Business Ethics

Course Description

Historical and contemporary views of business as a social institution; focus is on the nature of ethics and the utilization of codes of ethics. Prerequisites: BUSI 0011 AND Junior standing or above.

Learning Objectives

- Understand the importance of business ethics, stakeholder relationships, social responsibility, and corporate governance.
- Understand emerging ethical issues and the institutionalization of business ethics.
- Understand the ethical decision making process.
- Understand the process of implementing business ethics in a global economy.

Required or Recommended Readings


NOTE: Please obtain the 8th edition—not the 9th edition or the 7th edition.

NOTE: If the bookstore is sold out of the text, please place a special order with the bookstore or an online source immediately.

NOTE: The instructor has placed a copy of the textbook in the university library reserve section. Students may check out the textbook and read it in the library for 2 hours.

Recommended or Supplemental Reading:

*Publication Manual of the American Psychological Association,* Sixth Edition
American Psychological Association

Blackboard Login: [https://iol.tamucc.edu/](https://iol.tamucc.edu/)
Major Course Requirements

Student performance will be evaluated on exams and various writing assignments.

- **Midterm Exams (3 @ 50 pts.)** 150 pts.
- **Module Chapter Quizzes (10 @ 6 pts.)** 60
- **Semester Project/Final Exam (two-company case analysis report)** 50
- **Module Participation (10 @ 13 pts.)** 130
  - Response to one instructor-generated discussion question (5 pts.)
  - Submission of one chapter case review (5 pts.)
  - Submission of one personal ethical dilemma (2 pt.) and response to one classmate’s ethical dilemma (1 pt.)
- **Journal Article Reviews (3 @ 15 pts.)** 45

You may view your assignment scores and your current course average on Turnitin.com. Instructions for viewing scores and course averages on Turnitin.com are available in the Blackboard course menu area—below the “Instructional Files” section. Scores and course average will not be available anywhere else—including on Blackboard.

A letter grade will be determined on the percentage earned of total points possible, as follows: A: 90-100%; B: 80-89%; C: 70-79%; D: 60-69%; F: 0-59%.

**Borderline Grades:** Students slightly below grade thresholds will have their course grades raised if they meet certain conditions:

Students 1 percentage point from a threshold (89, 79, 69, 59) will have their course grade raised if they have submitted all assignments, quizzes, and exams (no zero scores appear on the Turnitin.com “My Grades” page).

Students 2 percentage points from a threshold (88, 78, 68, 58) will have their course grade raised if they meet both of these conditions: (a) submitted all assignments, quizzes, and exams (no zero scores appear on the Turnitin.com “My Grades” page) and (b) submitted all assignments by Friday of the assigned week (no assignment, quiz, or test completed on the Saturday of the assignment due date.).

Students more than 2 percentage points from a threshold (87, 77, 67, 57) will not have their course grades raised.

**Exams, Quizzes, & Assignments**

**Midterm Exams.** Three midterm exams are scheduled at regular intervals throughout the course (approximately after three chapters). Students will have 75 minutes to complete the 50 multiple-choice questions (1 point each), which are derived from the assigned chapters.

Exams will be posted on Blackboard inside the appropriate learning module and will be available from the first day of the module period until the end of the week in which the exam is assigned; it must be completed by the posted deadline (Saturday, 11:55 p.m.). It
is assumed that each student will complete his/her own exams and that assistance in answering questions will be neither sought nor received.

Students who read the chapter only one time before taking exams are likely to earn scores of 50% or less.

**Module Chapter Quizzes.** Ten quizzes are scheduled at regular intervals throughout the course (each week in which a textbook chapter is assigned). Students will have 10 minutes to complete the 6 multiple choice questions (1 point each), which are derived from the assigned textbook chapters.

Quizzes will be posted on Blackboard inside the appropriate learning module and will be available from the first day of the module period until the end of the week in which the chapter quiz is assigned; it must be completed by the posted deadline (Saturday, 11:55 p.m.). It is assumed that each student will complete his/her own quizzes and that assistance in answering questions will be neither sought nor received.

Students who read the chapter only one time before taking chapter quizzes are likely to earn scores of 50% or less.

**Semester Project/Final Exam.** Students will complete an extended case analysis report as their final exam project. The semester project/final exam may be started any time throughout the semester, but it must be completed and posted to the appropriate link on Turnitin.com by the assigned deadline.

In brief, students will select two cases from among those placed near the end of the course textbook. For each case, students will provide company background information, response to each printed discussion question, textbook concepts relevant to that chapter, and company follow-up information (if available).

A more detailed assignment sheet and a format guide are available on the course menu below the “Instructional Files” heading (look for the “Semester Project Files” link).

