



WALSH UNIVERSITY

School *for* Professional Studies

BUS 307

Business Ethics

***ASSIGNMENT DUE ON THE FIRST NIGHT
OF CLASS: SEE PAGE 4***

PREREQUISITE: NONE

An important component of the course is the small group discussion of assigned cases illustrating principles of ethics covered during lectures. The activity calls forth the ingenuity of the students and sharpens their analytical powers. They will discover that oftentimes there is no clear-cut solution to a given case or ethical dilemma. Students should be prepared to contribute to the critical discussion of all assigned cases.

SUGGESTED GRADING CRITERIA

The following assignments will be graded:

Personal Decision Making Paper	5%
Summary analysis of Ethical Code	5%
Paper: Review of Corporate Responsibility	20%
Five CASE STUDIES	10%
Intermediate Assessment of Learning	30%
Final Assessment of Learning	30%
Additional assignments at discretion of facilitator	

The grading scale and the weight of each assignment is the prerogative of the facilitator. The facilitator may present an alternative grading scale, in writing, the first night of classes as circumstances warrant. If changes to the suggested grading scale are not announced and published at Workshop One, the criteria presented here will be followed:

90-100	A
88-89	A
85-87	B+
80-84	B
78-79	B
75-77	C+
70-74	C
68-69	C
65-67	D+
60-64	D
0-59	F

Required Text: *Business Ethics* , 3/e,

***Please review the School for Professional Studies textbook list for most up to date edition.**

ASSIGNMENTS TO BE COMPLETED PRIOR TO WORKSHOP ONE

1. Carefully read the course syllabus, with special attention paid to the course objectives.
2. **Write a 2-3 page** paper in which you describe an ethical problem you might encounter in your workplace. Include a discussion of ways ethics impact upon your work and describe how you would approach the problem and reach a decision. The evaluation of this paper will not be based on your process of decision making, but on your ability to communicate how you make decisions. This assignment will enable you to note with greater perspicacity the relevant significance of ethical principles when various issues are discussed in class.
3. Read Business Ethics, pages 13 to 148. Be prepared to discuss and apply the readings.
4. Be prepared to engage in small group discussions of ethical dilemmas and to assimilate key words in ethics.
5. Begin searching journals in your current or intended profession, company or sector for articles that deal with ethical issues. Be prepared to share journal titles with the other students in class.

WORKSHOP ONE

OBJECTIVES

At the conclusion of the class and upon completion of all assignments, the student will:

1. Understand the meaning of ethics and be able to distinguish it from morality and legality.
2. Grasp the relationship between ethics and the natural law.
3. Master the definition of key ethical vocabulary
4. Identify the different levels of ethical principles, and distinguish between absolute and *prima facie* principles.
5. Determine how the teleologists and the deontologists differ in their characterization of the ethical act.
6. Identify and explain the various norms of morality as adopted by the teleologists and the deontologists: hedonism, utilitarianism, Thomism and Kantianism.
7. Explain the meaning of good, its different kinds; the definition of cause and the many kinds of causes.
8. Examine whether businesses have other obligations besides making profits.
9. Know and understand principles in Catholic social ethics regarding business and work.

ACTIVITIES

1. Facilitator and students will introduce themselves to each other.
2. Facilitator will explain the course objectives and outcomes, assignments and grading criteria.
3. The class selects a class representative.

4. Class discussion of the assigned readings.
5. Small group discussion of a case presented by the professor to enable the students to identify the conflicting values involved in the case.
6. Small group discussion of ethical dilemmas identified by students.
7. Additional clarification of ethical theories if necessary.
8. Explanation of the annotated bibliography and a discussion of journal resources in various professions.

