

BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY

BUS 324 3 CREDIT HOURS

The mission of McKendree University is to provide a high quality educational experience to outstanding students.

~Responsible Citizenship
~Academic Excellence

~Engagement
~Lifelong Learning



TEXT: There will be no text for this course.

Student Learning Objectives:

Understand your values and develop a personal code of ethics.

Understand the importance of ethical decision making in the workforce.

Critically analyze yourself and others in an ethical framework.

Analyze the impact of Social Responsibility in cultural and business dealings.

Evaluate different ethical theories in terms of their impact on life and business decisions

Prerequisites: Principles of Management and Principles of Marketing

Course description: this course addresses the importance of ethical considerations in business decisions. Topics include schools of ethical thought, the impact of competing stakeholder groups, and the creation of ethics enforcement systems. Students will refine their personal ethical standards and learn to apply ethical decision models to the resolution of business dilemmas.

Course Policies: Work will not be accepted late without prior approval from instructor. If approved to be turned in late, student will have seven (7) days to turn in work. No work accepted after due date if not approved in advance.

Plagiarism and ADA: Please see the catalog for these policies.



ASSIGNMENTS FOR GENERAL EDUCATION OBJECTIVES

McKendree University General Education Information

McKendree Learning Outcome: Personal and Social Responsibility

McKendree Learning Objective: Learning Objective 1.1 Students will cultivate integrity through personal and social responsibility.

General Education Assignment 1: Finding My Values

Performance Indicator 1.1a. This course prepares students to find their own values and begin the journey to understanding themselves and others. Students will clarify personal values and develop a personal code of values and ethics. In order to achieve that learning objective, students will complete the following assignment.

Assignment requirements:

1. Watch the Video on Core Values **(To Be used with the Finding my Core Values Paper, attached)** <https://www.youtube.com/watch?v=5mKxekNhMqY>
2. Read the article ‘What Are Your Values? Deciding What Is Most Important In Life’ at https://www.mindtools.com/pages/article/newTED_85.htm (or see attached copy)
When done, complete all six steps in the article.
(1. Identify the times you were happiest. 2. Identify the times you were most proud.
3. Identify the times you were most fulfilled and satisfied. 4. Determine your top values based on your experiences of happiness, pride, and fulfillment. 5. Prioritize your top values. 6. Reaffirm your values)

Your values will guide you in making ethical decisions throughout your life, as well as help you understand why others make their decisions

We will view your values while discussing ethical decisions and social responsibility, since your values play an important role in how ethical decisions are made.

Grading:

1. This assignment is mandatory to pass this course. All sections of the Mindtools paper have to be complete for this worksheet to get credit. **If any sections are not complete, you will not pass this course.**
2. In addition to the completion of this worksheet, there will be a quiz over 'What Are Your Values? Deciding What is Most Important in Your Life'. (quiz is attached)

General Education Assignment 2: Ethical Theories and Stakeholder Impact

1.1 d This course prepares students to develop skills to critically analyze themselves and society. In order to achieve that learning objective, students will read the articles on ethical theories and discuss them in a paper dealing with their own thought and how society is affected by each of those theories.

Assignment requirements:

1. Read the following articles that are on Black Board.
Why Business Ethics? By John Hooker

Ethical Readings #1 and Ethical Readings #2
2. Complete a 500 word paper analyzing a minimum of three theories discussed in the articles. Within discussion of each theory, analyze the impact this theory has on corporate America and all stakeholders of the corporation. See rubric for grading.

OTHER ASSIGNMENTS**FINAL PAPER (AND DRAFT OF FINAL PAPER)**

You may choose to write about any company you wish. Your paper should cover the CSR and ethics of this company, with approximately 600 words being your own opinion.

Your paper should be broken into a minimum of 3 sections. One section covers Ethics, one covers CSR, and one will be your opinion of the company, its actions, beliefs, history, and anything else you deem interesting.

Your paper should be written in MLA or APA. You need a minimum of 4 references. Please review the rubric to be sure you understand how the paper will be graded.

