

REL 342: Professional and Business Ethics

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COURSE SYLLABUS

General Education Program Goals:

Assignments in this course emphasize the General Education Program goals of North Carolina Wesleyan College.

Course Description:

This course is a study of the invaluable contribution of *normative ethics* to the professional world. This course will utilize lectures, in-class discussions, examinations, presentations and the investigation of case-studies towards understanding how ethical-reflection can attend to the rapidly changing circumstances and moral dilemmas of occupational-life in the Twenty-First century.

Course Objectives and Methods:

- Clarify and discuss their personal values.
- Recognize the impact of ethical or unethical business practices.
- Differentiate between ethical and unethical advertising practices.

All students must produce their own work in accordance with the North Carolina Wesleyan College Plagiarism and Cheating policy as outlined in the College Catalogue:

<http://www.ncwc.edu/academics/catalog/catalog.htm>. (p. 72) Academic integrity is at the heart of both intellectual and moral formation. Misrepresenting your ability and work-ethic is neither beneficial to you nor to our academic community.

I am invested in your progress as a student and can only assess your progress if I can see where you struggle. According to the Catalogue, “‘Cheating’ means the giving or receiving of information illicitly with intent to deceive the instructor in his or her effort to grade fairly any academic work. ‘Plagiarism’ is ‘to take and use as one’s own the thoughts, writings, or inventions of another’ (Oxford English Dictionary). It is plagiarism when one uses direct quotations without proper credit and appropriate quotation marks, and when one uses the ideas of another without proper credit” (72). 3

For the purposes of this course, adhering to the Plagiarism and Cheating policy means that a student neither gives nor receives aid on an exam and is the sole author of any written work submitted for credit. Pasting material from the internet into a paper without proper citation, for example, is a violation of the honor code. Students may form study groups in order to prepare for tests and are permitted to discuss their papers with one another prior to submission. On occasion a group assignment will be

assigned and will result in a jointly authored final report. Any suspicion of cheating and/or plagiarism will be handled according to the College Catalogue.

Required Texts:

Shaw, William H. and Vincent Barry. *Moral Issues in Business 13 ed.* Boston, MA: Cengage, 2016.

ATTENDANCE

Adult and Professional Studies classes are accelerated and are offered in 8-week and 5-week sessions. Because of this, students are required to attend every class session. Missing any class will have a negative impact on the student's learning and course performance. In the event of an absence, the student is required to notify the instructor ahead of time and follow the instructor's course of action for dealing with the missed class time. This may include the completion of additional assignments or a reduction in the final grade due to the missed class.

Attendance on the first night/week is mandatory. Students will be required to participate in a week 1, introduction forum for attendance reporting.

NOTE: THIS FORUM IS NOT GRADED BUT IS USED TO DETERMINE YOUR ATTENDANCE FOR WEEK 1. IF YOU DO NOT PARTICIPATE IN THIS DISCUSSION, YOU WILL BE REPORTED AS A "NO-SHOW" AND YOUR CAMPUS DIRECTOR WILL BE NOTIFIED. THIS WILL RESULT IN YOU BEING DROPPED FROM THE CLASS, REGARDLESS IF YOU POST IN THE OTHER WEEK 1 FORUMS.

DISABILITY STATEMENT

Students with disabilities who believe that they may need accommodations in this class are encouraged to contact the Office of Disability Support Services (DSS) at 985-5369 as soon as possible to coordinate and implement accommodations in a timely fashion. The Office of DSS is located in the Student Support Center, PC 188. 4

ASSIGNMENTS

I. Excursus:

Students will develop a 3-4 page excursus, which is an analytical paper demonstrating critical thought about a particular subject.

The focus of this paper is the ETHICAL aspect of a particular business (i.e. Amazon, Tesla, Microsoft, Bloomberg, Spotify, Berkshire Hathaway, etc.) or the ETHICAL aspects of an era in business history (i.e., The Great Panic of 1873, The Great Depression, The Dot-Com Bubble, The Great Recession of 2007, Market Inflation as a Contributor to the Recession of 1987, etc. The excursus should examine the common practices, protocols and philosophy of that business or era in era. This point of this paper is to examine and discuss the effects of the proper, or improper, appropriation of ethical principles such as teleology or deontology.

Upload your assignment to the Student Portal as a PDF.

IMPORTANT NOTE

The excursus must be written in Times Roman, 12 point font, double-space using the Turabian documentation system or Chicago Style. A quick-reference can be found here:

1. <https://www.youtube.com/watch?v=TclISwE0Ulg>
2. <https://www.youtube.com/watch?v=57WvdX8YsR8>
3. http://www.press.uchicago.edu/books/turabian/turabian_citationguide.html

II. Proposed Business Code of Conduct:

Students will develop a 2-3 page Code of Conduct for a business (**of their own creation**) with 1-49 employees. This Code of Conduct is to be developed as if it would be (1) Posted throughout a workplace (2) Appear within a New Employee Handbook and/or presented during a new employee orientation.

Upload your assignment to the Student Portal as a PDF.

III. Media Reflections:

Listed in the course schedule are three Media Reflections. View these video clips after reading the assigned pages and type a one-page, double-spaced ethical analysis of each case-study. Articulate the main conflict in each clip and address that conflict as would an ethicist brought into to consult on the matter. 5

Each Media Reflection must contain at least ONE TURABIAN citation from the book in the context of the video clip. For example: A media clip about moral hazard should contain a relevant quote from the textbook on moral hazard. All three Media Reflections should be submitted as one PDF file.

Upload your assignment to the Student Portal as a PDF.

Honor Code:

All students are expected to conform to the highest standards of academic integrity. This means that all written assignments, exams, and papers must reflect the work of the student. Credit must be given to outside sources whenever materials and ideas are incorporated into class work. Plagiarism will immediately be reported in accordance with institutional policies. For this course in particular, this policy includes appropriating the correct documentation system in both written and oral assignments (i.e., correctly formatted footnotes, crediting sources used in PowerPoint presentations, correctly formatted bibliographical citations, etc.). Please refer to page 72 of the North Carolina Wesleyan College catalog for further details.

Contacting the Instructor:

The easiest way to contact me is via email at jgrimes@ncwc.edu. In the event of emergencies, I can also be reached at (920) 248-1951. As this is my personal number, texting is preferred for initial correspondence. Please identify yourself as a NCWC student in REL 342 in texts.

At some point during our course, I would like to arrange a Zoom conference that will allow students to discuss topics germane to the assignments and the field of professional ethics in general as a helpful way of getting the absolute most from this course in light of the pedagogical adjustments being made due to COVID-19. This matter will be revisited during the course as to its feasibility. 6

CLASS SCHEDULE

Moral Reasoning and Ethical Standards

Read: Shaw and Barry, pp. 3-23; 56-77.

Ethics and Moral Hazard in the 21st Century

Read: Shaw and Barry, pp. 151-183; 208-215, 239-244.

Media Reflection #1:

<https://www.youtube.com/watch?v=Hhy7JUinlu0>

<https://www.youtube.com/watch?v=OqYtQB6lrQQ>

Decision-making and Responsible Management

Read: Shaw and Barry, pp. 203-221, 435-453.

Managing Personalities and Objectives

Read: Shaw and Barry, pp. 560-588. (Glance over

<https://www.eeoc.gov/statutes/title-vii-civil-rights-act-1964>

Media Reflection #2:

<https://www.youtube.com/watch?v=hwpFehqLLVM>

<https://www.youtube.com/watch?v=QCFb4BiDDcE>

DUE: Proposed Code of Conduct.

Protecting Workers, Consumers and Corporations.

Read: Shaw and Barry, pp. 184-185, 234-235, 494-516.

A Case For-and-Against Industrialism

Read: Shaw and Barry, pp. 448-480.

Media Reflection # 3:

<https://www.youtube.com/watch?v=IXzqw3ZP6yl>

<https://www.youtube.com/watch?v=26QxO49Ycx0>

Media Reflections.

***Applied Theory: Developing and Enforcing a
Professional Code of Ethics in the Workplace***

Read: Shaw and Barry, pp. 120-128.

DUE: Excursus. 7

Grading:

Media Reflections: 30%

Code of Conduct: 30%

Excursus: 40%

Grading Scale:

The final grade for all students will be based on the following grading scale:

A 94-100

A- 90-93

B+ 87-89

B 84-86

B- 80-83

C+ 77-79

C 74-76

C- 70-73

D+ 67-69

D 60-66

F Below 60

XF Failure to attend first 1-3 class meetings

Inc. INCOMPLETE

W WITHDRAWAL 8

RESOURCES

Turabian Quick Reference Guides:

<https://www.youtube.com/watch?v=TcIISwE0Ulg>

<https://www.chicagomanualofstyle.org/turabian/turabian-notes-and-bibliography-citation-quick-guide.html>

http://www.press.uchicago.edu/books/turabian/turabian_citationguide.html

Sample Turabian Paper:

http://www.liberty.edu/media/1171/Notes-Bibliography_Sample_Paper.pdf

<https://ncwc.edu/campus-life/resources/student-success-center/online-tutoring>