BUS 365 – Business and Professional Ethics (Online)
3 Credit Hours

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Office Hours – By Appointment

Course Description
Students explore the ethical implications of business policies, the decisions made and actions taken by business entities, and individual decisions and actions within a business environment. Students will be able to identify ethical problems found in business situations, analyze these problems from multiple perspectives, and apply concepts from many facets of the business environment in determining a recommended course of action for policy makers, organizations and individual.

Required Text
No text required

Course Objectives
This course is designed to stimulate the student’s thinking on issues of business ethics and social responsibility. The material covered will prepare students to recognize ethical dilemmas that arise in the conduct of business and provide guidance in managing these issues in a socially and ethically responsible manner. The course will assist students in formulating their own standards of organizational integrity and professionalism.

Specific course objectives include:
• Increasing the student’s awareness of the ethical dimension of business conduct
• Understanding classical methods of ethical analysis
• Contributing insight into the professional standards and responsibilities of the student in future career endeavors
• Developing analytical skills for identifying and resolving ethical and social responsibility issues in business; and
• Practicing decision making about ethical and social responsibility issues

The case studies will provide the student with the opportunity to reflect on and critically examine the values and assumptions brought to business decisions made by others in classic cases of business ethics.

Course Grading
The final course grade will be composed of the following:
Six (6) Case Study Summations; I take the five (5) best - 75 points (15 points each)
Final, open book/open notes, examination on principles of ethical decision making – 25 points
Projected Grade Distribution will be as follows:

A  90 – 100 points
B  80 – 89 points
C  70 – 79 points
D  60 – 69 points

Case Study Summations:

Students will be asked to read and provide a critical analysis and summation of assigned classic case studies of ethical dilemmas in business. In a brief written synopsis, students will identify the ethical dilemma, define the ethical conflict, evaluate the situation in light of the concepts of human welfare, human justice, and human dignity, select a form of moral reasoning, and conclude whether an ethical decision was made in the referenced case study.

Completion of Assignments:

Assignments will be due on the dates established by the instructor. Late assignments will be docked one letter grade. Exceptions to this policy will be made rarely, only in the most uncontrollable of personal situations, and completely at the discretion of the instructor. Please plan on completing all assignments and having them in to the instructor when due.

Academic Integrity

The Doane College Academic Integrity Policy will be adhered to in this class. In the course of your preparation for papers, examinations, projects, and presentations you will be asked to work with others and/or rely on the opinions, writings, or research of others. This is perfectly acceptable and in most instances is expected. However, when you use another’s words, ideas, or opinions – cite it! I fully expect that your ideas will from time to time spring from the ideas of others. Let me know when you are using those ideas, and whose ideas they are. The use of other sources without proper citation is unfair to the source and to you. It will result in failure of the project, examination, or paper in which the reference was used and will possibly result in failure of the course.
Course Outline and Case Study Assignments

Session Number 1 – What Is Business Ethics?
   The Importance of Business Ethics
   Stakeholder Relationships, Social Responsibility, and Corporate Governance
   Case Study No. 1 – Mattel Responds to Ethical Challenges

Session Number 2 – Institutionalized Ethics
   Emerging Business Ethics Issues
   The Institutionalization of Business Ethics
   Case Study No. 2 – Countrywide Financial: The Sub-Prime Meltdown

Session Number 3 – The Decision Making Process
   Ethical Decision Making and Ethical Leadership
   Case Study No. 3 – Starbucks Mission: Social Responsibility and Brand Strength

Session Number 4 – The Decision Making Process
   Individual Factors: Moral Philosophies and Values
   Case Study No. 4 – NIKE: Managing Ethical Missteps – Sweatshops to Leadership in Employment Practices

Session Number 5 – The Decision Making Process
   Organizational Factors: The Role of Ethical Culture and Relationships
   Case Study No. 5 – The Coca-Cola Company Struggles with Ethical Crises

Session Number 6 – Implementing Business Ethics
   Developing an Effective Ethics Program
   Case Study No. 6 – Tyco International: Leadership Crisis

Session Number 7 – The Global Impact of Business Ethics
   Globalization of Ethical Decision Making
   Case Study No. 7–New Belgium Brewing: Ethical and Environmental Responsibility

Session Number 8 – Measuring Business Ethics
   Case Study Summations and Discussion
   Auditing Ethics Programs/Measuring Ethical Performance
   Final Exam