

MGM250 Business Ethics

Syllabus Overview

This syllabus contains all relevant information about the course: its objectives and outcomes, the grading criteria, the texts and other materials of instruction, and weekly topics, outcomes, assignments, and due dates. Consider this your roadmap for the course. Please read through the syllabus carefully and ask questions if you would like anything clarified. Please print a copy of this syllabus for reference.

Course Description

3 Credits

Prerequisite: None

The purpose of this course is to develop critical thinking and reasoning about moral issues of business, with primary focus on the business arena. In addition to a study of public issues such as mergers, management versus stockholders' interests, changing nature of stockholders, you will explore typical ethical dilemmas that confront investors, managers, analysts, brokers, and others involved in the financial marketplace. This course emphasizes the ethical dimensions of employees who work within organizations. Case analysis, research and group discussion of current events will be used.

Course Outcomes

At the completion of this course, students should be able to:

- Identify the meaning of ethics and ethical behavior.
- Be informed about and sensitized to the deep ethical issues and current events in our business society.
- Describe the complexity of business decisions and learn to evaluate alternative courses of action.
- Apply ethical principles and guidelines to business decision-making.

Communication with Your Instructor

You will receive a welcome email from your instructor prior to the start of class. This email will contain your instructor's contact information. Your instructor will also be communicating with you via several methods in the course, including:

- **Announcements** – This communication tool, located on the navigation menu within your course in Canvas, contains important updates. Be sure to check for new announcements from your instructor each time you access your course.

- **Q&A** – Use this discussion board, located on the Home screen in your course, to communicate with your instructor and classmates regarding general course questions (i.e. missing links, assignment clarification, etc.).
- **Inbox** – Use the Inbox, located in the top right corner of Canvas, to send a message to your instructor or classmates.

Materials and Resources

There is no required textbook. All readings are provided within the course.

Library Services

Detailed information about the eLibrary can be found in the Student Resource Center. This is a course that all students have access to during their academic career.

Canvas Help Desk and Technical Questions

If you experience technical issues in your course, please contact the Canvas Help Desk by clicking the Help link (top right corner within Canvas). There are 3 ways to contact them:

- Phone (888-628-2749)
- Live chat
- Report a problem (submit a ticket)

Be sure to notify your instructor of any technical difficulties you are experiencing.

Additional resources are available in the Student Resource Center and the Canvas Guides website:
<https://community.canvaslms.com/docs/DOC-4121>

Weekly Schedule

Week 1 Business, Society, and Corporate Social Responsibility	
Outcomes	<ul style="list-style-type: none"> Describe pluralism and identify its strengths. Discuss the Iron Law of Responsibility and assess its application. Explain corporate response to social pressure. Provide business examples of CSR and corporate citizenship. Detail the value of business ethics.
Readings	<ol style="list-style-type: none"> Mixed motives and ethical decisions in business Corporate social responsibility theories: Mapping the territory. Social responsibility of business, business ethics and corporate governance - need for a unified approach. Value creation, management competencies, and global corporate citizenship: An ordonomic approach to business ethics in the age of globalization CEOs set ethics priorities; Ordinary citizens define ethics broadly
Lecture	<ul style="list-style-type: none"> Business, society, and corporate social responsibility
Multimedia	<ul style="list-style-type: none"> Building business on character ethic
Discussion	<p>Once you have completed the readings and studied the lecture for this week, respond to the following question in a well-crafted paragraph of between 125-150 words. Please, see the Discussion Rubric before you begin your work.</p> <p>In your view, what is the single strongest argument against the idea of corporate social responsibility (CSR)? What is the single strongest argument for corporate social responsibility CSR?</p> <p>Pies, Beckmann, and Hielscher (2010) held that “the social purpose of business is value creation” (p. 266). Do you agree with this statement?</p> <p><i>Initial discussion post due Thursday (6:00AM, Eastern Time). Discussion closes Sunday (6:00AM, Eastern Time).</i></p>
Assignment	<p>Current events – Corporate culture</p> <p>Due Monday (6:00am, Eastern Time).</p>

Week 2 Strategic and Crisis Management	
Outcomes	<ul style="list-style-type: none"> Explain the concepts of strategic and crisis management. Assess a strategic and crisis management plan. Explore how a concern for social and ethical issues fits into the strategic management process. Identify a business crisis and debate the benefits of investments in preparedness.