ASSIGNMENT TO BE COMPLETED PRIOR TO WORKSHOP TWO

1. Read text Business Ethics, pages 149-241.
2. Study and prepare to discuss the cases:
Trade Secrets at Atlas Chemical Corp/Corporate Gift-Giving
3. Obtain and **bring to class** a corporate or professional code of ethics. **Write a summary** of how the following issues are addressed:
 - a. Care of stakeholders.
 - b. Confidentiality
 - c. Avoiding the appearance of conflict of interest
 - d. Respect for the rights of others
 - e. Negotiating in good faith.
 - f. Procedures for contesting possible code violations
 - g. Punishments for code violations.
4. Begin an annotated bibliography of TWO (2) articles dealing with ethical issues in your profession. Use the guidelines found in the Supplemental Materials found in the end of this module.
5. Read article: “The Common Good and the Purpose of the Firm: A Critique of the Shareholder and Stakeholder Models from the Catholic Social Tradition,” by Michael Naughton, Helen Alford, and Bernard Brady, pp. 206-235, from *Religion, Ethics and the Common Good*, eds, James Donahue and M. Theresa Moser, RSCJ, vol. 41, Twenty-Third Press, 1996, Mystic CT.
6. **HAND IN: 3-5 page paper** discussing the following question: **BASED ON THE READINGS READ SO FAR, WHAT HAVE SOME AUTHORS ARGUED, AND WHAT IS YOUR OPINION, ABOUT THE MORAL OBLIGATION OF A CORPORATION TO SHAREHOLDERS, STAKEHOLDERS, EMPLOYEES, COMMUNITIES?**

WORKSHOP TWO

OBJECTIVE

Upon completion of this workshop, students will be able to:

1. Discuss the agent's duties toward a principal and the dangers of conflicts of interests.
2. Identify and discuss strengths and weaknesses of a professional code of ethics.
3. Discuss the morality of gift-giving and some of its legal consequences.
4. Distinguish between a gift and a bribe by identifying the threefold differences.
5. Identify the elements of trade secrets, the types of trade secrets and their nature of intellectual property.
6. Discuss the legal and contractual protection of trade secrets.
7. Understand the moral principles involved in hiring practices.

ACTIVITIES

1. Small group study and discussion comparing various codes of ethics provided by students. Groups will share their results with the entire class.
2. Large group discussions on ethical questions regarding bribes, trade secrets and honest hiring practices.
3. Small group discussion of assigned case studies. Each group should work toward a consensus about the recommended action and report any problems or questions raised in their discussion.
4. Compare different corporate policy statements on gift giving.
5. Discussion and assignment of midterm assessment.

ASSIGNMENTS TO BE COMPLETED PRIOR TO WORKSHOP THREE

1. Read Business Ethics, pages 243 to 378
2. WRITE and submit an analysis of the following cases:

A Promotion Decision At Ballentyne International pp. 265-268
AIDS on the Grand Motors Assembly Line, pp. 365-368

***Instructions:** A case study analysis paper is a 1-2, double spaced, typewritten paper. It includes the following elements:*

- a. name of case
- b. The major issue(s) that the case involves (i.e. what is the case about?)
- c. What is (are) the ETHICAL problem(s) in the case?
- d. How do the main characters resolve the ethical problem(s)?
- e. What ethical rules or principles or schools/theories are being used to justify the positions/actions of the main characters in the case?
- f. How would you resolve the ethical problem(s)?
- g. What ethical school/theory do you use to justify your position?

3. Prepare for a test covering the subject matter of Workshops One and Two.

WORKSHOP THREE

OBJECTIVES

Upon completion of this workshop, students will be able to:

1. Explain and discuss the mandates of the 1964 Civil Rights Act.
2. Distinguish between the different types of discrimination: positive and reverse.
3. Understand the moral and legal consequences of discharging employees and the influence of recent court decisions on discharging employees-at-will.
4. Research the constitutional origin and the consequences of the *penumbral* right of privacy.
5. Discuss the ethical and legal (OSHA) responsibilities of corporations towards the health and safety of employees.

ACTIVITIES

1. Administer a test of essay questions covering the subject matter of Workshops One and Two.

Midterm Assessment: An in class exam where definitions/explanations of ethical terms/viewpoints/perspectives will be asked; a brief case study will be presented for your review and analysis. This will be held during the first part of the third session.

