of local, state, and federal personnel with respect to dealing with this tragedy?
3. Explain the strategies of organizations that attempted to assist with the clean-up after the tragic event. Describe several of the pressures that influenced their strategies. Distinguish between social responsibility, integrity, and simple business ethics.
4. How has this event affected the ethical culture here in the United States? What other effect has it had on society as a whole?
5. What other lessons might we learn from this event in the future?

Your response must be a minimum of two double-spaced pages. You are required to use at least one scholarly source in your response. All sources used must be referenced; paraphrased and quoted material must have accompanying in-text citations, and be cited per APA guidelines.

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

**Unit VI Case Study**

For this assignment, read the case study, "The 1920 Farrow's Bank Failure: A Case of Managerial Hubris." This case is located in the ABI/Inform Complete database found in the CSU Online Library (see reference below).


Regulators evaluated Thomas Farrow as being inflicted by managerial hubris at the time of the bank's collapse in 1920. With this scenario in mind, address the following questions, with thorough explanations and well-supported rationale.

1. How did corporate culture, leadership, power, and motivation affect Thomas' level of managerial hubris?
2. Relate managerial hubris to ethical decision making and the overall impact on the business environment.
3. Explain the pressures associated with ethical decision making at Farrow’s Bank.
4. Do you think that if Farrow’s Bank had a truly ethical business culture, the level of managerial hubris would have been decreased? Could this have affected the final outcome of Farrow’s Bank? Explain your position.

Your response must be a minimum of three double-spaced pages. You are required to use at least one scholarly source in your response. All sources used must be referenced; paraphrased and quoted material must have accompanying in-text citations, and be cited per APA guidelines.

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

**Unit VII Course Project**

**Code of Ethics**

Begin by preparing a code of ethics for a *fictional* company, which should include a minimum of 10 elements. Once you have compiled the code of ethics, respond to the following questions:

1. Why did you include each of the 10 elements?
2. Why is a code of ethics an important part of every business from an employer standpoint?
3. Why is a code of ethics an important part of every business from an employee standpoint?
4. Once you have written the code of ethics, how would you implement it to ensure compliance?

Your completed assignment must be a minimum of three double-spaced pages (one page for the code of ethics and two pages for question responses). Please use a minimum of two credible sources from the CSU Online Library to support your reasoning. Referenced sources must have accompanying citations complying with APA guidelines.

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

**Unit VIII PowerPoint Presentation**

For this assignment, you will take on the role of a vice president of a major organization. The CEO has assigned you the responsibility of educating the leaders within the organization of the importance of maintaining an ethical culture. The tone of the presentation should be of a persuasive nature, as you will also be asking these leaders to take this initiative to each of their areas. As you compile this presentation, include the following:

1. Explain exactly what it means to maintain an ethical culture within the organization.
2. Analyze the role that culture plays in global business ethics.
3. Describe the importance and rationale for maintaining an ethical culture within the entire organization. Think about methods that you can use to motivate employees and employers toward ethical business practices.
4. Recommend ethics guidelines they can use within each of their areas.

Your PowerPoint presentation must be 12-14 slides, not including the title slide and reference slide. All sources used must be referenced and cited. Directly quoted material must have accompanying citations and be cited per APA guidelines.

This assignment requires the use of speaker notes. In the speaker notes, you will provide what you would say if you had to give the presentation to an audience; this information will be typed in the “Notes” section beneath each slide. Please write your notes in complete sentences, and adhere to typical grammar and/or punctuation rules.

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

**APA Guidelines**

The application of the APA writing style shall be practical, functional, and appropriate to each academic level, with the primary purpose being the documentation (citation) of sources. CSU requires that students use APA style for certain papers and projects. Students should always carefully read and follow assignment directions and review the associated grading rubric when available. Students can find CSU’s Citation Guide by clicking here. This document includes examples and sample papers and provides information on how to contact the CSU Success Center.

**Grading Rubrics**

This course utilizes analytic grading rubrics as tools for your professor in assigning grades for all learning activities. Each rubric serves as a guide that communicates the expectations of the learning activity and describes the criteria for each level of achievement. In addition, a rubric is a reference tool that lists evaluation criteria and can help you organize your efforts to meet the requirements of that learning activity. It is imperative for you to familiarize yourself with these rubrics because these are the primary tools your professor uses for assessing learning activities.

Rubric categories include: (1) Discussion Board, (2) Assessment (Written Response), and (3) Assignment. However, it is possible that not all of the listed rubric types will be used in a single course (e.g., some courses may not have Assessments).

The Discussion Board rubric can be found within Unit I’s Discussion Board submission instructions.

The Assessment (Written Response) rubric can be found embedded in a link within the directions for each Unit Assessment. However, these rubrics will only be used when written-response questions appear within the Assessment.

Each Assignment type (e.g., article critique, case study, research paper) will have its own rubric. The Assignment rubrics are built into Blackboard, allowing students to review them prior to beginning the Assignment and again once the
Assignment has been scored. This rubric can be accessed via the Assignment link located within the unit where it is to be submitted. Students may also access the rubric through the course menu by selecting “Tools” and then “My Grades.”

Again, it is vitally important for you to become familiar with these rubrics because their application to your Discussion Boards, Assessments, and Assignments is the method by which your instructor assigns all grades.

