

## BUS106 | Business Ethics

### Course Text

No need to track down a textbook; this text is provided digitally as part of the course enrollment:

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

### 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, students 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 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 the 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 for Business Ethics.

## 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.

## 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.

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## Assessment Types

StraighterLine courses may include any combination of the assessment types described below. Review the descriptions to learn about each type, then review the Course Evaluation Criteria to understand how your learning will be measured in this course.

### Benchmarks

Benchmarks test your mastery of course concepts. You have 3 attempts, and your highest score counts.

**Note:** Cumulative Benchmarks (final exams) only allow 1 attempt.

### Capstones

Capstones are project-based assessments that help you apply concepts to real-world scenarios. You have 2 attempts, and your highest score counts.

### Checkpoints

Checkpoints are quick knowledge checks on important course concepts. All are open-book, and most have 1-3 attempts.

## AI Use-Case Policies

StraighterLine Capstone assessments operate under one of three AI Use-Case Policies. These designations are selected intentionally to support learners in developing digital literacy, ethical reasoning, and authentic communication skills. Each model requires students to engage meaningfully with the course outcomes while adhering to academic standards.

**Independent Work Requirement:** Capstones with this designation must be completed independently without using AI tools. The goal is for learners to showcase their own understanding and skills without AI assistance. Students are expected to generate and submit original work developed solely through their own reasoning and effort.

**AI-Assisted Planning Option:** Capstones with this designation may allow AI tools to support brainstorming and assessment planning. If allowed, students will be asked to document any AI assistance by noting how it informed their work. Documentation must be included within the assignment or in a designated reflection field. Examples include describing how an AI tool helped organize an outline, generate ideas, or surface sources for further exploration.

**AI-Integration Requirement:** Capstones with this designation require AI tools as part of the learning process. Students will be asked to reflect upon their AI interactions and AI contributions to the assessment. Reflections must include which tools were used, how they were used, and what insights students gained from the process. This promotes transparency, ethical use, and metacognitive skill-building.

## 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:

Assessment	Points	Learning Outcomes
Checkpoint 1: Ethics and Business	5	1
Checkpoint 2: Personal and Professional Contexts	5	1, 5
Checkpoint 3: Philosophical Ethics and Business	5	1, 5
Benchmark 1: Checkpoints 1-3	150	1, 2, 3
Checkpoint 4: The Corporate Culture	5	5, 6
Checkpoint 5: Corporate Social Responsibility	5	6
Benchmark 2: Checkpoints 4-5	150	4, 5
Checkpoint 6: Employer Responsibilities and Employee Rights	5	5, 6
Capstone 1: The Path to Ethical Leadership	100	4, 5, 9
Checkpoint 7: Technology and Privacy in the Workplace	5	8, 9
Benchmark 3: Checkpoints 6-7	150	7, 8
Checkpoint 8: Ethics and Marketing	5	7, 8
Checkpoint 9: Business and Environmental Sustainability	5	8, 9
Checkpoint 10: Trust in Corporate Governance, Accounting, and Finance	5	8
Benchmark 4: Checkpoints 8-10	150	9, 10
Capstone 2: An Ethical Analysis of a Best Place to Work	250	1, 7, 8
Total	1000	

## Course Roadmap

This roadmap provides an overview of the checkpoints and lessons covered in this course.

### Checkpoint 1: Ethics and Business

- Share Your Thoughts: How Important is Ethics in Business?
- Textbook Chapter 1: Ethics and Business
- Chapter 1 Presentation
- Pathfinder: Risk Assessment

### Checkpoint 2: Personal and Professional Contexts

- Share Your Thoughts: Challenges to Ethical Decision Making
- Textbook Chapter 2: Ethical Decision-Making: Personal and Professional Contexts
- Chapter 2 Presentation

### Checkpoint 3: Philosophical Ethics and Business

- Share Your Thoughts: Ethical Rules and Behaviors
- Textbook Chapter 3: Philosophical Ethics and Business
- Chapter 3 Presentation

### Checkpoint 4: The Corporate Culture

- Share Your Thoughts: Organizational Culture
- Textbook Chapter 4: The Corporate Culture–Impact and Implications
- Chapter 4 Presentation
- Pathfinder: Corporate Culture–Impact and Implications

### Checkpoint 5: Corporate Social Responsibility

- Share Your Thoughts: Models and Corporate Social Responsibility
- Textbook Chapter 5: Corporate Social Responsibility
- Chapter 5 Presentation

### Checkpoint 6: Employer Responsibilities and Employee Rights

- Share Your Thoughts: Affirmative Action
- Textbook Chapter 6: Ethical Decision Making: Employer Responsibilities and Employee Rights
- Chapter 6 Presentation

### Checkpoint 7: Technology and Privacy in the Workplace

- Share Your Thoughts: Privacy Rights
- Textbook Chapter 7: Ethical Decision Making: Technology and Privacy in the Workplace
- Chapter 7 Presentation

### Checkpoint 8: Ethics and Marketing

- Share Your Thoughts: The "Four Ps" Of Marketing

- Textbook Chapter 8: Ethics and Marketing
- Chapter 8 Presentation

### Checkpoint 9: Business and Environmental Sustainability

- Share Your Thoughts: Businesses and Environmental Protection
- Textbook Chapter 9: Business and Environmental Sustainability
- Chapter 9 Presentation

### Checkpoint 10: Trust in Corporate Governance, Accounting, and Finance

- Share Your Thoughts: How Important is Ethics in Business?
- Textbook Chapter 10: Trust in Corporate Governance, Accounting, and Finance
- Chapter 10 Presentation
- Pathfinder: Ethical Decision-Making

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## Related Courses

### **BUS110**

Business Law

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Communications

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### **MAT150**

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