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


MindTap Registration: Click the “MindTap Content” course menu on Blackboard and follow instructions provided. Payment made be made later, following a short grace period.

**Recommended or Supplemental Reading:**

American Psychological Association

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

Student performance will be evaluated on multiple factors:

- **Chapter Activities**  
  - Discussion Question Responses (10 @ 5 pts.)  
  - Chapter Case Reviews (10 @ 5 pts.)  
  - MindTap Activities (10 chapters)  
  - Midterm Exams (2 @ 75 pts.)  
  - Semester Project/Final Exam (two-company case analysis report)  
  - Journal Article Reviews (2 @ 15 pts.)  
  - Debates (2 in MindTap YouSeeU) (2 @ 5 pts.)  
  - Personal Ethical Dilemmas (discussion board) (5 @ 2 pts.)

  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%.

**Written Assignment Submissions:** In order to earn an “A” grade on any written assignment (Discussion Question Responses, Chapter Case Reviews, Journal Article Reviews, Semester Project), students must submit the completed assignment before the last day of the module. Written assignments submitted on the last day of the module will receive no higher than a “B” grade. The MindTap, personal ethical dilemma, debate, and exam assignments may be completed on the last day.

**Monitoring Assignment Scores:** Students are encouraged to monitor their assignment and test scores throughout the semester. Assignment scores are available in the “My Grades” section of Turnitin. The MindTap score will be added to the Turnitin gradebook at the end of the semester. Students with a question or concern with an assignment grade need to express that concern with the course instructor within 2 weeks of the assignment score’s posting in Turnitin. After 2 weeks, students may not challenge an assignment grade.

**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 meet any one of the conditions below:  
(a) submitted all assignments and exams (no zero scores appear on the Turnitin “My Grades” page),  
(b) submitted at least 50 percent of the assignments throughout the semester to Turnitin at least 1 day before the deadline, or  
(c) averaged the higher grade on the two midterm exams [student with 89% course average at the end of the semester, for example, would need to have earned an average of an “A” grade on the two midterm exams to receive an “A” course grade].

Students who meet none of the conditions described above are asked not to contact the instructor and request special treatment not afforded other students (extra credit, assignment submissions, assignment resubmissions, etc.).

Students more than 1 percentage points from a threshold (88, 78, 68, 58) will not have their course grades raised.
Major Course Requirement Assignments

Chapter Activities. The chapter activity components are due each week in which a textbook chapter is assigned. Chapter activity 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 weekly learning module. The response must contain both a reference to at least one concept discussed in that assignment’s textbook chapter--include an in-text citation (Ferrell, Fraedrich, & Ferrell, 2019, Chapter 1, “Ethics contribute to profits,” para. 2)—and a specific example or illustration (a real-life story that actually happened to someone) 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. Loveland, personal communication, Fall 2018). Students who are unable to incorporate a specific personal illustration into any of the instructor-provided discussion questions may create their own discussion questions in which they can incorporate a specific personal illustration. 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, 2019, Chapter 12, “Greenwashing,” para. 4). Post completed responses to the designated links on Turnitin.com. A more detailed assignment sheet and a 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.

MindTap Activities. The MindTap assignments are due each week in which a textbook chapter is assigned.

Students must register for and purchase access to the MindTap program at the beginning of the semester (click on the “MindTap Content” course menu link on Blackboard and follow the instructions provided. Students will complete MindTap activities for all assigned 10 chapters. To access the chapter MindTap activities, click on the “MindTap Content” course menu link on Blackboard, locate the assigned chapter, and complete two types of MindTap activities from the assigned chapter:

- **Chapter Quiz**
- **Video Case Exercise** (different title for each chapter).

Students may consult their textbook as they complete the chapter quiz and Video Case Exercise. Students may repeat one or both activities up to 2 times. Each activity will be weighted equally. A student who compiled a composite MindTap score of 85% would receive 64 points (75 points X .85).

Students who only complete assignments as trial purchase recipients (never purchasing
Midterm Exams. Two midterm exams are scheduled at regular intervals throughout the course (after five chapters). Students will have 60 minutes to complete the 50 multiple-choice questions (1.5 points each), which are derived from the assigned chapters.

Students must complete the exams online with Examity online proctoring, a commercial exam-proctoring service. Students must complete scheduling arrangements with Examity in advance.

Exam-proctoring charges may range from $1 - $50.00 per exam. Students may be required to schedule exams at least 24 hours in advance or incur late scheduling charges. All costs for exams are the responsibility of the student. Students may also be responsible for providing webcams to be used in test proctoring.