Readings	<ol style="list-style-type: none"> 1. Strategic planning: Looking beyond the next move 2. The dangers of synthetic opioids 3. Planning to manage your next crisis decisively and effectively 4. The business case for preparedness: An annotated bibliography
Multimedia	<ul style="list-style-type: none"> • Back to business: Planning for disasters
Lecture	<ul style="list-style-type: none"> • Strategic and crisis management
Discussion	<p>Once you have completed the readings and studied the lecture for this week, respond to the following question in a well-crafted paragraph of between 125-150 words. Please, see the Discussion Rubric before your begin you work.</p> <p>After reading the InterCEP Highlights and Key Points in The Business Case for Preparedness, how would you convince a corporate decision maker that a business continuity plan would be a good investment? Please refer to sources in the annotated bibliography.</p> <p><i>Initial discussion post due Thursday (6:00AM, Eastern Time). Discussion closes Sunday (6:00AM, Eastern Time).</i></p>
Assignment	<p>Current events – Crisis management</p> <p>Due Monday (6:00am, Eastern Time).</p>
Quiz	<p>Due Monday (6:00am, Eastern Time).</p>

Week 3 Case Study in Unethical Business Behavior – Wells Fargo	
Outcomes	<ul style="list-style-type: none"> • Determine how management and culture can affect business decisions • Compare the causes of unethical behavior with the strategies to avoid unethical behavior • Debate the ways that ethical leadership affects the ethics of the workplace
Readings	<ol style="list-style-type: none"> 1. The Wells Fargo problem has only started for other banks 2. Wells execs stuck to the script as evidence of sales abuses mounted 3. Wells Fargo claws back \$75M more from Stumpf, Tolstedt
Lecture	<ul style="list-style-type: none"> • Case study in unethical behavior: Wells Fargo
Multimedia	<ul style="list-style-type: none"> • Buffett: Wells Fargo is 'a great bank that made a terrible mistake'
Discussion	<p>Once you have completed the readings and studied the lecture for this week, respond to the following question in a well-crafted paragraph of between 125-150 words. Please, see the Discussion Rubric before you begin your work.</p>

	<p>In your opinion and based on what you have studied and learned this week, how did the action of Wells Fargo’s leadership create an unethical culture within Wells Fargo and how could such actions be repeated in other situations? In your response, refer directly to specific information found in any of the materials for this week to give substance to your response.</p> <p><i>Initial discussion post due Thursday (6:00AM, Eastern Time). Discussion closes Sunday (6:00AM, Eastern Time).</i></p>
Assignment	<p>Current event – Ethical leadership</p> <p>Due Monday (6:00am, Eastern Time).</p>

Week 4 Ethical Issues in the Global Arena	
Outcomes	<ul style="list-style-type: none"> • Determine unethical practices by multi-national corporations • Debate the position of globalists and antiglobalists • Assess an example of a CSR violation and the influences of outside groups to improve CSR violations • Determine ethical practices in global businesses based on a culture of compliance versus a culture of integrity
Readings	<ol style="list-style-type: none"> 1. Criminalizing the second oldest profession: Foreign Corrupt Practices Act (FCPA) 2. Should business ethics be different in transitional economies? 3. Giving voice in a culture of silence. From a culture of compliance to a culture of integrity
Lecture	<ul style="list-style-type: none"> • Ethical issues in the global arena
Multimedia	<ul style="list-style-type: none"> • The social responsibility of business
Discussion	<p>Once you have completed the readings and studied the lecture for this week, respond to the following question in a well-crafted paragraph of between 125-150 words. Please, see the Discussion Rubric before you begin you work.</p> <p>The Foreign Corrupt Practices Act was passed not only for legal and ethical reasons but also out of a concern for the image and reputation of the United States abroad. Has it been successful in preventing corruption and bribery in international business ventures?</p> <p><i>Initial discussion post due Thursday (6:00AM, Eastern Time). Discussion closes Sunday (6:00AM, Eastern Time).</i></p>
Assignment	<p>Examine the Decision Making Model</p> <p>Due Monday (6:00am, Eastern Time).</p>

