Course Description

Explores the growing academic literature in business ethics and provides students an opportunity to investigate ethical issues using their field of specialty as context. Different theories and frameworks for investigating issues are discussed and applied to a range of issues, both domestic and international. An evaluation of the institutions that structure the interaction of corporations and individuals in the conduct of business is explored. Issues include corruption in host countries, management of values in modern corporations, ethical status of the corporation, financial transactions, and gender discrimination in the context of cultural differences. Exposes business practices, economic assumptions, and brings contemporary challenges to the level of professional standards, corporate decision-making structures, and the interface between ethical theory and business practice.

Course Textbook


Course Learning Objectives

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

1. Critically evaluate situations based upon a foundation of influential and relative types of normative ethical theory.
2. Analyze the characteristics of a corporation to determine the purpose the corporation should serve in society.
3. Interpret and discuss the changing nature of the relationship employees have with the companies for which they work.
4. Analyze and discuss the universal moral norms that are applicable to international business.
5. Discuss the ethical issues centered upon the obligations marketers have to disclose information to the public.
6. Discuss the ethical issues centered upon the very important issues of finance and accounting in relation to the professional standards of the practitioners.
7. Analyze and discuss the ethical issue centered upon intellectual property.
8. Analyze and discuss the ethical issues centered upon climate change, declining fresh water supply, and the supply of oil.
9. Analyze and discuss the policies put in place to address the issues of diversity, discrimination, and harassment in the workplace.

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 learning objectives that specify the measurable skills and knowledge students should gain upon completion of the unit.
2. **Unit Summaries:** Each unit contains an overview, or summary, of the information to be covered.
3. **Reading Assignments:** Each unit contains reading assignments from one or more chapters in the textbook.
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 this DBA course. Information and specifications regarding these assignments can be found in the following link: [DBA Discussion Board Instructions](#)
6. **Assessments:** Units I, III, V, and VII each contains a unit assessment to be completed at the end of the respective unit.

7. **Unit Assignments:** Each unit contains a Case Study assignment from the textbook, instructions for which can be found below and in the unit Study Guides. Assignments are to be submitted as file uploads (instructions are provided in each unit).

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.

10. **Final Exam:** Students are to take the course final exam at the end of Unit VIII. The final exam is composed of forty multiple choice questions (which cover Chapters 1-8) and two written response questions (which cover Chapter 9).

---

**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.

---

**Unit Assignments**

Submit your assignments by uploading through the “View/Complete” link located in each unit. **Do not e-mail your paper directly to your professor.** By using these links, your university record will automatically be updated to indicate you have submitted your paper and the paper will be provided to your professor for grading.

You may use outside sources to support your responses, but be sure to cite outside sources using APA guidelines.

**Unit I Case Study**

Read the case study “The NYSEG Corporate Responsibility Program” on page 95 of the textbook, and answer the questions at the end. Be sure to completely answer the questions.

**Unit II Case Study**

Read the case study “Exposing Workers to Plutonium” on page 172 of the textbook, and answer the three questions at the end. Be sure to completely answer the questions.

**Unit III Case Study**

Read the case study “Kaiser Aluminum and the United Steel Workers” on page 266 of the textbook, and answer the questions at the end. Be sure to completely answer the questions.

**Unit IV Case Study**

Read the case study “Hucksters in the Classroom” on page 336 of the textbook, and answer the questions at the end. Be sure to completely answer the questions.

**Unit V Case Study**

Read the case study “Accounting for Enron” on page 409 of the textbook, and answer the questions at the end. Be sure to completely answer the questions.
Unit VI Case Study

Read the case study “Privacy Pressure: The Use of Web Bugs” on page 502 of the textbook, and answer the questions at the end. Be sure to completely answer the questions.

Unit VII Case Study

Read the case study “Texaco in the Ecuadorean Amazon” on page 555 of the textbook, and answer the questions at the end. Be sure to completely answer the questions.

Unit VIII Case Study

Read the case study “Foreign Assignment” on page 648 of the textbook, and answer the questions at the end. Be sure to completely answer the questions.

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.

Final Examination Guidelines

Final Exams are to be administered to students by an approved Proctor. CSU approves two, flexible proctoring options: a standard Proctor, who is chosen by the student and approved by the university, or Remote Proctor Now (RP Now), an on-demand, third-party testing service that proctors examinations for a small fee.

A standard Proctor is an unbiased, qualified individual who is selected by the student and agrees to supervise an examination. You are responsible for selecting a qualified Proctor, and the Proctor must be pre-approved by CSU.
Students choosing RP Now must have an operational webcam/video with audio, a high-speed internet connection, and the appropriate system rights required to download and install software.

