

LINCOLN UNIVERSITY

DEPARTMENT OF BUSINESS AND ECONOMICS

BA 109 – BUSINESS ETHICS

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**Course Credits:** 3 semester units

**Prerequisites:** None

**Co-requisites:** None

**Instructional Materials and References:**

**Textbook:** Cavanagh, Gerald F., “American Business Values: A Global Perspective,” 4<sup>th</sup> ed. (Upper Saddle River, New Jersey: Prentice-Hall, 2006). ISBN-13: 9780131467064. Note: An updated or later edition may be substituted for the 4<sup>th</sup> edition.

**Supplemental Textbook:** Lovall, Alan and Colin Fisher, “Business Ethics and Values: Individual Corporate and International Perspectives,” 3<sup>rd</sup> ed. (Upper Saddle River, New Jersey: Prentice-Hall, 2009). ISBN-13: 9780273716167.

**Course Description:** BA 309 Ethics of Business Management: The course is an advanced review of ethical theories and values systems. Topics include moral issues, code of ethics, conflict of interest, social and fiduciary responsibilities, the work ethics, and other (ethical) situations which arise within business management. *No prerequisites/co-requisites.*

**Course Objectives:** Students will be responsible to attend all lectures and complete the textbook chapter readings, mid-term examination, final examination, written and/or video case study analyses, Internet assignments and/or quizzes, and participate in class discussions and exercises, and field trips when applicable.

**Measurable Learning Objectives:** Through research, case studies, class presentations, students will be introduced to the contemporary issues of ethics, morality, and social responsibility that face the business community. Students completing this course will be able to: Define various theories of ethics; appreciate the importance of ethics in attaining business success; better recognize common business ethics issues; formulate a framework for analyzing and resolving real-world ethical issues as well as gain knowledge and critical thinking skills to analyze and resolve ethical issues in business. Each student will develop a cultural awareness and understand the role of ethics and social responsibility in business, finance, operations, planning and strategy.

**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 Outline

**Textbook: Cavanaugh, Gerald F., "American Business Values"**

**Chapter 1, A Free Market for Ethical Values**

**Chapter 2, Maturity and Moral Development**

**Chapter 3, Ethical Behavior in Business**

**Chapter 4, Historical Roots of Business Values**

**Chapter 5, Factories, Immigrants, and Ideology**

**Chapter 6, Critics of Free Enterprise (Capitalism)**

**Chapter 7, Personal Values Within the Firm**

**Chapter 8, Ethics and Performance Measures**

**Chapter 9, Business Values for the Future**

**Appendix, Caux Round Table Principles for Business**

**Supplemental Textbook: Lovall, Alan and Colin Fisher, "Business Ethics and Values"**

**Chapter 1, Perspectives on Business Ethics and Values**

**Chapter 2, Ethical Issues in Business**

**Chapter 3, Ethical Theories and How to Use Them**

**Chapter 4, Personal Values in the Workplace**

**Chapter 5, Values and Heuristics**

**Chapter 6, Individual Responses to Ethical Situation**

**Chapter 7, Whistleblower or Witness?**

**Chapter 8, Corporate Responsibility, Corporate Governance, and Corporate Citizenship**

**Chapter 9, Sustainability and the Responsible Corporation**

**Chapter 10, Ethical Conformance: Codes, Standards, Culture, Leadership and Citizen Power**

**Chapter 11, Global and Local Values and International Business**

**Chapter 12, Globalization and International Business**

**Chapter 13, Moral Agency at Work and a Modest Proposal for Affecting Ethics in Business**

**Chapter 14, Concluding Integrative Case Studies**

**Instructional Methods:** Lectures supported by PowerPoint slides, discussion groups, class handouts and accompanying exercises, video cases viewed and evaluated in class, Internet based exercises and quizzes, written case studies, walking field trips to local businesses and/or government agencies, and guest lectures when appropriate.

**Assessment Criteria and Method of Evaluating Students:**

**Attendance:** Regular attendance at classes is essential. Excessive absences may result in lowering of the final course grade or even dismissal from class resulting in a loss of credit. Absences due to illness may be excused provided the absence excuses are accompanied by a licensed medical practitioner's signed note or letter attesting to the period of illness. Students are responsible for making up the class work missed.

**Integrity and Quality of Scholarship:** Integrity of scholarship must be maintained at all times. 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 structure, grammar, spelling, and sophistication of analysis.

**Assignments:** Various chapter behavioral objectives and readings in the textbook, related Internet exercises, written and/or video cases and selected case questions to be answered, self-assessment exercise will be assigned during the course. Particular attention should be directed to chapter behavioral objectives and summaries containing implications for managers since they help to organize the content of the chapters and to identify the most important information to be included in the course examinations. Completion of reading assignments prior to the class dates is essential not only to understanding the subject matter but also to enhancing the quality of participation in class.

**Examinations:** The mid-term exam and the final exam will each consist of short answer (usually multiple choice) and/or a selection of several essay questions evaluating the student's understanding of the basic concepts, terms, processes, and issues covered in the course.

**Case Studies:** Students may be required to submit one or more assigned case studies. Your case study solutions should cover the case scenarios in some detail, sources in addition to the class text should be used such as outside readings, computer searches, etc., the bibliographies, as well as facts and figures, must be documented by proper annotation and referencing, and you should summarize the outcome or major concluding points of the case studies applying relevant concepts, theories, systems, strategies, and practical applications found in your textbook. You may submit attachments with your case studies, graphs, charts, etc., but sources must be properly documented.

**Course Calendar Summer Semester 2010**

(Meeting days/times: Monday/Wednesday, 12:30 to 3:15 PM)

Monday, June 7

Wednesday, June 9

Monday, June 14

Wednesday, June 16

Monday, June 21

Wednesday, June 23

Monday, June 28, Mid-term Exam

Wednesday, June 30

Monday, July 5, Independence Day - Holiday

Wednesday, July 7

Monday, July 12

Wednesday, July 14

Monday, July 19

Wednesday, July 21

Monday, July 26, Final Exam; ALL ASSIGNMENTS DUE, NO EXCEPTIONS!

**Assigned Grade Percentages:**

**25% Mid-term exam**

**25% Final exam**

**20% Written Case study responses**

**15% Self-assessment exercises**

**15% Attendance and participation**

**Grading Scale (Point/Grade Conversion):**

**100-95 A      76-74 C**

**94-90 A-      73-70 C-**

**89-87 B+      69-67 D+**

**86-84 B      66-64 D**

**83-80 B-      63-60 D-**

**79-77 C+      59 or <F**

**Supplemental Materials:** Handouts may be distributed during the class on related topics as deemed appropriate by the instructor. You may be held responsible for the content of handouts on the course examinations.

**NB (Note Bene): Read all assigned chapters in preparation for the examinations without regard to lectures which may supplement rather than follow the text. All assignments must be submitted by the final exam date for grading. Your final course grade will be based upon all work completed as of the final exam date unless otherwise agreed upon.**

**Modification of the Syllabus: The instructor reserves the right to modify this syllabus at any time during the course. An announcement of any changes will be made in class.**

**Date Syllabus Was Last Reviewed: June 1, 2010**