Quiz	Due Monday (6:00am, Eastern Time).
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Week 5	Environment and Business
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Outcomes	<ul style="list-style-type: none"> Analyze the role of the multi-national corporation in environmental issues Explore the concepts of economic development and environmental realities Identify environmental trends Outline corporate strategies to slow negative environmental trends
Readings	<ol style="list-style-type: none"> MNCs in the Third World: Is conflict unavoidable? Gulf of Mexico Oil Spill Negotiating "meaningful participation" for Indigenous peoples in the context of mining.
Lecture	<ul style="list-style-type: none"> Ethics and the environment
Multimedia	<ul style="list-style-type: none"> BP oil spill 5 years later: Wildlife still suffering
Discussion	<p>Once you have completed the readings and studied the lecture for this week, respond to the following question in a well-crafted paragraph of between 125-150 words. Please, see the Discussion Rubric before you begin your work.</p> <p>In your opinion and based on what you have learned, is it plausible to achieve an equilibrium between a strong economy and a healthy environment, and if so, what role does a corporation have in protecting the environment for future generations? Be specific in your response and include references to materials you have studied this week to substantiate your argument.</p> <p><i>Initial discussion post due Thursday (6:00AM, Eastern Time). Discussion closes Sunday (6:00AM, Eastern Time).</i></p>
Assignment	<p>Current event – Negative environment impact</p> <p>Due Monday (6:00am, Eastern Time).</p>

Week 6	Workplace Issues - Privacy, Safety, and Whistle-blowing
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Outcomes	<ul style="list-style-type: none"> Explore the role of OSHA Explain workplace safety issues Identify measures to develop safety program Debate the right to privacy in the workplace Summarize the U. S. Supreme Court case regarding privacy Explain whistle-blowing and the Sarbanes-Oxley Act Protection for Whistleblowers
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Readings	<ol style="list-style-type: none"> 1. Of safety culture and climate: to get the most from workplace safety, focus on both approach and process 2. Whistleblowers and tax-exempt organizations 3. Ontario v. Quon
Lecture	<ul style="list-style-type: none"> • Creel, R. S. (2018). Workplace issues [PowerPoint slides].
Multimedia	<ul style="list-style-type: none"> • Why do we hate whistle-blowers?
Discussion	<p>Once you have completed the readings and studied the lecture for this week, respond to the following question in a well-crafted paragraph of between 125-150 words. Please, see the Discussion Rubric before your begin you work.</p> <p>Do you think that private employees should have an expectation of privacy when using company computers, phones, or pagers? Be specific in your response and include references to materials you have studied this week to substantiate your argument.</p> <p><i>Initial discussion post due Thursday (6:00AM, Eastern Time). Discussion closes Sunday (6:00AM, Eastern Time).</i></p>
Assignment	<p>Current event – Privacy in the workplace</p> <p>Due Monday (6:00am, Eastern Time).</p>
Quiz	<p>Due Monday (6:00am, Eastern Time).</p>

Week 7 Employment Discrimination and Affirmative Action	
Outcomes	<ul style="list-style-type: none"> • Explore Title VII of the Civil Rights Act of 1964 as amended • Debate the ideas of affirmative action and reverse discrimination • Analyze the concepts of disparate treatment and disparate impact • Explain different categories of employment discrimination
Readings	<ol style="list-style-type: none"> 1. A new landscape: civil rights erosion 2. Reverse discrimination: What can managers do? 3. Crisis management: a case study on racism
Lecture	<ul style="list-style-type: none"> • Employment discrimination and affirmative action
Multimedia	<ul style="list-style-type: none"> • Color blind or color brave?
Discussion	<p>Once you have completed the readings and studied the lecture for this week, respond to the following question in a well-crafted paragraph of between 125-150 words. Please, see the Discussion Rubric before your begin you work.</p> <p>There is a debate between those that believe affirmative action is still needed and those who feel it causes reverse discrimination. In order to create a diverse workplace, do you</p>

	believe affirmative action is still needed? Be specific in your response and include references to materials you have studied this week to substantiate your argument. <i>Initial discussion post due Thursday (6:00AM, Eastern Time). Discussion closes Sunday (6:00AM, Eastern Time).</i>
Assignment	Current event – Disparate treatment or impact Due Monday (6:00am, Eastern Time).

Week 8 Government Regulations	
Outcomes	<ul style="list-style-type: none"> Analyze the benefits and problems with government regulation of business Explain the practice of self-regulation Explore the impact of lobbying efforts Summarize the idea of social innovation
Readings	<ol style="list-style-type: none"> Corporate responsibility, governance and accountability: from self-regulation to co-regulation. Government red tape is a big expense for small businesses: Over regulation: Business spends \$19 for every dollar government spends Series: Expanding Your Business. Business-government relations: Beyond lobbying. Government regulation of business
Lectures	<ul style="list-style-type: none"> Business and the government
Multimedia	<ul style="list-style-type: none"> The realities of lobbying -- a look beyond the smoke and mirrors
Discussion	<p>Once you have completed the readings and studied the lecture for this week, respond to the following question in a well-crafted paragraph of between 125-150 words. Please, see the Discussion Rubric before you begin you work.</p> <p>To what degree do you think that the government should be involved with business? Do you think that there have been times when government intervention and regulation has gone too far? Have there been times when it has not gone far enough? Be specific in your response and include references to materials you have studied this week to substantiate your argument.</p> <p><i>Initial discussion post due Thursday (6:00AM, Eastern Time). Discussion closes Friday (6:00AM, Eastern Time).</i></p>
Assignment	Term Paper Due Friday (6:00am, Eastern Time).
Quiz	Due Friday (6:00am, Eastern Time).

Grading and Evaluation

Your grades will reflect the way in which you present and support your topics and positions in the various learning activities used in this course. The grades will be based on the quality and quantity of your comments and responses in the various activities.

Be sure to review the discussion and assignment rubrics in the course for specific grading criteria.

The various graded activities are weighted as follows:

Course Element	% of Final Grade
Assignments	20%
Discussions	30%
Quizzes	30%
Term Paper	20%
Total	100%

Students will be expected to meet all the deadlines of the class as indicated throughout the course and in the syllabus. This is primarily so we don't get behind in the course. In addition, discussions cannot overlap from one week to the next. This is to ensure that all discussions and submissions take place within the week they are scheduled in order to be of value to the entire class as well as to help you not get behind. If there are extenuating circumstances, you will need to communicate that to the instructor and make arrangements accordingly, if appropriate.

Late Assignments: Exceptions are to be determined by the instructor on a case-by-case basis. There will be no opportunities for extra credit.

The final course grading criteria is described in the table below:

Learner Success Guidelines

These guidelines are provided to help you succeed in your coursework:

- Participate in the class introduction activity on the first day of class.
- Submit ALL assignments by the posted due dates and times.
- Check your emails daily.
- Contact Portal Help for logon problems or Canvas Help for technical issues with Canvas.
- Participate fully in all threaded discussions.
- Contact your instructor if you have questions about an assignment or need additional help completing your work successfully.

Academic dishonesty is grounds for dismissal from the program.

Academic Policies

The following Academic Policies can be found in the [Student Resource Center](#).

- Grading Criteria
- Reasonable Accommodations Policy
- Student Attendance Policy
- Academic Honesty and Integrity Policy
- Student Engagement and the Granting of Academic Credit
- Copyright Policy

Caveat

The above schedule, content, and procedures in this course are subject to change. All policies are superseded by the latest College Catalog available on our website:

<https://www.cambridgecollege.edu/student-rights-complaints-grievances/student-code-conduct>