

BUS106 | Business Ethics

Course Text

Hartman, Laura P., Joseph R. DesJardins, and Chris MacDonald. *Business Ethics: Decision-Making for Personal Integrity & Social Responsibility*, 6th edition, McGraw-Hill, 2024. ISBN: 9781265322724.

The text is provided digitally as part of the course enrollment. Students may find used, new, or rental print copies by searching for the ISBN.

Course Description

This course provides an introduction to business ethics. Part philosophy and part business, the course covers a wide array of ethical issues arising in contemporary business life. Major theoretical perspectives and concepts are presented, including ethical relativism, utilitarianism, and deontology. The lessons explore employee issues and responsibilities, leadership and decision making, morality, diversity, discrimination, and ethics in marketing and advertising. Corporate social responsibility is also examined, as are the topics of environmental responsibilities, global ethics, and regulation concerns in an era of increasing globalization.

Learning Outcomes

After completing this course, you will be able to:

1. Relate the market system to the need for ethics in business and distinguish it from the law and concepts of virtue and morality.
2. Explore ethics in the context of relativism, psychological egoism, utilitarianism, deontology, and virtue ethics.
3. Examine the ideas of character ethic, female ethic, human rights, and ethical action.
4. Illustrate the factors influencing employee issues including the right to work, employment at will, due process and employee participation, health and safety standards, family responsibilities, the right to privacy, and substance abuse testing.
5. Examine the professional ethics and responsibilities of intermediaries, managerial responsibility and loyalty, and employee responsibilities to the community.
6. Compare differentiation and discrimination, and examine issues involving diversity and discrimination including the work environment of women, preferential policies, and diversity policies.
7. Explore the ethical considerations that govern sales, advertising, and product placement in the context of regulation of sales and advertising, and target marketing.
8. Analyze international economic integration, labor in the global economy, and the regulation of global economic activities by international institutions.

9. Analyze methods of ensuring morality in business including Kohlberg's method of assessing moral decision-making processes and James Weber's modification, ethical corporate structures, and federal sentencing guidelines and the Sarbanes-Oxley Act.
10. Relate eastern business philosophies, and Islamic and Jewish traditions to the intricacies of conducting ethical overseas business ventures.

Course Prerequisites

There are no prerequisites to take this course.

Academic Integrity Statement

Academic integrity is the pursuit of scholarly activity in an honest, truthful and responsible manner. Violations of academic integrity include, but are not limited to, plagiarism, cheating, fabrication and academic misconduct. Failure to comply with the Academic Integrity Policy can result in a failure and/or zero on the attempted assignment/examination, a removal from the course, disqualification to enroll in future courses, and/or revocation of an academic transcript. Penalties for academic integrity violations can be retroactively applied upon discovery, and at our discretion.

Course Completion Policy

In order for a course to be considered complete, **all required coursework must be attempted, submitted, and graded.** Required coursework consists of graded assignments. Any Academic Integrity Policy violations may prevent a course from being considered complete.

Course Evaluation Criteria

Your score provides a percentage score and letter grade for each course. A passing percentage is 70% or higher.

There are a total of 1000 points in the course:

Topic	Assessment	Points	Learning Outcomes
1	Reflective Response: Advantages of Ethical Decision Making	5	1
2	Reflective Response: Complexities of Ethical Decision Making	5	1, 5
3	Reflective Response: Utilitarianism	5	1, 5
3	Graded Exam 1	150	1, 2, 3
4	Reflective Response: Ethical Leadership	5	5, 6
5	Reflective Response: Three Types of Responsibility	5	6
5	Graded Exam 2	150	4, 5
6	Reflective Response: Diversity in the Workplace	5	5, 6

6	Writing Assignment: The Path to Ethical Leadership	100	4, 5, 9
7	Reflective Response: The Age of Technology	5	8, 9
7	Graded Exam 3	150	7, 8
8	Reflective Response: Ethical Issues in Marketing	5	7, 8
9	Reflective Response: Sustainable Business Strategies	5	8, 9
10	Reflective Response: Trust in Corporate Governance, Accounting, and Finance	5	8
10	Graded Exam 4	150	9, 10
11	Writing Assignment: An Ethical Analysis of a Best Place to Work Organization	250	1, 7, 8
Total		1000	

Course Roadmap *Graded items in **bold***

Intro | Course Introduction: Start Here!