**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**

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<tr>
<td>Discussion Boards (8 @ 2%)</td>
<td>16%</td>
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<tr>
<td>Essays (2 @ 10%)</td>
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<tr>
<td>Case Studies (2 @ 10%)</td>
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<tr>
<td>Unit I Article Review</td>
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<td>Unit V Reflection Paper</td>
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<td>Unit VII Course Project</td>
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<td>Unit VIII PowerPoint Presentation</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.
By following this schedule, you will be assured that you will complete the course within the time allotted. Please keep this schedule for reference as you progress through your course.

### Unit I
**Mr. Spock in *Star Trek*—Introduction to Business Ethics**

- **Review:** [ ] Unit Study Guide
- **Read:**
  - [ ] **Reading Assignment:** See Study Guide
  - [ ] **Suggested Reading:** See Study Guide
- **Discuss:**
  - [ ] **Discussion Board Response:** Submit your response to the Discussion Board question by Saturday, 11:59 p.m. (Central Time)
  - [ ] **Discussion Board Comment:** Comment on another student’s Discussion Board response by Tuesday, 11:59 p.m. (Central Time)
- **Submit:**
  - [ ] **Article Review** by Tuesday, 11:59 p.m. (Central Time)

**Notes/Goals:**

### Unit II
**Wile E. Coyote and The Road Runner Cartoons—Ethics in Cultural Integration and Marketing**

- **Review:** [ ] Unit Study Guide
- **Read:**
  - [ ] **Reading Assignment:** See Study Guide
  - [ ] **Suggested Reading:** See Study Guide
- **Discuss:**
  - [ ] **Discussion Board Response:** Submit your response to the Discussion Board question by Saturday, 11:59 p.m. (Central Time)
  - [ ] **Discussion Board Comment:** Comment on another student’s Discussion Board response by Tuesday, 11:59 p.m. (Central Time)
- **Submit:**
  - [ ] **Essay** by Tuesday, 11:59 p.m. (Central Time)

**Notes/Goals:**

### Unit III
**Batman & Commissioner Gordon in *Batman*—Ethics in Local, State, and Federal Regulations for Business**

- **Review:** [ ] Unit Study Guide
- **Read:**
  - [ ] **Reading Assignment:** See Study Guide
  - [ ] **Suggested Reading:** See Study Guide
- **Discuss:**
  - [ ] **Discussion Board Response:** Submit your response to the Discussion Board question by Saturday, 11:59 p.m. (Central Time)
  - [ ] **Discussion Board Comment:** Comment on another student’s Discussion Board response by Tuesday, 11:59 p.m. (Central Time)
- **Submit:**
  - [ ] **Case Study** by Tuesday, 11:59 p.m. (Central Time)

**Notes/Goals:**
## MBA 6301, Business Ethics

### Course Schedule

#### Unit IV
- **Hawkeye Pierce & BJ Hunnicut in *M*A*S*H*—Ethics in Business Relationships

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<th>Review:</th>
<th>□ Unit Study Guide</th>
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| Read:   | □ **Reading Assignment**: See Study Guide  
          | □ **Suggested Reading**: See Study Guide |
| Discuss:| □ **Discussion Board Response**: Submit your response to the Discussion Board question by Saturday, 11:59 p.m. (Central Time)  
          | □ **Discussion Board Comment**: Comment on another student’s Discussion Board response by Tuesday, 11:59 p.m. (Central Time) |
| Submit: | □ **Essay** by Tuesday, 11:59 p.m. (Central Time) |

#### Unit V
- **Henry Potter in *It’s a Wonderful Life*—Ethical Actions in Times of Business Issues Surrounding Tragic Events

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          | □ **Suggested Reading**: See Study Guide |
| Discuss:| □ **Discussion Board Response**: Submit your response to the Discussion Board question by Saturday, 11:59 p.m. (Central Time)  
          | □ **Discussion Board Comment**: Comment on another student’s Discussion Board response by Tuesday, 11:59 p.m. (Central Time) |
| Submit: | □ **Reflection Paper** by Tuesday, 11:59 p.m. (Central Time) |

#### Unit VI
- **The *Godfather*—Ethics in Financial Matters

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          | □ **Discussion Board Comment**: Comment on another student’s Discussion Board response by Tuesday, 11:59 p.m. (Central Time) |
| Submit: | □ **Case Study** by Tuesday, 11:59 p.m. (Central Time) |

Notes/Goals:
# MBA 6301, Business Ethics

## Course Schedule

### Unit VII
**Sheriff Taylor & Barney in the *Andy Griffith Show*—Ethics in Legal Matters**

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

- **Read:**  
  - [ ] **Reading Assignment:** See Study Guide  
  - [ ] **Suggested Reading:** See Study Guide

- **Discuss:**  
  - [ ] **Discussion Board Response:** Submit your response to the Discussion Board question by Saturday, 11:59 p.m. (Central Time)  
  - [ ] **Discussion Board Comment:** Comment on another student’s Discussion Board response by Tuesday, 11:59 p.m. (Central Time)

- **Submit:**  
  - [ ] **Course Project** by Tuesday, 11:59 p.m. (Central Time)

### Notes/Goals:

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### Unit VIII
**Modern Day Ethics in Business**

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

- **Read:**  
  - [ ] **Reading Assignment:** See Study Guide  
  - [ ] **Suggested Reading:** See Study Guide

- **Discuss:**  
  - [ ] **Discussion Board Response:** Submit your response to the Discussion Board question by Saturday, 11:59 p.m. (Central Time)  
  - [ ] **Discussion Board Comment:** Comment on another student’s Discussion Board response by Tuesday, 11:59 p.m. (Central Time)

- **Submit:**  
  - [ ] **PowerPoint Presentation** by Tuesday, 11:59 p.m. (Central Time)

### Notes/Goals: