Course Description

An introduction to business ethics. Part philosophy and part business, explores a wide array of ethical issues arising in contemporary business life. Major theoretical perspectives and concepts are presented. Corporate social responsibility is examined, as environmental responsibilities, global ethics, and regulation concerns in an era of increasing globalization are also explored.

Prerequisites

None

Course Textbook


Course Learning Objectives

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

1. Relate the market system to the need for ethics in business and distinguish it from the law and concepts of virtue and morality.
2. Explore ethics in the context of relativism, psychological egoism, utilitarianism, deontology, and virtue ethics.
3. Examine the ideas of character ethic, female ethic, human rights, and ethical action.
4. Illustrate the factors influencing employee issues including the right to work, employment at will, due process and employee participation, health and safety standards, family responsibilities, the right to privacy, and substance abuse testing.
5. Examine the professional ethics and responsibilities of intermediaries, managerial responsibility and loyalty, and employee responsibilities to the community.
6. Illustrate how the traits of ethical leaders and the influence of the group affect moral responsibility.
7. Compare differentiation and discrimination, and examine issues involving diversity and discrimination including the work environment of women, preferential policies, and diversity policies.
8. Relate risk analysis in health and safety, responsibilities of the producer, products liability and accountability, and fair pricing to ethics in marketing.
9. Explore the ethical considerations that govern sales, advertising, and product placement in the context of regulation of sales and advertising, and target marketing.
10. Analyze international economic integration, labor in the global economy, and the regulation of global economic activities by international institutions.
12. Analyze the classical model and its limitations, and evaluate modern theories of corporate social responsibility including the moral minimum framework and the stakeholder theory.
13. Define environmental pragmatism and relate it to environmental regulation and sustainable economics.
Credits

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

Course Structure

1. **Unit Power Point Presentation**: Summarizes key issues in the assigned chapters and is supplemented with additional readings or Internet sources to provide broader subject matter application and professional relevance.
2. **Review Activities (Non-Graded)**: Details are available in each course unit. Although these are non-graded assignments, practicing these activities will help you to master the topics covered, and therefore will help you to be better prepared for the Unit Assessment.
3. **Reading Assignments**: Each unit contains Reading Assignments from one or more chapters from the textbook. PDF files of the assigned chapters are also inked within each reading assignment. Supplemental Readings are provided in the unit lesson guides to aid students in their course of study.
4. **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.
5. **Unit Assessments**: Students are required to take Unit Assessments at the completion of each unit.
6. **Unit Assignments**: Students are required to submit for grading Unit Assignments in Units II, III, V, and VI. Specific information and instructions regarding these assignments are provided below.
7. **Research Paper**: Students are required to submit for grading a Research Paper in Unit VIII. Specific information and instructions regarding this assignment are 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.

Unit Assignments

**Unit II and Unit V Article Critiques**

For each assignment, choose a 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. The purpose of each assignment is for you to practice reviewing articles that contribute to the industry. The authors of these articles are researchers and professionals who have shared or experimented with ideas that demonstrate potential to improve the industry. As a professional in the industry, it is in your best interest to review the literature and trends. This provides you with the opportunity to read about what was successful and how it was accomplished. Plus, it allows you to analyze what was unsuccessful, how you can improve it, or at least how to not repeat the mistakes of others. Use these skills to contribute to research papers and other scholarly writing. If you have not already, hopefully you will contribute to the industry by publishing an article and sharing with your community of peers.

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

The article you choose must meet the following requirements:

- Be peer reviewed;
- relate to the concepts within this course; and
- be at least ten pages.

The writing you submit must meet the following requirements:

- Be at least two pages.
- Identify the main topic/question.
- Identify the author’s intended audience.
- Critique the article and share your thoughts—what appears to be valid and invalid?
- How does the author address business ethics within the workplace? Do you agree with the author’s assertions? Why, or why not?
- Formulate your own conclusions on the topic.
Format your Article Critique using APA Style. Use your own words, and include citations and references as needed to avoid plagiarism. Prepare your assignment in a word-processing application, and submit it as one of the following file formats: DOC, DOCX, or PDF.

Unit III Case Study

Read the Case Study, titled “Measuring Our Worth,” on pages 198-199 of the textbook. Once you finish reading the Case Study, answer the following questions:

1. If you were deciding whether to engage in the recall or settle the cases in which injury occurred, which would you choose? Why?
2. What influence does the value of your stakeholders have upon your decision?
3. What sort of financial impact will your decision have upon the company?
4. How do you account for the intrinsic and instrumental value of human life?

Evaluate each assumption you make within your reasoning, and identify and evaluate the evidence. The Case Study should be thoroughly discussed in a minimum two-page paper based upon your readings. Any outside sources used to support your statements should be appropriately cited.

Unit VI Case Study

Choose one of the following options for your Case Study assignment.

Option 1: Read the Case Study, titled “Marketing in Schools,” on page 339 of the textbook. Once you finish reading the Case Study, answer the following questions:

1. Discuss the ethics of allowing advertising in schools. Is there an appropriate age in which advertising could be considered?
2. What are the benefits and drawbacks to advertising products within schools?
3. What other facts would you need to make a decision and how might your decision affect the stakeholders?
4. Discuss alternative marketing practices which could be ethical and help the schools to raise money.

Evaluate each assumption you make within your reasoning, and identify and evaluate the evidence. The Case Study should be thoroughly discussed in a minimum two-page paper based upon your readings. Any outside sources used to support your statements should be appropriately cited.

Option 2: Read the Case Study, titled “Advertising Prescription Drugs,” on page 335. Once you finish reading the Case Study, answer the following questions:

1. Is direct to consumer (DTC) advertising of drugs considered ethical? What facts could be supplied to help you make your decision?
2. What ethical issues should be considered when marketing prescription drugs?
3. What are the costs and benefits of marketing prescription drugs directly to physicians?

Evaluate each assumption you make within your reasoning, and identify and evaluate the evidence. The case study should be thoroughly discussed in a minimum two-page paper based upon your readings. Any outside sources used to support your statements should be appropriately cited.

Research Paper

You are asked to complete a Research Paper for this course. Choose a business ethics topic related to your profession or this course. A Research Paper is an opportunity for you to practice and improve your research and writing skills. Plus, it allows you to review the details that others have observed and researched in the industry. Review sources with specific questions in mind (i.e., Does this article support my topic? How does this article apply to my topic? How am I going to use the details of this article in my paper?). The Research Paper must meet the following requirements:

- Be at least ten pages (not including the title page and references page);
- include a topic associated with your profession or this course;
- include at least 10 peer-reviewed articles as sources; and
- use APA Style.
Format your Research Paper using APA Style. Use your own words, and include citations and references as needed to avoid plagiarism. Prepare your assignment in a word-processing application and submit it in Unit VIII as one of the following file formats: DOC, DOCX, or PDF.

**In Unit IV, you are required to submit the topic of your Research Paper to your professor for approval (via email).**

**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 Guidelines Summary” 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 provides links to several internet sites that provide comprehensive information on APA formatting, including examples and sample papers.

**CSU Grading Rubric for Papers/Projects**

The course papers will be graded based on the CSU Grading Rubric for all types of papers. 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 rubric, click the Academic Policies link on the Course Menu, or by accessing 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**

- Discussion Boards (8 @ 2%) = 16%
- Unit Assessments (8 @ 5%) = 40%
- Unit Assignments (4 @ 5%) = 20%
- Research Paper = 24%
- Total = 100%

BBA 4751, Business Ethics
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.

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<tr>
<th>Unit</th>
<th>Introduction to Business Ethics</th>
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| **Review:** | ☐ Unit Lesson Guide  
  ☐ **Review Activities (Non-Graded):** See Lesson Guide |
| **Read:** | ☐ Chapter 1: Ethics and Business  
  ☐ **Presentation:** Introduction to Business Ethics  
  ☐ **Supplemental Reading:** See Lesson Guide |
| **Discuss:** | ☐ **Discussion Board Response:** Submit your response to the Discussion Board question by Saturday, Midnight (Central Time) |
| **Submit:** | ☐ **Assessment** by Tuesday, Midnight (Central Time) |

**Notes/Goals:**

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| **Review:** | ☐ Unit Lesson Guide  
  ☐ **Review Activities (Non-Graded):** See Lesson Guide |
| **Read:** | ☐ Chapter 3: Philosophical Ethics and Business  
  ☐ **Presentation:** Theoretical Perspectives 1  
  ☐ **Presentation:** Theoretical Perspectives 2  
  ☐ **Supplemental Reading:** See Lesson 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)  
  ☐ **Article Critique** by Tuesday, Midnight (Central Time) |

**Notes/Goals:**
## Unit III Employee Issues

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<td><strong>Chapter 7:</strong> Ethical Decision Making: Technology and Privacy in the Workplace</td>
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### Notes/Goals:

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## Unit IV Employee Responsibilities and Leaders and Decisions

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<th>Read:</th>
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<td><strong>Chapter 10:</strong> Ethical Decision Making: Corporate Governance, Accounting, and Finance</td>
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### Notes/Goals:
# BBA 4751, Business Ethics

## Course Schedule

**Unit V**  
**Morality in Business, Diversity and Discrimination, and Globalization and Regulation**

### Review:
- Unit Lesson Guide
- **Review Activities (Non-Graded):** See Lesson Guide

### Read:
- Chapter 2: Ethical Decision Making: Personal and Professional Contexts
- Chapter 4: The Corporate Culture – Impact and Implications
- Chapter 6: Ethical Decision Making: Employer Responsibilities and Employee Rights
- Chapter 10: Ethical Decision Making: Corporate Governance, Accounting, and Finance
- Presentation: Morality in Business
- Presentation: Diversity and Discrimination
- Presentation: Globalization and Regulation
- **Supplemental Reading:** See Lesson 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)
- **Article Critique** by Tuesday, Midnight (Central Time)

### Notes/Goals:

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**Unit VI**  
**Ethics in Marketing: Product Safety and Pricing and Ethics in Marketing: Advertising and Target Marketing**

### Review:
- Unit Lesson Guide
- **Review Activities (Non-Graded):** See Lesson Guide

### Read:
- Chapter 8: Ethics and Marketing
- Presentation: Ethics in Marketing: Product Safety and Pricing
- Presentation: Ethics in Marketing: Advertising and Target Marketing
- **Supplemental Reading:** See Lesson 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)

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