



**UNIVERSITY OF
NORTHWESTERN**
— ST. PAUL —

OFFICE OF ADULT
& GRADUATE STUDIES

BSM4025

Business Ethics

SPRING 2021

SYLLABUS

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University of Northwestern – St. Paul
Office of Adult & Graduate Studies
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BSM4025 Business Ethics

University of Northwestern – St. Paul

COURSE DESCRIPTION

Students will learn how to apply biblical principles and standards to ethical problems within business. Additionally, students will gain experience and confidence in making ethical decisions through a structured decision-making process. Knowledge and practical skills will be obtained through text readings, case studies, biblical research, supplemental business articles, video studies, and class discussions.

Credits: 2

Prerequisites: None

INSTRUCTOR INFORMATION

Please see “Contacting the Instructor” on the course site.

COURSE OUTCOMES

At the end of this course, a successful student will be able to

- CO-1. Evaluate different moral approaches of ethical systems
- CO-2. Apply biblical principles of ethics to business settings
- CO-3. Assess the ethics of different economic systems
- CO-4. Determine moral responsibility in a corporate climate

MATERIALS

Required Textbooks and Materials

Wherever possible, this course will utilize Open Textbooks from the Open Textbook Library. Open textbooks are textbooks that have been funded, published, and licensed to be freely used, adapted, and distributed. These books can be downloaded for no cost, or printed at low cost.

Required Tools

For this course, students will need access to Microsoft Office (available at no cost to students through the University of Northwestern-St. Paul), a PDF reader, and a standard internet browser. Please refer to the Tech Requirements found in the Technology Help section at the top of the course site for the full requirements.

GRADING POLICIES AND PROCEDURES

Course Grade Explanation

Assignments	Grade Weight
Weekly Reflection Journal	20
Professional Creed	20

Case Study Discussion Forums	30
<u>Final Assessment - Ethics Case Competition</u>	<u>30</u>
Total	100

Grading Scale Percentages

A	≥ 93	B	≥ 83	C	≥ 73	D	≥ 63
A-	≥ 90	B-	≥ 80	C-	≥ 70	D-	≥ 60
B+	≥ 87	C+	≥ 77	D+	≥ 67	F	< 60

Late Work

All assignments are due as described in the course syllabus. Students are responsible for meeting assignment deadlines. Late assignments will be deducted one full letter grade (e.g., A to B) per day; late assignments will not be accepted for a grade beyond 3 calendar days past the original deadline. Forum discussion activities must be completed on time; late forum posts will not receive any credit. Students should contact the instructor via e-mail if an extenuating circumstance exists.

Feedback Expectations

Students should expect feedback for their submitted assignments within 5 days of the assignment due date or the time of their submission, whichever is later.

INSTITUTIONAL POLICIES AND SERVICES

Guidelines and Information

Students are responsible for policies and procedures found in the Office of Adult & Graduate Studies Catalog located on theROCK. These policies include the following:

- Deadlines for dropping or withdrawing
- Attendance
- Class cancellations
- Plagiarism and cheating
- Grading System
- Complaints, exceptions, and appeals

Instructors may have course-related expectations that further detail the policies and procedures outlined in the catalog. Any such expectations must be provided to students in writing (e.g., handout, course site posting) prior to or at the beginning of the class.

Traditional undergraduate students enrolled in A&GS courses are subject to the traditional undergraduate student handbook for all non-course-specific policies and procedures.

Academic Integrity

Members of the Northwestern community mutually commit to personal integrity and honesty. Students submitting work are expected to convey their own thoughts unless the source is cited appropriately. Plagiarism, cheating, and other forms of academic dishonesty violate ethical and intellectual principles.

In every course, students are required to view the Understanding Plagiarism video and complete the Understanding Plagiarism Quiz prior to completing any of the course content. These items are part of the course orientation.

Academic Achievement

UNW students requesting academic accommodations in association with the Americans with Disabilities Act (ADA) are directed to notify [Disability Services](#) to begin the application process. Academic Achievement also provides the following: [Writing and Subject Tutoring](#), advocating, transitional skill building, [Academic Coaching](#) (organization, time management, test taking, etc.).

Contact Academic Achievement for more information: AcademicAchievement@unwsp.edu • 651-628-3316
• N4012 (Revised 06/20)

Support Services

Links to support services are available found in the Student Services section at the top of the course site.

COURSE POLICIES AND INFORMATION

Email and Announcements

Students are responsible to regularly check their Northwestern student email and the announcements in the course site in order to receive updates and information.

Attendance

Due to the accelerated nature of the online curricula, students are expected to participate in all course activities. Students must contact the faculty member in advance or as soon as possible if unable to participate in all or part of the course activities for a given week because of a medical (which includes having to quarantine or isolate due to COVID-19 exposure or confirmed illness), family, or work-related emergency. Students should refer to their course syllabus and/or faculty member for specific requirements. Students who do not participate in course activities and fail to withdraw from the course will receive a failing “F” grade.

Submission Standards

All assignments, unless otherwise stated, must be submitted on the course site in Microsoft Word document format (.doc or .docx). For all assignments, use a standard readable font, double-spaced, etc.

Critical Response to Alternate Viewpoints

When students are reading or viewing course materials, they may encounter viewpoints, words, or images that their instructors would not use or endorse. Students should know that materials are chosen for their value in learning to read, write, and view critically, not because the materials are necessarily Christian.

Scholarly Research

Quality participation in this course requires contribution of scholarly research to class interactions. Students can engage in external research via the Berntsen Library website by performing a search of the 60+ databases available to students. Also available on the library site are multiple tutorials to educate learners in effective search techniques. Other credible journals/articles are options as well.

ASSIGNMENTS

See the course site for complete details on the assignments.

Weekly Surveys

Each week there will be a survey that is related to the topic for that week. This is a real-time survey. Meaning, as each student registers their answers, the results are updated real-time. You can view the results right after you finish the survey to see the responses up to that point in time. You can also come back and view the results at a later date. For questions that have a factual answer, the professor will provide both the survey results as well as the answers after the survey closes for that week.

Weekly Reflection Journal

Business ethics is a faith integration course and you are expected to apply biblical principles and standards to the lessons being taught each week. Journaling is a great way to hear from God, clarify your thoughts and feelings, and tie biblical principles to the topics being learned each week. In this exercise, you will be expected to reflect on what you have learned and seek out what the Bible has to say about the topics and materials for that week. On the course site you will have a space where you can perform this task and it will be kept private. Meaning, other students will not be able to access that section. The only person that will have access to this portion of the course site will be you and your professor for grading purpose.

Professional Creed

A professional creed is a statement of the basic beliefs of a religion, ideal, or set of beliefs that guides the actions of a person or group. Many professions have creeds that they adhere to. Think about doctors (Hippocratic Oath), lawyers (Lawyer's Creed of Professionalism), and even the military (US Army Soldier's Creed). In this exercise, you will need to research what elements make up a professional creed and write one specifically for yourself and the industry you are currently involved in. The creed should use terms like "I am" and "I will" to define the creed that you intend to live by in your industry. Remember to incorporate statements of faith and how you see your Christian faith playing out in the business world. Professional creed should be one-page in length, 12pt font, double-spaced.

Weekly Case Study Discussion Forums

Each week you will be able to select one case study to work on from three case studies that pertain to the topic of that week. You are expected to follow the steps of the Model for Moral Decision making format and post a summary of your analysis in the discussion forum for that week. Discussion posts must integrate concepts and/or illustrations specifically from the reading and viewing assignments. Demonstrate your understanding based on your integration of the concepts found in those assignments and from your Christian worldview.

In an online classroom, weekly engagement in the asynchronous (not in real time but in virtual time) discussion forum is expected. You are expected to post in this forum in a thoughtful way that adheres to the rules of netiquette, cites any use of any outside sources, attends to appropriate grammar and punctuation usage, addresses the topic completely, and furthers the discussion. You are also expected to respond to your colleagues' postings in a thoughtful way that furthers the discussion and is more than a simple affirmation ("I really agree with your posting! Good job!"). To earn full credit for postings, comments must be specific and attempt to further the discussion by adding value through a thoughtful

contribution. Late postings will not receive any credit; just like in a real discussion, once it is over, contributing to the discussion does not provide value. A forum rubric will be located on the course site.

