Course Description

Provides an introduction to business ethics that sets forth and applies various philosophical ethical doctrines, including relativism, virtue ethics, and utilitarianism to contemporary business practices. Corporate social responsibility, corporate culture, and their impact are analyzed. Philosophical ethical concepts are reviewed with reference to the applicable legal landscape in which businesses operate, including employment, workplace monitoring, accounting and financial reporting, and product liability.

Course Textbook

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 philosophical concept of ethics, its practical applicability to business, and its distinction from the law.
2. Relate ethical behavior to high-profile events.
3. Examine regulatory and sustainability market approaches to a business's environmental responsibilities.
4. Examine the role of leadership in corporate culture, leadership styles, and how they affect ethical decision-making.
5. Summarize ethics in financial responsibilities affecting and controlling public and private companies, including those required by Sarbanes-Oxley.
6. Evaluate the ethical considerations of executive compensation and insider trading.
7. Explore the professional ethics and responsibilities of intermediaries, the responsibilities and loyalty of managers, and the responsibilities of employees to the community.
8. Analyze the ethical considerations governing marketing practices.
9. Identify ethical considerations related to child labor and sweatshops.

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 one or more outside resources.
5. Suggested Reading: Suggested Readings are listed in the study guide for Unit II. 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
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](#) 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, e-books, 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 Essay**

For this assignment, you will watch a series of short video segments from the film *Business Ethics: A 21st-Century Perspective*. In combination with the assigned reading, provide a response to the questions that follow. In order to access the video segments, you must first log into the myCSU Student Portal and access the Films On Demand database within the CSU Online Library.


After locating the video, complete the steps below:

- Watch the video segment titled “Business Problems/Ethics.” How does the globalization of business affect how you would analyze the ethical issues surrounding the use of child labor around the world?
- Watch the video segments titled “Temptations vs. Ethical Dilemmas” and “Resolution Principles.” Discuss the difference between a temptation and an ethical dilemma in the context of an experience you have had, and describe how you resolved the matter.
- Watch the video segment titled “Future Business Dilemmas.” Identify and discuss an issue confronting 21st century businesses today, and explain how you would analyze and resolve the issue. For example, what questions and/or research would you employ, and on what basis would you make your determination?

The Unit I Essay should be at least 500 words in length, double-spaced, and written in Times New Roman, 12-point font. Be sure to cite and reference all paraphrased and quoted material using APA style.

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

From the CSU Online Library, choose an article within either the ABI/INFORM Collection database or the Business Source Complete database on the topic of the ethics of drug testing in the employment setting.

After reading the article, write a 500-word article critique by addressing each of the following items:

- Briefly introduce and summarize the article.
- Do the author's arguments support his or her main point?
- What evidence supports the main point?
- How could the topic of this article apply to your personal or professional life?
- How could the topic apply to an organization you have observed?
- How would you explain the role of leadership in corporate culture, and how would you describe leadership styles and how they affect ethical decision-making?
- Are there any inherent unethical practices with drug testing, though it is technically legal?
- What conclusions can you draw about the ethical issues facing business leaders?

The Unit II Article Critique should be at least 500 words in length, double-spaced, and written in Times New Roman, 12-point font.

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

Unit III Project

This assignment provides you with an opportunity to create a code of ethics for you and your family, as well as to explain the strategies and thought processes that went into developing the code. First, create an original code of ethics for your family by thinking about your family as an organization. In your code of ethics, please include the following items:

- guiding principles,
- purpose of the code,
- core values,
- training and education (How will you train and educate others about the code?),
- definitions,
- who it covers,
- mission statement, and
- other pertinent elements you feel necessary to have a comprehensive code of ethics.

The next part of this assignment involves an evaluation, where you describe the thought process behind the code of ethics that you prepared. For the evaluation part of this assignment, draft an essay to include the following items:

- Identify the key roles of those who have a vested interest in the ethical behavior that your code defines.
- Explain the strategies and thought processes that you used to formulate the code.
- Explain how you would strategically implement and communicate the code to others in the organization.
- Explain how you will monitor the practice of ethical decision-making.
- Provided that laws exist and have been enacted for resolving conflict, why do we also need a code of ethics?

In the process of writing your code, you must research the topic of codes of ethics and incorporate at least two articles, no older than five years. Your code and evaluation must be at least 1,000 words. Format the code as you like; however, be sure it is professional and legible. Format the evaluation part of the assignment by using APA Style. Save both parts in one Word document, and submit it in Blackboard for grading.

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

Unit IV PowerPoint Presentation

Create a 5- to 6-slide PowerPoint presentation that explores professional ethics and responsibilities. You can use information from the CSU Online Library or other reliable sources. (Note: Websites such as Wikipedia are not acceptable academic sources.) You may use the slide notes function to explain slide contents as necessary. In your presentation, address the following topics:
• professional ethics and responsibilities of intermediaries;
• professional ethics, responsibilities, and loyalty of managers; and
• professional ethics and responsibilities of employees to the community.

