BUS 365 – Business and Professional Ethics
3 Credit Hours

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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

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:
Seven (5) Case Study Summations - 75 points (15 points each)
Mid-term 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.

Case study summations will be discussed in class as well as handed in as written assignments.

**Mid-term Examination:**

A mid-term examination will be conducted to test the students’ knowledge of the use of the tools of ethical evaluation in the context of classical ethical thought.

Doane College makes all decisions regarding the cancellation of classes due to bad weather. In the event of a cancelled class, assignments carry over to the next class time.

**Absences:**

One absence will have no effect on your grade. Two absences will result in the lowering of your grade by one letter. Three absences will result in failure of the course. 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 being present at all classes.

**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?
  Course Introduction
  Personal Introductions
  The Importance of Business Ethics
  Stakeholder Relationships, Social Responsibility, and Corporate Governance
  Case Study No. 1 - Film – Thank You for Smoking

Session Number 2 – Institutionalized Ethics
  Film Summations and Discussion
  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
  Case Study Summations and Discussion
  Ethical Decision Making and Ethical Leadership
  Case Study No. 3 – Starbucks Mission: Social Responsibility and Brand Strength

Session Number 4 – The Decision Making Process
  Case Study Summations and Discussion
  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
  Mid-term Exam
  Case Study Summations and Discussion
  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
  Case Study Summations and Discussion
  Developing an Effective Ethics Program
  Case Study No. 6 – Tyco International: Leadership Crisis

Session Number 7 – Implementing Business Ethics
  Case Study Summations and Discussion
  Implementing and Auditing Ethics Programs
  Case Study No. 7 – Mattel Responds to Ethical Challenges

Session Number 8 – Implementing Business Ethics
  Case Study Summations and Discussion
  Globalization of Ethical Decision Making
  Case Study No. 8 – New Belgium Brewing: Ethical and Environmental Responsibility
  (This case study will be evaluated as a group and discussed in class)