Final Assessment – Ethics Case Study Competition

The instructor will divide the class into cross-functional teams during the first week of class. Teams will select a business case from a list of cases provided by the instructor and work on the case study throughout the four weeks of the class. Teams must integrate concepts and/or illustrations specifically learned from the course material. Each team presentation should incorporate research, multimedia, and have a cohesive theme and message across presenters. Presentation should be completed in Voice Thread and will be limited to 25 minutes. Judges will post challenge questions to the case study and teams are expected to post a reply within a 24- hour period.

Students will be judged on their ability to research and present the case and then analyze it from a business, biblical, legal and ethical perspective. Utilize the Model for Moral Decision Making to frame up your thinking and analysis unless another model is approved by the professor. The group is required to take a stand, come to a decision, support your position, and cover the business, biblical, legal and ethical perspective of the case.

Each team will be graded on their case presentation using a standardized rubric. The winning team of the competition gets 30 extra credit points for each member of the team.

COURSE SCHEDULE

Format

This course is delivered in an online format that provides all learning activities online. The day the course starts is considered Day 1 of Week 1 for the course. For example, if a course begins on a Monday, then Day 1 is Monday, Day 4 is Thursday, and Day 7 is the following Sunday.

This course is an accelerated course. As a rule of thumb, students should expect to spend on average 17.5 hours on course work each week.

Due Dates

Unless otherwise noted, all assignments are to be submitted on the course site by 11:59 p.m. CT on Day 7 of each week. Please see the following schedule for details on when an assignment is due.

For any questions regarding these assignments, contact the instructor.

Orientation

- Read the Getting Started Page
- Participate in the Introductions Forum
- View and Complete Understanding Plagiarism Presentation and Quiz
- Complete Student Responsibilities Exercise

Week 1: The Need for Business Ethics and Ethical Decision Making

Unit Objectives

- Comprehend that the need in business for ethical decision-making is great and that as Christian leaders are well equipped to meet that need.

- Organize your thoughts by utilizing the ethical decision making model that incorporates and considers biblical principles in the decision making process

Due Day 4

- Take the Business Ethics in the Workplace Survey
- Read: Business Ethics Workshop (Saylor.org) Chapter 1 – What is Business Ethics
 - Chapter Overview
 - What Is Business Ethics?
 - The Place of Business Ethics
 - Is Business Ethics Necessary? 1.4 Social Media – Facebook and The Unavoidability of Business Ethics
- Read: 2016 Global Business Ethics Survey
- Read: Are Corporate Ethics Sliding Again? Bill George Commentary
- Read: A Model for Moral Decision Making
- View: A Model for Moral Decision Making Voice Thread
- Professor will notify you of the teams for the Final Case Competition
- Choose a case from the three listed in the Week 1 Case Study Discussion forum and complete a forum post working through the Model for Moral Decision Making including content for each step of the Moral Decision Making Model in your post.
- Reach out to your team members and pick 1 of the 5 cases to use for the Final Case Competition.

Due Day 7

- Respond to two colleagues in the Introductions forum (Optional)
- Respond to two colleagues in the Week 1 Case Study Discussion forum post
- Watch: How Ethical Are You? Take The Ethics Guy's Quiz on CNN (4:12)
- Watch: Dr. R.C. Sproul On Ethics & Statistical Morality (1:29)
- Watch: Creating Ethical Cultures in Business: Brooke Deterline at TEDxPresidio (8:23)
- Read: How Should I Live in This World – R.C. Sproul - pp. 1-17
- Watch: The Four Attributes of a Workplace Christian- Oz Hillman (3:12)
- Post in your online journal a reflection on this week's content and how as Christians we should respond to what you just learned. Choose two or three main themes to focus in on. Pull in at least 3 Bible verses to support your position.

Week 2: Corporate Social Responsibility (CSR)

Examine the role of corporate social responsibility.

Formulate an opinion on what investments businesses should be required to make and under what circumstances.