To review the complete Examination Proctor Policy, including a list of acceptable Proctors, Proctor responsibilities, Proctor approval procedures, and the Proctor Agreement Form, go to the myCSU Student Portal from the link below.

http://mycsu.columbiasouthern.edu

You are permitted four (4) hours to complete this exam in the presence of your approved Proctor. This is an open book exam. Only course textbooks, writing utensils, and a calculator, if necessary, are allowed when taking proctored exams. Other materials are not permitted unless specified in the examination instructions and only the sources identified in the instructions may be used as source material.

**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.

Once you have completed Unit VIII, you MUST unsubscribe from the forum; otherwise, you will continue to receive email updates from the forum. You will not be able to unsubscribe after your course end date.

[Click here for instructions on how to subscribe/unsubscribe and post to the Communication Forums.](http://mycsu.columbiasouthern.edu)

**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**

- Discussion Boards (4 @ 4%) = 16%
- Assessments (4 @ 10%) = 40%
- Case Studies (8 @ 4%) = 32%
- Final Exam = 12%
- **Total** = 100%

**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.

DBA 7632, Business Ethics and Corporate Responsibility
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: Ethical Theory and Purpose of the Corporation

| Review:     | Unit Study Guide |
| Read:       | Chapter 1: Ethical Theory and Business Practice  
              Chapter 2: The Purpose of the Corporation |
| Discuss:    | Discussion Board Response |
| Submit:     | Assessment  
              Case Study |

### Unit II: Ethical Treatment of Employees

| Review:     | Unit Study Guide |
| Read:       | Chapter 3: Ethical Treatment of Employees |
| Submit:     | Case Study  
              Proctor Approval Form |

### Unit III: Diversity, Discrimination, and Harassment in the Workplace

| Review:     | Unit Study Guide |
| Read:       | Chapter 4: Diversity, Discrimination, and Harassment in the Workplace |
| Discuss:    | Discussion Board Response  
              Discussion Board Comment |
| Submit:     | Assessment  
              Case Study |

### Unit IV: Marketing and the Disclosure of Information

| Review:     | Unit Study Guide |
| Read:       | Chapter 5: Marketing and the Disclosure of Information |
| Submit:     | Case Study |

Notes/Goals:
<table>
<thead>
<tr>
<th>Unit V</th>
<th>Ethical Issues in Finance and Accounting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Review:</td>
<td>Unit Study Guide</td>
</tr>
<tr>
<td>Read:</td>
<td>Chapter 6: Ethical Issues in Finance and Accounting</td>
</tr>
<tr>
<td>Discuss:</td>
<td>Discussion Board Response</td>
</tr>
<tr>
<td></td>
<td>Discussion Board Comment</td>
</tr>
<tr>
<td>Submit:</td>
<td>Assessment</td>
</tr>
<tr>
<td></td>
<td>Case Study</td>
</tr>
</tbody>
</table>

Notes/Goals:

<table>
<thead>
<tr>
<th>Unit VI</th>
<th>Ethical Issues Regarding Emerging Technologies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Review:</td>
<td>Unit Study Guide</td>
</tr>
<tr>
<td>Read:</td>
<td>Chapter 7: Ethical Issues Regarding Emerging Technologies</td>
</tr>
<tr>
<td>Submit:</td>
<td>Case Study</td>
</tr>
</tbody>
</table>

Notes/Goals:

<table>
<thead>
<tr>
<th>Unit VII</th>
<th>Ethical Issues Regarding the Natural Environment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Review:</td>
<td>Unit Study Guide</td>
</tr>
<tr>
<td>Read:</td>
<td>Chapter 8: Ethical Issues Regarding the Natural Environment</td>
</tr>
<tr>
<td>Discuss:</td>
<td>Discussion Board Response</td>
</tr>
<tr>
<td></td>
<td>Discussion Board Comment</td>
</tr>
<tr>
<td>Submit:</td>
<td>Assessment</td>
</tr>
<tr>
<td></td>
<td>Case Study</td>
</tr>
<tr>
<td></td>
<td>Request to take Final Exam</td>
</tr>
</tbody>
</table>

Notes/Goals:

<table>
<thead>
<tr>
<th>Unit VIII</th>
<th>Ethical Issues in International Business</th>
</tr>
</thead>
<tbody>
<tr>
<td>Review:</td>
<td>Unit Study Guide</td>
</tr>
<tr>
<td>Read:</td>
<td>Chapter 9: Ethical Issues in International Business</td>
</tr>
<tr>
<td>Submit:</td>
<td>Case Study</td>
</tr>
<tr>
<td></td>
<td>Final Exam</td>
</tr>
</tbody>
</table>

Notes/Goals: