



Lincoln University

BA 19 – Fundamentals of Ethics

COURSE SYLLABUS

Fall 2021

Instructor: Dr. Pete Bogue
Lecture Schedule: Tuesday, 12:30 – 3:15 PM
Credits: 3 units / 45 lecture hours
Level: Introductory (I)
Office Hours: Tuesday, 11:30 AM - 12:30 PM by appointment.
e-mail: pbogue@lincolnuca.edu

Textbooks: Stanwick, Peter A., and Sarah D, Stanwick, “Understanding Business Ethics,” Ed. (Upper Saddle River, New Jersey: Pearson, 2009). ISBN-13: 9780131735422.

Robbins, Stephen P., “Self-Assessment Library – Version 3.4, Insights into Your Skills, Interests, and Abilities,” 1st Ed. (Upper Saddle River, New Jersey: Prentice Hall, 2008). ISBN-13: 918-0136083757.

Supplemental Textbook (Not Required): Cavanagh, Gerald F., “American Business Values: A Global Perspective,” 5th ed. (Upper Saddle River, New Jersey: Prentice-Hall, 2006). ISBN-13: 9780131467064.

Last Revision: August 18, 2021

CATALOG DESCRIPTION

The course is an introduction to basic ethical theories and value systems. Topics include moral issues, codes of ethics, conflict of interest, social and fiduciary responsibilities, the work ethics, and other situations which arise within the business environment. (3-units)

COURSE LEARNING OUTCOMES¹

	Course LO	Program LO	Institutional LO	Assessment Activities
1-5	<p>*Define ethical behavior and identify the variables associated with its study.</p> <p>* State and explain the theories of ethics in organizations on the individual, group, and organizational levels.</p> <p>*Demonstrate how individual differences and motivations influence ethical behavior in the workplace.</p> <p>*Describe key influences on group and team ethical behaviors in organizations.</p> <p>*Recognize effective ethical leadership behaviors utilized in organizations.</p>	PLO 1	ILO 1a, ILO 2a, ILO 3a	Assigned textbook chapters, Discussion questions; Case applications, Internet search assignment; Comprehensive final exam Self-assessments, Attendance.
6	<p>*Demonstrate moral and ethical thinking by identification, recognition, or application of key terms, items, concepts, or relevant data.</p>	PLO 2	ILO 1a, ILO 6a	Discussion questions; Case applications, Case application Power Point Slide Assignment, Internet search assignment, Self-assessments, Comprehensive final exam.
7	<p>*Analyze the key ethical issues for decision-making related to the foundation of ethical thought, contemporary issues in Business Ethics, stakeholders and corporate responsibility, corporate governance, corporate compliance, environment, health care, information technology, strategic planning, corporate culture, financial reporting, establishing a code of ethics, ethical guidelines, evaluating corporate ethics.</p>	PLO 4	ILO 1a, ILO 2a, ILO 5a	Discussion questions; Case applications, Case application Power Point Slide Assignment. Internet search assignment, Self-assessments.

¹ Detailed description of learning outcomes and information about the assessment procedure are available at the [Center for Teaching and Learning](http://ctl.lincolnuca.edu) website (ctl.lincolnuca.edu).

Assessment Activities of Learning Outcomes: Questions/Answers for Review, Application Case/Power Point Slides, Self-Assessment Library, Internet Research Assignment Documenting Sources, Final Examination

INSTRUCTIONAL METHODS

This is a direct classroom instruction course.

Lectures supported by PowerPoint slides with supervised exercises and business case studies. The emphasis will be on learning by doing. Every student must participate in class preparation, must complete homework, course assignments, and exams.

Assignments and projects require students to actively use resources of the library. Detailed guide to business *resources of the library* as well as the description of Lincoln University approach to *information literacy* are available at the [Center for Teaching and Learning](http://ctl.lincolnuca.edu) website (ctl.lincolnuca.edu).

TOPICAL OUTLINE

The primary focus of this course is on American business values, but it also examines how those values are influencing people throughout the world, and how American values are, in turn, being influenced by other peoples. The course helps students to formulate their own values and goals. It challenges them to examine problems and to be aware of biases. It provides the tools to make informed ethical judgments and tells them what is required to form good moral habits and character.

COURSE REQUIREMENTS

Students will be responsible for completing the textbook chapter readings prior to the lectures, homework and classroom activities, case studies, and final exam. The expected amount of time a student will need to spend outside of class to complete his/her individual and/or group out-of-class homework assignments is six (6) hours per week for a 3-unit class.