Due Day 4

- Take the Corporate Social Responsibility (CSR) Survey
- Read: Business Ethics Workshop (Saylor.org) Chapter 13 – The Responsible Office: Corporations and Social Responsibility
 - Chapter Overview
 - 13.1 What Kind of Business Organizations Are There?
 - 13.2 Three Theories of Corporate Social Responsibility
 - 13.3 Should Corporations Have Social Responsibilities? The Arguments in Favor
 - 13.4 Should Corporations Have Social Responsibilities? The Arguments Against
- Watch: Philanthropy, Inc: The Bottom Line on Corporate Charity (45:00)
- Read: Business Ethics Workshop (Saylor.org) – Chapter 14 -The Green Office: Economics and the Environment
 - Chapter Overview
 - 14.1 The Environment
 - 14.2 Ethical Approaches to Environmental Protection
 - 14.3 Three Models of Environmental Protection for Businesses
- Read: PWC Corporate Responsibility Practices Survey 2013
- Choose a case from the three listed in the Week 2 Case Study Discussion forum and complete a forum post working through the Model for Moral Decision Making including content for each step of the Moral Decision Making Model in your post.
- Collaborate with your team members to continue working your case for the Final Case Competition.

Due Day 7

- Respond to two colleagues in the Week 2 Case Study Discussion forum
- Watch: E-waste: Dumping on the Poor (4:35)
- Watch: Green-Washing, Busting "eco" (22:35)
- Post in your online journal a reflection on this week's content and how as Christians we should respond to what you just learned. Choose two or three main themes to focus in on. Pull in at least 3 Bible verses to support your position.

Week 3: Ethical Leadership and Talent Management

Unit Objectives

- Describe what it takes to be an ethical leader and what role talent management plays.
- Identify ethical leadership characteristics in the workplace.
- Develop your professional creed.

Due Day 4

- Take the Ethical Leadership and Talent Management Survey
- Read: Shepherd Your People by Os Hillman
- Read: Becoming Influential by Os Hillman
- Read: Business Ethics Workshop (Saylor.org) Chapter 8 - Manager's Ethics: Getting, Promoting, and Firing Workers
 - Chapter Overview
 - 8.1 Hiring

- 8.2 Wages
- 8.3 Promoting Employees
- 8.4 Firing
- Read: The Causes and Management of Workplace Lying by Steven Grover
- Choose a case from the three listed in the Week 3 Case Study Discussion forum and complete a forum post working through the Model for Moral Decision Making including content for each step of the Moral Decision Making Model in your post.
- Touch point meeting - spend time working with your team on your Final Case Competition

Due Day 7

- Develop your professional creed and post course site.
- Respond to two colleagues in the Week 3 Case Study Discussion forum
- Read: Seeing the Ordinary as Extraordinary by Os Hillman
- Watch: Apple Accused of Failing to Protect Workers (3:06)
- Post in your online journal a reflection on this week's content and how as Christians we should respond to what you just learned. Choose two or three main themes to focus in on. Pull in at least 3 Bible verses to support your position.

Week 4: Corporate Culture and Organizational Integrity

Unit Objectives

- Define a healthy and ethical corporate culture.
- Evaluate what organizational integrity looks like and how to foster a culture of ethics and integrity.
- Present and defend an opinion on a case study by making judgments about the information, validity of ideas, and Christian worldview.

Due Day 4

- Take the Corporate Culture and Organizational Integrity Survey
- Read: The Aircraft Brake Scandal by Kermit T. Vandiveer
- Read: Business Ethics Workshop (Saylor.org) Chapter 9 - Manager's Ethics: Deciding on a Corporate Culture and Making It Work
 - Chapter Overview
 - 9.1 What Is Corporate Culture?
 - 9.2 The Relation between Organizational Culture and Knowing the Right Thing to Do
 - 9.3 Two Ethically Knotted Scenes of Corporate Culture: Clothes and Grooming
 - 9.4 What Culture Should a Leader Choose to Instill?
 - 9.5 Styles and Values of Management
- Read: Fostering the Right Environment by Os Hillman
- Watch: Rossen Reports: Some 'faux fur' sold in stores comes from real animals (5:22)
- Watch: Bad Medicine: The Glaxo Case (13:15)
- Submit online your team's Final Assessment - Ethics Case Study Competition.

Due Day 7

- Peer review the Ethics Case Competition submission for the next team down from you in the list (i.e. if you are team 2, then evaluate team 3, if you are the last team in the list then review team 1, etc.) and provide feedback via the peer feedback form found on the course site.
- Post in your online journal a reflection on this week's content and how as Christians we should respond to what you just learned. Choose two or three main themes to focus in on. Pull in at least 3 Bible verses to support your position.
- Post in your online journal a reflection of the class, what you learned, how to apply your Christian Worldview to ethics in the workplace, and any closing thoughts.