2. Small group discussions of the above cases. Results to be shared with the entire class.
3. Large group discussions on the ethical dimensions of discrimination, privacy and safety.
4. Small groups meet to prepare for affirmative action debate.
5. Presentation/debate of ethical implications of affirmative action.

ASSIGNMENTS TO BE COMPLETED PRIOR TO WORKSHOP FOUR

- I. Read Business Ethics., pages 379-472

2. **WRITE** and submit a case study of the following cases:

Whistleblowing at Northern Airlines, pp. 379-383

Dilemma of an Accountant, pp. 411-415

Biss v. Tenneco, pp. 439-440

See INSTRUCTIONS, for Workshop Three for more details on case study analysis.

WORKSHOP FOUR

OBJECTIVES

At the end of this workshop students will be able to:

1. Identify the elements of ethical Whistleblowing: evidence gathering; internal reporting; external reporting; prospects of success.
2. Understand the ethical implications of insider trading and leveraged buyouts.
3. Discuss the morality of Corporate Takeovers.
4. Relate ethical pitfalls to the accounting profession.
5. Explore the legal and moral obligations of a corporation to manufacture safe products.

ACTIVITIES

1. Small group discussions of the assigned cases. Results to be shared with the class.
2. Large group discussions of the ethical aspects of Whistle blowing, takeovers and product liability.
3. Return and discuss mid-term assessment

ASSIGNMENTS TO BE COMPLETED PRIOR TO WORKSHOP FIVE

1. Read Business Ethics pages 473-545.
2. Study and be prepared to discuss:
FTC v. Colgate-Palmolive Co.
Linking Databases at Clinkthrough
3. **Examine current advertising for two examples you believe are ethically questionable. Bring in examples of print ads or write a brief description of radio or television ads. Be prepared to present and defend your choices using the points discussed in your text.**

4. HAND IN: FINAL ASSIGNMENT

An final paper to be handed in at the fifth session. You are to find a case involving a business decision with ethical conflicts, in your field/or field of interest, found in either a journal or a book. There are some books on reserve in the Walsh Library on main campus for your use. Check the library for books or journals on business ethics with cases in them if you need to (or ask me for help if you need to). Be creative. Even check the web. Photocopy the case to include with your paper. Prepare a 4-7 page paper that looks and feels like a **memo to the CEO/Chairperson of the Board** of that corporation. Assume that CEO/Chairperson asked you to do the ethical audit for this case....your paper may be put into action. You will get no compensation for your memo since this is free advice, since that is the kind of person you are.

So your memo/paper will:

- 1) Describe the ethical issue(s) as related to the business issue(s);
- 2) Discuss competing ethical viewpoints to the situation; what are the most relevant schools of ethical thought that would exist in real life pertaining to this case?
- 3) Discuss how each of these ethical viewpoints would analyze the facts/issues of the case; what are the assumptions? What facts/issues are dominant for each viewpoint?
- 4) Discuss how each of the ethical viewpoints you highlight would decide on the issue(s), and what that decision would be for this case in terms of resolution of the ethical concern(s); what is the recommended course of action suggested by each ethical viewpoint?
- 5) Discuss what your opinion about the case is; what are the strengths/weakness of the various ethical perspectives/viewpoints? What would you advise that company/business to do? Why?

WORKSHOP FIVE

OBJECTIVES

At the end of this workshop students will be able to:

1. Identify and discuss commonly encountered deceptive practices in advertising.
2. Distinguish between fraudulent misrepresentation and puffery.
3. Explain the elements of a moral corporate policy on advertising.
4. Argue whether CAVEAT EMPTOR is still a valid policy.

ACTIVITIES

1. Small group discussion of the assigned cases. Report the results of the discussions to the entire class.
2. Final assessment of learning to be completed and turned into your facilitator at this last meeting day.
3. Complete course evaluation form.
4. All MISSED SESSION Assignments are due.
5. Besides the final paper handed in, and some brief discussions on the assigned readings for that class, each student will orally present his/her case study completed for the final. Each person will have 5-10 minutes, depending on the size of the class, to present their conclusions and findings from their final case study to the class (the class will serve as the recipient of your ethical audit....and ask the questions they need to ask).