In addition to the information on professional ethics and responsibilities, provide at least one example of each topic above. Cite your sources, and create a reference slide using proper APA formatting. The title and reference slides are not included in the slide count.

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

Unit V Scholarly Activity

This assignment involves relating ethical behaviors in high-profile events, as well as examining regulatory and sustainability market approaches to business’s environmental responsibilities. Read each of the following questions before answering each one within a Word document.

1. Based on the response to Hurricane Katrina, what is the relationship between inefficiency and ethical behavior for leaders? How could the response to the Hurricane Katrina disaster have been more effective, and thus more ethical? Your response must be at least 200 words.
2. In considering the BP Oil Spill, what circumstances would ethically justify a government or private company in restricting information made available to the public during a disaster? At what point might other companies have an ethical right to intervene regarding environmental disasters? Your response must be at least 200 words.

In the Word document, list your answers one after the other. Use Times New Roman, 12-point font, and double-spacing. There is no need to include a title page nor a references page. You are not required to perform research for this assignment; however, if you choose to perform research to answer these questions, use APA style to format your in-text and reference citations.

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

Unit VI Case Study

For this assignment, you will read a case and answer a series of questions concerning an analysis of ethical considerations governing marketing practices, as leaders are responsible for such endeavors. Begin by reading the following case, which can be located within the Business Source Complete database of the CSU Online Library.


Then, draft a two-page paper by addressing each of the following items:

- In your own words, how would you describe “ambush marketing”? Include two examples with your description.
- What are the advantages and disadvantages (risks and consequences) of ambush marketing?
- What was Bavaria Beer hoping to achieve through its ambush marketing tactics?
- Would you consider Bavaria Beer’s ambush marketing an unethical practice or simply a competitive strategy? Explain.
- Can ambush marketing be both intentional and unintentional? Explain.
- As a leader of an organization, would you allow the practice of ambush marketing? Explain.

Be sure to demonstrate a clear analysis as you address each question. Use APA style to format your assignment. For assistance in formatting your paper, refer to the Citation Guide. You are not required to complete additional research for this assignment; however, if you do, use APA Style to cite your sources.

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

Unit VII Essay

This assignment provides you with an opportunity to summarize ethics in financial responsibilities and to evaluate ethical considerations of executive compensation by writing a persuasive essay. In your essay, take a position on the following topics, and support it with evidence. Evidence can be facts, statistics, and quotes from scholarly articles, reliable news
sources, or even anecdotal examples from personal experience. You may use any of the readings from this course, or you may find new ones to support your position. At least two pieces of evidence should be used (one for each topic).

1. Do you think executive compensation in its various parts (i.e., salary, stock options, severance packages) funded at the current level is unethical? If so, how would you revise the compensation so that it was just? On what basis would you change it? Does the government have a role to play? If so, in what manner?
2. Is the Sarbanes-Oxley Act too strict, not strict enough, or just right? Explain.

Your essay should be at least 500 words in length, double-spaced, and written in Times New Roman, 12-point font. Use APA Style to format your citations.

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

Unit VIII Reflection Paper

This assignment provides you with an opportunity to think critically about business ethics, business relationships, leadership, and how each contributes to an organization’s overall culture. Write a 500-word reflection paper by addressing each of the following items:

- How does ethics impact business relationships within an organization?
- How can leaders and their leadership styles impact the ethical practices within an organization?
- How does ethics impact an organization’s overall culture?
- Based on what you have learned in this course, how would you describe your approach to business ethics (i.e., What are your principles? What is your guide?)?
- Conclude with a reflection on how the insights you gained from this course might affect the way you view your actions and thoughts in the future.

Your essay should be at least 500 words in length, double-spaced, and written in Times New Roman, 12-point font. You will not need a title page or a reference page, as this paper is all about your thoughts.

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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<th>Component</th>
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<tr>
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<td>Unit I Essay</td>
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<td>Unit II Article Critique</td>
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<td>Unit III Project</td>
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<td>Unit IV PowerPoint Presentation</td>
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<td>Unit V Scholarly Activity</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: Introduction to Business Ethics

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<tr>
<th>Review</th>
<th>☐ Unit Study Guide</th>
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<tr>
<td>Read</td>
<td>☐ <strong>Reading Assignment:</strong> See Study Guide</td>
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</table>
| 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 II: Ethics in Employment

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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          | ☐ **Article Critique** by Tuesday, 11:59 p.m. (Central Time) |

Notes/Goals:

## Unit III: Ethics in Business Relationships

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

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<th>Ethics in Local, State, and Federal Regulations for Business</th>
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### Unit VII
**Ethics in Financial Matters**

**Review:**
- Unit Study Guide

**Read:**
- **Reading Assignment:** 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 VIII
**Ethics and Leadership**

**Review:**
- Unit Study Guide

**Read:**
- **Reading Assignment:** 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)

**Notes/Goals:**