**Module Participation.** The module participation components are due each week in which a textbook chapter is assigned. Module participation encompasses three components:

1. **Discussion Question Responses.** Write a short response (3-5 fully developed paragraphs) to one chapter discussion question placed by the instructor inside the learning module. The response must contain both a reference to at least one concept discussed in that assignment’s textbook chapter—including an in-text citation (Ferrell, Fraedrich, & Ferrell, 2011, p. 55)—and a specific example or illustration taken from either personal experience or from prior knowledge (i.e., learned in another class, read in a magazine, heard from a credible source, etc)—and identified as such (K. Peeples, personal communication, Fall 2010). Post completed responses to the designated links on Turnitin.com.

2. **Chapter Case Reviews.** Write a short response (5-7 fully developed paragraphs) to one case that appears either at the beginning of the assigned chapter (“An Ethical Dilemma”) or at the end of the assigned chapter (“Resolving Ethical Business Challenges”). The response must contain a reference to at least one
concept discussed in that assignment’s textbook chapter—include an in-text citation (Ferrell, Fraedrich, & Ferrell, 2011, p. 55). Post completed responses to the designated links on Turnitin.com. A more detailed assignment guide and format guide are available on the course menu below the “Instructional Files” heading (look for the “Chapter Case Review” link) as well as the appropriate weeks’ learning modules.

3. **Personal Ethical Dilemma Responses.** This module assignment contains two parts: Part 1 (2 points)—Write a 1-2 paragraph summary of a real-life workplace ethical dilemma. The dilemma preferably will be one that occurred to you in a work setting. If you can’t think of one that occurred to you, describe one that happened to someone you know. If you can’t think of one that occurred to someone you know, describe one you heard about from a reliable source. Please don’t provide nonwork-related dilemmas (i.e., relationships, social issues, etc.). Post the completed ethical dilemma summary to the designated link on Turnitin.com (for your instructor to score) and post the same dilemma to the Blackboard “Discussions” section (for your classmates to view). A more detailed explanation on how to post the dilemma to the discussion board is available on the appropriate weeks’ learning modules.

   Part 2 (1 point)—Read your classmates’ ethical dilemma summaries in the appropriate location within the Blackboard “Discussions” section. Select the dilemma you find most interesting, and post your proposed solution to that student’s dilemma (1-2 paragraphs). The dilemma that receives the greatest number of proposed solutions posted by classmates will receive one extra-credit point.

Each module participation component will be evaluated by the instructor; students who successfully complete each of the three discussion postings by the assigned deadline (Saturday, 11:55 p.m.) will earn 13 points in module participation (5 points for the instructor-provided discussion question response, 5 points for the chapter case review, and 3 points for the “Personal Ethical Dilemma”/Response to Classmate’s Dilemma.

**Journal Article Reviews.** Students will complete three journal article reviews; each review will be worth 15 points. The completed journal article reviews will be posted to the appropriate link on Turnitin.com by the assigned deadline (Saturday, 11:55 p.m.).

A more detailed assignment sheet and a format guide are available on the course menu below the “Instructional Files” heading (look for the “Journal Article Files” link) as well as the appropriate weeks’ learning modules.

**Course Delivery Method**

This course is a true “online class.” You can complete all of the coursework online.

Because of the online delivery method, all course communication is in WRITTEN form. Instead of listening to lectures and assignment instructions, you have to read the textbook chapters and assignment instructions thoroughly. The time you need to spend each module on this class will vary widely depending on your reading, writing, and typing skills. Consider yourself warned: if you read slowly, have below average writing skills, or are only a “hunt and peck” typist, this class may take considerably MORE time than a regular class.
Course Policies

Please read and observe the following course policies:

**Timely Submission of Assignments (Quizzes, Exams, Assignments, Discussion comments).** Students are expected to complete assignments early in the module’s timeframe period. Students who wait until the end of the module period to complete assignments, do so at their own risk. An assignment is considered late if it arrives after the designated deadline (The clocks on Blackboard and Turnitin.com will be considered the official time; no other clock time will be considered). Due to the possibility of unforeseen circumstances such as technical difficulties or personal situations, you are encouraged to complete your assignments and quizzes in time to rectify any problems before the deadlines.

Late assignments will not be accepted for full credit unless a student becomes “incapacitated”—totally unable to participate in any school and/or work function for one entire day during the module period. The instructor will extend assignment(s) deadlines only if the student can satisfy these conditions: (a) the reason is compelling, (b) the reason prevented the student from attending all school and/or work-related functions for two entire days during the module period, and (c) conditions a and b can be documented in writing by someone in immediate authority (all instructors, employers, etc.).

Students may submit certain written assignments one day late for half credit (chapter discussion question response, chapter case review, ethical dilemma response, and journal article review). The one-day late written assignments need to be submitted as e-mail attachments to the instructor’s e-mail (either BlackBoard or Outlook) since the designated links on Turnitin.com or BlackBoard will have already closed. Assignments submitted at 11:56 p.m. according to Blackboard or Turnitin.com time will be considered late and available for half credit. Credit will not be available for assignments submitted more than one day late unless the student is able to provide documentation for an “incapacitating” excuse described in the preceding paragraph.

**Attendance Policy.** Attendance is mandatory. Attendance is defined as participation in class discussions and timely completion of quizzes, exams, and assignments.

**Attendance Policy for Athletes.** There are no special allowances for athletes. See Attendance Policy above. You have the ability to complete exercises and quizzes in advance; plan your activities so they do not conflict with your class and team requirements.

**Academic Integrity/Plagiarism.** Students are expected to conduct themselves in accordance with the highest standards of academic honesty. There will be ZERO tolerance for academic misconduct. At minimum, an automatic grade of zero will be given for any assignment/exam in which any element of academic misconduct has taken place, but could include all penalties appropriate under University rules as stated in the University catalog. Academic misconduct for which a student is subject to penalty includes all forms of cheating, such as (but not limited to) illicit possession of examinations or examination materials, forgery, or plagiarism. (Plagiarism is the presentation of the work of another as one’s own work. Note that plagiarism can occur intentionally or unintentionally; grading will reflect the policy previously stated).
Incidents of academic dishonesty will be documented and placed on the student’s permanent record.

**Code of Ethics.** This course, and all other courses offered by the College of Business (COB), requires all of its students to abide by the COB Student Code of Ethics (available online at www.cob.tamucc.edu). Provisions and stipulations in the code are applicable to all students taking College of Business courses regardless of whether or not they are pursuing a degree awarded by the COB.

**Turnitin.com.** In an effort to protect you from unauthorized use of your original work and to aid in the identification of plagiarism, all papers and projects will be subject to screening by Turnitin.com. You are encouraged to familiarize yourself with the site and to take advantage of the valuable instructional materials explaining the details of plagiarism and the ways to identify and avoid plagiarism. The following website contains valuable information for your use: http://www.turnitin.com/research_site/e_home.html

**Note:** Assignments are not submitted to turnitin.com successfully unless a turnitin.com “digital receipt” is received. If you don’t receive a digital receipt, the submission was not successful; please submit the assignment again and make sure you receive a digital receipt.

**Professionalism.** As in business, professionalism in the virtual classroom will be maintained at all times. This includes (but is not limited to) respecting classmates and the instructor in all circumstances, virtual or in person. Unprofessional conduct is an unwelcome distraction for all and will not be tolerated. All written communications are to be in a business format (i.e. no chat room abbreviations, slang, etc.).

**Dropping a Class.** I hope that you never find it necessary to drop this or any other class. However, events can sometimes occur that make dropping a course necessary or wise. Please consult with me before you decide to drop to be sure it is the best thing to do. Should dropping the course be the best course of action, you must initiate the process to drop the course by going to the Student Services Center and filling out a course drop form. Just stopping attendance and participation WILL NOT automatically result in your being dropped from the class. **July 27** is the last day to drop a class with an automatic grade of “W” this term.

**Classroom/professional behavior.** Texas A&M University-Corpus Christi, as an academic community, requires that each individual respect the needs of others to study and learn in a peaceful atmosphere. Under Article III of the Student Code of Conduct, classroom behavior that interferes with either (a) the instructor’s ability to conduct the class or (b) the ability of other students to profit from the instructional program may be considered a breach of the peace and is subject to disciplinary sanction outlined in article VII of the Student Code of Conduct. Students engaging in unacceptable behavior may be instructed to leave the classroom. This prohibition applies to all instructional forums, including classrooms, electronic classrooms, labs, discussion groups, field trips, etc.

**Grade Appeals.** As stated in University Rule 13.02.99.C2, Student Grade Appeals, a student who believes that he or she has not been held to appropriate academic standards
as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see University Rule 13.02.99.C2, Student Grade Appeals, and University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures. These documents are accessible through the University Rules Web site at http://www.tamucc.edu/provost/university_rules/index.html. For assistance and/or guidance in the grade appeal process, students may contact the Office of Student Affairs.

**Disabilities Accommodations.** The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please call or visit Disability Services at (361) 825-5816 in Corpus Christi Hall 116.

If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus, please contact the Disability Services office for assistance at (361) 825-5816.
Tentative Course Schedule

Module 1  (July 9)

1. Read the course syllabus
2. Take the course syllabus quiz
3. Register on Turnitin.com website
   The instructions may be found by completing these tasks: (a) click on “Learning Modules,” which is inside the “Course Tools” section of Blackboard; (b) click on “Learning Module Assignment Directions;” and (c) click on the “Register on Turnitin.com” link.