ASSESSMENT CRITERIA AND METHODS OF EVALUATING STUDENTS

The basis for the determination of the final grade for the course will be the total weighted score for all activities according to the percentages shown in the table:

Questions/Answers for Review	15%
Case Incident Questions/Answers:	10%
Case Incident Power Point Slides :	15%
Self-Assessment Library:	10%
Research Project Documenting Sources:	15%
Final Comprehensive Exam	30%
Attendance	05%
Total	100%

GRADING SCALE (POINT/GRADE CONVERSION)

100-95 A	76-74 C
94-90 A-	73-70 C-
89-87 B+	69-65 D+
86-84 B	64-60 D
83-80 B-	59 or <F
79-77 C+	

ATTENDANCE

Regular attendance at classes is essential. Attendance is factored into the final grade for the course. Each student is expected to be present for scheduled class periods, to be punctual, and to remain in class for the entire scheduled period. Students may not come and go during class except for the break. Excessive absences may result in loss of credit, lowering of grade, or dismissal from the class. Students are responsible for making up class work missed.

EXAMINATIONS

The final exam will consist of short answer and/or essay questions evaluating the student's understanding of the basic concepts, terms, processes, and issues covered in the course.

ELECTRONIC DEVICES

Cell phones must be **turned off** while attending the class or placed in a vibrating mode. Smart phone and/or laptop screens may be used to view course Power Points in class while lectures are in progress.

INTEGRITY AND QUALITY OF SCHOLARSHIP

Integrity of scholarship must be always maintained. Plagiarism (copying directly from an author's work) is not permitted. All written work is to be word-processed unless otherwise indicated and should reflect college-level ability in English structure, grammar, spelling, and sophistication of analysis.

PLAGIARISM DETECTION

Lincoln University subscribes to Turnitin plagiarism prevention service. Student work will be used for plagiarism detection and for no other purpose. Originality reports will not be available for viewing.

MODIFICATION OF THE SYLLABUS

This syllabus and schedule are subject to change in the event of extenuating circumstances. An announcement of any changes will be made in class.

HOMEWORK AND COURSE ACTIVITIES

NOTE: Students will read the required chapters for the final comprehensive examination, Chapters 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, paying close attention to the Chapter Section Summaries and Key Terms throughout each chapter. Most of the final exam short answer and/or essay questions will be answered in part by the definitions of the Key Terms that can be found in the margins of the chapters or Glossary in the back of the textbook.

NOTE: Students will answer 'All Eleven (11) Assigned Chapters' "Questions for Review," after carefully reading the relevant chapters, and word processing the assigned questions/answers. Satisfactory answers will be scored as a 2 (strong answer), 1 (satisfactory answer), or 0 (unsatisfactory answer). Students will submit the discussion question/answers to the instructor as an email attachment (or CANVAS) by the end of the course.

NOTE: Students will analyze and solve one (1) assigned "Application Case" of their choice from the list of cases attached to the syllabus, apply relevant concepts and practical applications found in the textbook, prepare Power Points of approximately eight (8) to ten

(10) well-designed slides summarizing the case scenario, analysis, conclusions and recommendations submitting them to the instructor as an email attachment (or CANVAS) by the end of the course.

NOTE: Self-Assessment Library: Insights into Your Skills, Interests, and Abilities. Self-assessment Questionnaire handouts will be completed in class in conjunction with the textbook readings. Students will record their self-assessment scores and an analysis/interpretation of them on the questionnaires to be collected by the instructor by the end of the class.

NOTE: *Individual Research Project:* Undergraduate students will conduct an Internet Search Assignment about the ethical misconduct that plagued North American Corporations, most notably Enron Corporation in 2001, that detracted from the trust levels of employees in the Western World. Students will word process an essay 5 to 10 pages, excluding title and bibliography, about the results of their Internet Search Assignment, the format of the essay paper must adhere to the APA Publication Manual, available in the L.U. library and on the Lincoln University Website, be documented by proper annotation and referencing and include a bibliography. The 12-point font size or larger should be utilized. Students will include at the beginning of their essay paper the statement, “I have done my own work and have neither given nor received unauthorized assistance on this work.” Students will submit their essay to the instructor as an email attachment (or CANVAS) by the end of the course.

COURSE SCHEDULE

T 08/24/21 Introduction to Business Ethics Course (Syllabus)

T 08/31/21 Lecture: Doing Right Things: Ethics and Decision Making in Human Organizations

T 09/07/21, Lecture: Doing Right Things: Ethics and Decision Making in Human Organizations (continued)

T 09/14/21, Lecture: Chapter 1, The Foundation of Ethical Thought

Questions/Answers for Review

Self-Assessment Library I.B.1: What Do I Value?

T 09/21/21, Lecture: Chapter 2, Contemporary Issues in Business Ethics

Questions/Answers for Review

Self-Assessment Library (Optional)

T 09/28/21, Lecture: Chapter 3, Stakeholders and Corporate Social Responsibility

Questions/Answers for Review

Self-Assessment Library (Optional)

T 10/05/21, Lecture: Chapter 4, Corporate Governance and Corporate Compliance

Questions/Answers for Review

Self-Assessment Library (Optional)

T 10/12/21, Lecture: Chapter 5, Ethics and the Environment
Questions/Answers for Review
Self-Assessment Library (Optional)

T 10/19/21, Lecture: Chapter 6, Health Care Ethics
Questions/Answers for Review
Self-Assessment Library (Optional)

T 10/26/21, Lecture: Chapter 7, Ethics and Information Technology
Questions/Answers for Review
Self-Assessment Library (Optional)

T 11/02/21, Lecture: Chapter 8, (Ethics of) Strategic Planning and Corporate Culture
Questions/Answers for Review
Self-Assessment Library (Optional)

T 11/09/21, Lecture: Chapter 9, Ethics and Financial Reporting
Questions/Answers for Review
Self-Assessment Library (Optional)

T 11/16/21, Lecture: Chapter 10, Establishing a Code of Ethics and Ethical Guidelines
Questions/Answers for Review
Self-Assessment Library (Optional)

11/23/21 to SAT 11/27/21 Fall Recess – Thanksgiving Holiday/No Classes

T 11/30//21, Lecture: Chapter 11, Evaluating Corporate Ethics
Questions/Answers for Review
Self-Assessment Library (Optional)

T 12/07/21, Final Exam (Chapters 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11) DUE to INSTRUCTOR as an email attachment in the form of an Answer Key (or ON CANVAS).

ALL ASSIGNMENTS DUE to INSTRUCTOR as email attachments (or ON CANVAS) BY THE END OF THE COURSE.

Attachment:
CHAPTERS

- Chapter 1 The Foundation of Ethical Thought
- Chapter 2 Contemporary Issues in Business Ethics
- Chapter 3 Stakeholders and Corporate Social Responsibility
- Chapter 4 Corporate Governance and Corporate Compliance
- Chapter 5 Ethics and the Environment
- Chapter 6 Health Care Ethics
- Chapter 7 Ethics and Information Technology
- Chapter 8 Strategic Planning and Corporate Culture
- Chapter 9 Ethics and Financial Reporting
- Chapter 10 Establishing a Code of Ethics and Ethical Guidelines
- Chapter 11 Evaluating Corporate Ethics

CASES

- Case 1: Adelpia: What's Wrong with This Picture?
- Case 2: Ahold: Is That the Dutch Translation of Enron?
- Case 3: Blue Bayou
- Case 4: Boeing: How Low Can They Fly?
- Case 5: Bre-X: All That Glitters Isn't Gold
- Case 6: Conrad Black and Hollinger International: All the News That's Fit to Sell
- Case 7: Enron: Were They the Crookedest Guys in the Room?
- Case 8: Google: Don't Do Evil Unless...
- Case 9: HealthSouth: The Rise and Fall of the Scrushy Empire
- Case 10: Herman Miller: Eddie Get Off That Chair
- Case 11: Interface: More Than Just a Carpet Company
- Case 12: Livedoor: Ethical Issues in Japan
- Case 13: Lucent Technologies: What Does FCPA Mean Again?
- Case 14: Martha Stewart and ImClone: What Color Goes with Prison Gray?
- Case 15: McWane: A Dangerous Business
- Case 16: Merck's Vioxx: How Would You Interpret the Data?
- Case 17: Music Industry: Ethical Issues In a Digital Age
- Case 18: Parmalat: Can You Sue Over Spilled Milk?
- Case 19: Perfect Payday: How Apple Computer And Others Have Learned to Love Stock Options
- Case 20: Tyco: I'm Sure That It's A Really Nice Shower Curtain
- Case 21: Volkswagen: Herbie Takes Investors for a Ride
- Case 22: Wal-Mart: But We Do Give Them A 10% Employee Discount
- Case 23: WorldCom: Can You Hear the Lawsuits Now?