Subtopics

- Welcome
- Academic Honesty

Assignments

- Course Overview Video
- Academic Honesty and Integrity Lesson
- Statement of Academic Honesty and Integrity (required)

Topic 1 | Ethics and Business

Subtopics

- Defining Business Ethics
- Law and Ethics
- Interpreting Ethics

Assignments

- Share Your Thoughts: How Important is Ethics in Business?
- Read Chapter 1
- Chapter 1 Presentation
- Pathfinder: Risk Assessment
- **Reflective Response: Advantages of Ethical Decision Making**

Topic 2 | Ethical Decision Making: Personal and Professional Contexts

Subtopics

- Agent-Principal and the Gatekeeper Function
- Managerial Responsibility and Loyalty
- Responsibilities to the Community
- Moral Rights and Legal Doctrine
- Health and Safety
- Privacy and Substance Abuse

Assignments

- Share Your Thoughts: Challenges to Ethical Decision Making
- Read Chapter 2
- Chapter 2 Presentation
- **Reflective Response: Complexities of Ethical Decision Making**

Topic 3 | Philosophical Ethics and Business

Subtopics

- Reasoning in Ethics
- Utilitarian Ethics
- Deontological Ethics
- Virtue Ethics
- Character Ethic
- Female Ethic
- Ethics and Human Rights
- Ethical Action

Assignments

- Share Your Thoughts: Ethical Rules and Behavior
- Read Chapter 3
- Chapter 3 Presentation
- **Reflective Response: Utilitarianism**
- **Graded Exam 1**

Topic 4 | The Corporate Culture—Impact and Implications

Subtopics

- Kohlberg and Moral Reasoning
- Ethical Corporate Structures
- Federal Guidelines and the Sarbanes-Oxley Act

Assignments

- Share Your Thoughts: Organizational Culture
- Read Chapter 4
- Chapter 4 Presentation
- Pathfinder: Corporate Culture—Impact and Implications
- **Reflective Response: Ethical Leadership**

Topic 5 | Corporate Social Responsibility

Subtopics

- The Classical Model

Assignments

- The Moral Minimum
- The Stakeholder Theory
- Discrimination Versus Differentiation
- Woman in the Workforce
- Preferential Policies
- Promoting Diversity

- Share Your Thoughts: Models and Corporate Social Responsibility
- Read Chapter 5
- Chapter 5 Presentation
- **Reflective Response: Three Types of Responsibility**
- **Graded Exam 2**

Topic 6 | Ethical Decision Making: Employer Responsibilities and Employee Rights

Subtopics

- Ethical Leadership
- Ethical Decision Making
- Impact of Groupthink

Assignments

- Share Your Thoughts: Affirmative Action
- Read Chapter 6
- Chapter 6 Presentation
- **Reflective Response: Diversity in the Workplace**
- **Writing Assignment: The Path to Ethical Leadership**

Topic 7 | Ethical Decision Making: Technology and Privacy in the Workplace

Subtopics

- Cross-Cultural Ethical Values: Eastern Business Philosophy
- Cross-Cultural Ethical Values: Jewish and Islamic Business Ethics
- Cross-Cultural Ethical Values: Overseas Business Ventures

Assignments

- Share Your Thoughts Privacy Rights
- Read Chapter 7
- Chapter 7 Presentation
- **Reflective Response: The Age of Technology**
- **Graded Exam 3**

Topic 8 | Ethics and Marketing

Subtopics

- Risk Analysis in Health and Safety
- Responsibilities of the Producer
- Products Liability
- Fair Pricing
- Sales, Advertising, and Product Placement
- Regulating Sales and Advertising
- Target Marketing

Assignments

- Share Your Thoughts: The "Four Ps" of Marketing
- Read Chapter 8
- Chapter 8 Presentation
- **Reflective Response: Ethical Issues in Marketing**

Topic 9 | Business and Environmental Sustainability

Subtopics

- Environmental Pragmatism
- Environmental Regulation
- Sustainable Economics

Assignments

- Share Your Thoughts: Businesses and Environmental Protection
- Read Chapter 9
- Chapter 9 Presentation
- **Reflective Response: Sustainable Business Strategies**

Topic 10 | Trust in Corporate Governance, Accounting, and Finance

Subtopics

- International Economic Integration
- Labor

Assignments

- Share Your Thoughts: How Important is Ethics in Business?
- Read Chapter 10
- Chapter 10 Presentation
- Pathfinder: Ethical Decision-Making
- **Reflective Response: Trust in Corporate Governance, Accounting, and Finance**
- **Graded Exam 4**

Topic 11 | Review and Wrap Up

Subtopics

- Review all course assignments
- Submit the End of Course Survey

Assignments

- **Writing Assignment: An Ethical Analysis of a Best Place to Work Organization**
- End of Course Survey

Related Courses

BUS110: Business Law

MAT150: Business Statistics

BUS105: Business Communications