The draft of your final paper is assigned so you do not wait until the last minute to complete your paper. You do not have to have citations or references for your draft.

Your final paper will be a minimum of 2,000 words over a company you choose. The final paper will discuss ethics and corporate social responsibility of this company. Additionally, approximately 600 words of this paper will be your thoughts and opinions of the company and how it has handled itself in the areas of CSR and ethics. Please see the rubric for other expectations of this paper.

TEST OVER ETHICAL THEORIES/ CSR/ SMARTEST GUYS IN THE ROOM

You will have a test over the readings in the 'Readings' section in Black Board. You will need to understand the basics of these articles. You will also need to watch 'The Smartest Guys in the Room'. You can find this movie online or on Black Board in this course.

You should read these articles and watch the movie before the test. You WILL NOT have enough time to read the articles or watch the movie while you are taking the test.

PARABLE OF THE SADHU

This article is in 'Readings' in Black Board. You will need to read this article, post your thoughts on this article, and respond to one other student's post.

GRADING

COURSE CONTENT

Finding My Values paper (6 steps) (Gen Ed #1)	150
Quiz over 'Finding My Values' (Gen Ed #1)	50
500 word paper/Ethical Theories (Gen Ed Assign. #2)	100
600 word DRAFT of final paper	100
CSR and Ethics final paper (2,000 words)	250
Test Ethical Theories/CSR/Smartest Guys	250
<u>The Parable of the Sadhu</u>	<u>100</u>
Total Points	1000

GRADING SCALE

100%-95% A

93%-94% A-

91%-92% B+

89%-90% B

87%-88% B-

84%-86% C+

81%-83% C

75%-80% C-

70%-74% D

73.9% and below F

REVIEW THIS GRADING SCALE OFTEN!

ASSIGNMENTS BY MODULE

MODULE 1:

- 1. Complete all of assignment 1 under General Education. Complete the Finding My Values paper (6 steps). This is to be submitted via Black Board by the last day of the Module.**
- 2. Begin working on final paper. You should have a company chosen to research for your final paper.**

MODULE 2:

- 1. Take the quiz over 'Finding My Values'**
- 2. Continue research for your final paper**
- 3. Read the three articles under General Education #2**
- 4. Begin writing your 500 word paper for the General Education #2**

MODULE 3:

- 1. Your 500 word paper for General Education #2 is due by the end of this module.**
- 2. Continue research for your final paper. The first draft (600 words) will be due by the end of module 4.**
- 3. Start reading all articles in 'Readings'.**

MODULE 4:

- 1. Your 600 word, first draft for your final paper is due by the last day of module 4.**
- 2. Continue reading all articles in the 'Readings' section.**
- 3. The Smartest Guys in the Room needs to be watched before the test in module 7**
- 4. Read the Parable of the Sadhu, post in discussion board, and answer another student's post.**

MODULE 5:

- 1. Continue reading the articles over CSR and Ethics**
- 2. Continue working on your final paper**

MODULE 6:

- 1. Continue reading the articles over CSR and Ethics**
- 2. Continue working on your final paper**

MODULE 7:

- 1. Test over the CSR and Ethics readings, and The Smartest Guys in the Room. The test is open the last 3 days of the module**
- 2. Continue working on your final paper**

MODULE 8: Turn in your final paper by FRIDAY of Module 8!

RUBRIC for ETHICAL THEORIES PAPER

Gen Ed Assignment #2

Analysis: Student clearly and logically applies analysis tool; student does not leave any obvious issues out—identifies main issues as well as subsidiary, embedded or implicit ones, identifies them clearly, and distinguishes them from one another	0 – 35 pts	
Mechanics/Grammar: Student has followed all normal rules of spelling, punctuation, sentence structure, and paragraph construction	0 - 15 pts	
Documentation: Student has used MLA formatting rules and has a works cited.	0 - 15 pts	
Conclusion: Ideas are insightful, creative as well as rational and logical. Approximately 1/3 of paper is the opinion of the student.	0 - 35 pts	
Paper is 500 words		
TOTAL POINTS	0 - 100 pts	

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<http://herbergeronline.asu.edu/the220/assignmnts/Dramaturgyrubricpaper.html>

THIS SYLLABUS IS SUBJECT TO CHANGE BY THE INSTRUCTOR

CSR and Ethics FINAL paper 2,000 words

Analysis: Student clearly and logically applies analysis tool; student does not leave any obvious issues out—identifies main issues as well as subsidiary, embedded or implicit ones, identifies them clearly, and distinguishes them from one another	0 - 100 pts	
Mechanics/Grammar: Student has followed all normal rules of spelling, punctuation, sentence structure, and paragraph construction	0 - 40 pts	
Documentation: Student has used MLA formatting rules and has a works cited.	0 - 50 pts	
Conclusion: Ideas are insightful, creative as well as rational and logical. Approximately 1/3 of paper is the opinion of the student. Paper is 2,000 words	0 - 60 pts	
TOTAL POINTS	0 - 250 pts	

TO BE USED FOR THE *FINDING MY VALUES* PAPER

WHAT ARE YOUR VALUES?

DECIDING WHAT IS MOST IMPORTANT IN YOUR LIFE.

https://www.mindtools.com/pages/article/newTED_85.htm

How would you define your values?

Before you answer this question, you need to know what, in general, values are.

Your values are the things that you believe are important in the way you live and work.

They (should) determine your priorities, and, deep down, they're probably the measures you use to tell if your life is turning out the way you want it to.

When the things that you do and the way you behave match your values, life is usually good – you're satisfied and content. But when these don't align with your personal values, that's when things feel... wrong. This can be a real source of unhappiness.

This is why making a conscious effort to identify your values is so important.

How Values Help You

Values exist, whether you recognize them or not. Life can be much easier when you acknowledge your values – and when you make plans and decisions that honor them.

If you value family, but you have to work 70-hour weeks in your job, will you feel internal stress and conflict? And if you don't value competition, and you work in a highly competitive sales environment, are you likely to be satisfied with your job?

In these types of situations, understanding your values can really help. When you know your own values, you can use them to make decisions about how to live your life, and you can answer questions like these:

- What job should I pursue?
- Should I accept this promotion?
- Should I start my own business?
- Should I compromise, or be firm with my position?
- Should I follow tradition, or travel down a new path?

So, take the time to understand the real priorities in your life, and you'll be able to determine the best direction for you and your [life goals](#) +!

Tip:

Values are usually fairly stable, yet they don't have strict limits or boundaries. Also, as you move through life, your values may change. For example, when you start your career, success – measured by money and status – might be a top priority. But after you have a family, work-life balance may be what you value more.

As your definition of success changes, so do your personal values. This is why keeping in touch with your values is a lifelong exercise. You should continuously revisit this, especially if you start to feel unbalanced... and you can't quite figure out why.

As you go through the exercise below, bear in mind that values that were important in the past may not be relevant now.

Defining Your Values

When you define your personal values, you discover what's truly important to you. A good way of starting to do this is to look back on your life – to identify when you felt really good, and really confident that you were making good choices.

Step 1: Identify the times when you were happiest

Find examples from both your career and personal life. This will ensure some balance in your answers.

- What were you doing?
- Were you with other people? Who?
- What other factors contributed to your happiness?

Step 2: Identify the times when you were most proud

Use examples from your career and personal life.

- Why were you proud?
- Did other people share your pride? Who?
- What other factors contributed to your feelings of pride?

Step 3: Identify the times when you were most fulfilled and satisfied

Again, use both work and personal examples.

- What need or desire was fulfilled?
- How and why did the experience give your life meaning?
- What other factors contributed to your feelings of fulfillment?

Step 4: Determine your top values, based on your experiences of happiness, pride, and fulfillment

Why is each experience truly important and memorable? Use the following list of common personal values to help you get started – and aim for about 10 top values. (As you work through, you may find that some of these naturally combine. For instance, if you value philanthropy, community, and generosity, you might say that service to others is one of your top values.)