Module 2  (July 9-10)

1. Read Chapter 1 in the course textbook
2. Complete each of these graded items and post to the appropriate spot:
   A. Chapter 1 Quiz
   B. Response to instructor-provided discussion question from Chapter 1
   C. Response to one Chapter 1 case
   D. Submission of an ethical dilemma summary and response to another classmate’s dilemma

Module 3  (July 11-12)

1. Read Chapter 2 in the course textbook
2. Complete each of these graded items and post to the appropriate spot:
   A. Chapter 2 Quiz
   B. Response to instructor-provided discussion question from Chapter 2
   C. Response to one Chapter 2 case
   D. Submission of an ethical dilemma summary and response to another classmate’s dilemma

Module 4  (July 13-15)

1. Read Chapter 3 in the course textbook
2. Complete each of these graded items and post to the appropriate spot:
   A. Chapter 3 Quiz
   B. Journal Article Review #1
C. Response to instructor-provided discussion question from Chapter 3
D. Response to one Chapter 3 case
E. Submission of an ethical dilemma summary and response to another classmate’s dilemma

Module 5 (July 16-17)
1. Review Chapters 1-3
2. Complete Exam 1 (Chapters 1-3)
3. Read “Semester Project/Final Exam” assignment sheet

Module 6 (July 18-19)
1. Read Chapter 4 in the course textbook
2. Complete each of these graded items and post to the appropriate spot:
   A. Chapter 4 Quiz
   B. Response to instructor-provided discussion question from Chapter 4
   C. Response to one Chapter 4 case
   D. Submission of an ethical dilemma summary and response to another classmate’s dilemma

Module 7 (July 20-22)
1. Read Chapter 5 in the course textbook
2. Complete each of these graded items and post to the appropriate spot:
   A. Chapter 5 Quiz
   B. Journal Article Review #2
   C. Response to instructor-provided discussion question from Chapter 5
   D. Response to one Chapter 5 case
   E. Submission of an ethical dilemma summary and response to another classmate’s dilemma

Module 8 (July 23-24)
1. Read Chapter 6 in the course textbook
2. Complete each of these graded items and post to the appropriate spot:
   A. Chapter 6 Quiz
   C. Response to instructor-provided discussion question from Chapter 6
D. Response to one Chapter 6 case
E. Submission of an ethical dilemma summary and response to another classmate’s dilemma

Module 9 (July 25-26)

1. Review Chapters 4-6
2. Complete Exam 2 (Chapters 4-6)
3. Select the two companies for the “Semester Project/Final Exam”

Last Day to Drop a Course July 27

Module 10 (July 27-29)

1. Read Chapter 7 in the course textbook
2. Complete each of these graded items and post to the appropriate spot:
   A. Chapter 7 Quiz
   B. Journal Article Review #3
   C. Response to instructor-provided discussion question from Chapter 7
   D. Response to one Chapter 7 case
   E. Submission of an ethical dilemma summary and response to another classmate’s dilemma

Module 11 (July 30-31)

1. Read Chapter 8 in the course textbook
2. Complete each of these graded items and post to the appropriate spot:
   A. Chapter 8 Quiz
   B. Response to instructor-provided discussion question from Chapter 8
   C. Response to one Chapter 8 case
   D. Submission of an ethical dilemma summary and response to another classmate’s dilemma
Module 12 (August 1-2)

1. Read Chapter 9 in the course textbook

2. Complete each of these graded items and post to the appropriate spot:
   
   A. Chapter 9 Quiz
   B. Response to instructor-provided discussion question from Chapter 9
   C. Response to one Chapter 9 case
   D. Submission of an ethical dilemma summary and response to another classmate’s dilemma

Module 13 (August 3-5)

1. Read Chapter 10 in the course textbook

2. Complete each of these graded items and post to the appropriate spot:
   
   A. Chapter 10 Quiz
   B. Response to instructor-provided discussion question from Chapter 10
   C. Response to one Chapter 10 case
   D. Submission of an ethical dilemma summary and response to another classmate’s dilemma

Module 14 (August 6-7)

1. Review Chapters 7-10

2. Complete Exam 3 (Chapters 7-10)

3. Continue working on the “Semester Project/Final Exam”

Module 15 (August 8-9)

1. Complete and post the “Semester Project/Final Exam”

Notes:

1 Use the designated link in Blackboard within the appropriate learning module to complete this item.

2 Post this completed assignment to the designated link on Turnitin.com.

3 Post this completed assignment to the designated link on Turnitin.com, and post to the designated link on the Blackboard “Discussions” board.