Accountability	Excellence	Perfection
Accuracy	Excitement	Piety
Achievement	Expertise	Positivity
Adventurousness	Exploration	Practicality
Altruism	Expressiveness	Preparedness
Ambition	Fairness	Professionalism
Assertiveness	Faith	Prudence
Balance	Family-orientedness	Quality-orientation
Being the best	Fidelity	Reliability
Belonging	Fitness	Resourcefulness
Boldness	Fluency	Restraint
Calmness	Focus	Results-oriented
Carefulness	Freedom	Rigor
Challenge	Fun	Security
Cheerfulness	Generosity	Self-actualization
Clear-mindedness	Goodness	Self-control
Commitment	Grace	Selflessness
Community	Growth	Self-reliance
Compassion	Happiness	Sensitivity
Competitiveness	Hard Work	Serenity
Consistency	Health	Service
Contentment	Helping Society	Shrewdness
Continuous Improvement	Holiness	Simplicity
Contribution	Honesty	Soundness
Control	Honor	Speed
Cooperation	Humility	Spontaneity
Correctness	Independence	Stability

Courtesy	Ingenuity	Strategic
Creativity	Inner Harmony	Strength
Curiosity	Inquisitiveness	Structure
Decisiveness	Insightfulness	Success
Democraticness	Intelligence	Support
Dependability	Intellectual Status	Teamwork
Determination	Intuition	Temperance
Devoutness	Joy	Thankfulness
Diligence	Justice	Thoroughness
Discipline	Leadership	Thoughtfulness
Discretion	Legacy	Timeliness
Diversity	Love	Tolerance
Dynamism	Loyalty	Traditionalism
Economy	Making a difference	Trustworthiness
Effectiveness	Mastery	Truth-seeking
Efficiency	Merit	Understanding
Elegance	Obedience	Uniqueness
Empathy	Openness	Unity
Enjoyment	Order	Usefulness
Enthusiasm	Originality	Vision
Equality	Patriotism	Vitality

Step 5: Prioritize your top values

This step is probably the most difficult, because you'll have to look deep inside yourself. It's also the most important step, because, when making a decision, you'll have to choose between solutions that may satisfy different values. This is when you must know which value is more important to you.

- Write down your top values, not in any particular order.
- Look at the first two values and ask yourself, "If I could satisfy only one of these, which would I choose?" It might help to visualize a situation in which you would have to make that choice. For example, if you compare the values of service and stability, imagine that you must decide whether to sell your house and move to another country to do valuable foreign aid work, or keep your house and volunteer to do charity work closer to home.
- Keep working through the list, by comparing each value with each other value, until your list is in the correct order.

Tip:

If you have a tough time doing this, consider using [Paired Comparison Analysis](#) to help you. With this method, you decide which of two options is most important, and then assign a score

to show how much more important it is. Since it's so important to identify and prioritize your values, investing your time in this step is definitely worth it.

Step 6: Reaffirm your values

Check your top-priority values, and make sure they fit with your life and your vision for yourself.

- Do these values make you feel good about yourself?
- Are you proud of your top three values?
- Would you be comfortable and proud to tell your values to people you respect and admire?
- Do these values represent things you would support, even if your choice isn't popular, and it puts you in the minority?

When you consider your values in decision making, you can be sure to keep your sense of integrity and what you know is right, and approach decisions with confidence and clarity. You'll also know that what you're doing is best for your current and future happiness and satisfaction.

Making value-based choices may not always be easy. However, making a choice that you know is right is a lot less difficult in the long run.

Key Points

Identifying and understanding your values is a challenging and important exercise. Your personal values are a central part of who you are – and who you want to be. By becoming more aware of these important factors in your life, you can use them as a guide to make the best choice in any situation.

Some of life's decisions are really about determining what you value most. When many options seem reasonable, it's helpful and comforting to rely on your values – and use them as a strong guiding force to point you in the right direction.

This site teaches you the skills you need for a happy and successful career; and this is just one of many tools and resources that you'll find here at Mind Tools. Subscribe to our [free newsletter](#), or [join the Mind Tools Club](#) and really supercharge your career!