The online, Examity-proctored exams will be posted on Blackboard inside the appropriate weekly 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; they must be completed by the posted deadline (Saturday, 11:55 p.m.). Remember to schedule the exam with Examity personnel well before the deadline.

Students must make sure that they are using a computer with stable Internet connection. The A&M-CC Office of Distance Learning recommends against using a wireless connection when testing. If students lose Internet connection, they should log back in immediately and resume the exam. The allotted exam time will continue while the Internet connection is down; that is, the exam will end 60 minutes after the student initiated it—even if part of that time is consumed with interrupted Internet connection.

It is assumed that each student will complete his/her own exams and that assistance in answering questions will be neither sought nor received.

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).

Journal Article Reviews. Students will complete two journal article reviews; each review will be worth 15 points. The completed journal article reviews must be posted to the appropriate link on Turnitin.com by the assigned deadline (Saturday, 11:55 p.m.). The journal article assignments are generally scheduled the weeks before exam weeks (see “Tentative Course Schedule” section below).

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.

Personal Ethical Dilemmas. This assignment contains two parts:  
Part 1 (1 point)—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 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).

Debates. Students will participate in two debates. One debate in which they present the “Yes” or “No” argument and one debate in which they judge the arguments of other students. The debate arguments will be recorded in MindTap’s YouSeeU program.

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 week 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 two entire days 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
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.

(The clocks on Blackboard and Turnitin.com will be considered the official time; no other clock time will be considered)

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
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. **April 5** 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](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, Room 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

Week 1  (January 14-19)

1. Read the course syllabus

2. **Register for the MindTap program (e-textbook and required chapter activities)**
   
   Click on the “MindTap Content” course menu on the class Blackboard site and follow the instructions. Please register immediately. Payment is not required for registration—payment must be made by the end of the trial period.

3. Complete MindTap systems check

4. Register for Turnitin.com

5. Read Chapter 1 in the course e-textbook (available inside MindTap)

6. Complete each of these graded items and post to the appropriate spot, if appropriate:
   
   **A.** Chapter 1 Writing Assignments:
   
   - Chapter 1 discussion question response
   - Chapter 1 case review

   **B.** Chapter 1 MindTap activities (Quiz, Video Case)

   **C.** Personal ethical dilemma summary and response to another classmate’s dilemma

Week 2  (January 20-26)

1. Read Chapter 2 in the course textbook

2. Complete each of these graded items and post to the appropriate spot, if appropriate:
   
   **A.** Chapter 2 Writing Assignments:
   
   - Chapter 2 discussion question response
   - Chapter 2 case review

   **B.** Chapter 2 MindTap activities (Quiz, Video Case)

   **C.** Personal ethical dilemma summary and response to another classmate’s dilemma
Week 3  (January 27-February 2)

1. Read Chapter 3 in the course textbook

2. Complete each of these graded items and post to the appropriate spot, if appropriate:
   
   A. Chapter 3 Writing Assignments:
      Chapter 3 discussion question response¹
      Chapter 3 case review¹
   
   B. Chapter 3 MindTap activities (Quiz, Video Case)²
   
   C. Personal ethical dilemma summary and response to another classmate’s dilemma³

Week 4  (February 3-9)

1. Read Chapter 4 in the course textbook

2. Complete each of these graded items and post to the appropriate spot, if appropriate:
   
   A. Chapter 4 Writing Assignments:
      Chapter 4 discussion question response¹
      Chapter 4 case review¹
   
   B. Chapter 4 MindTap activities (Quiz, Video Case)²
   
   C. Personal ethical dilemma summary and response to another classmate’s dilemma³

Week 5  (February 10-16)

1. Read Chapter 5 in the course textbook

2. Complete each of these graded items and post to the appropriate spot, if appropriate:
   
   A. Chapter 5 Writing Assignments:
      Chapter 5 discussion question response¹
      Chapter 5 case review¹
   
   B. Chapter 5 MindTap activities (Quiz, Video Case)²
   
   C. Personal ethical dilemma (update your favorite earlier-shared dilemma)³
Week 6 (February 17-23)

1. Journal Article Review #1

2. Review Chapters 1-5 in the course textbook

Week 7 (February 24-March 2)

1. Review Chapters 1-5 in the course textbook

2. Complete Exam #1

3. Review the assignment sheet for the “Semester Project/Final Exam”

Week 8 (March 3-9)

1. Read Chapter 6 in the course textbook

2. Complete each of these graded items and post to the appropriate spot, if appropriate:
   
   A. Chapter 6 Writing Assignments:
      
      Chapter 6 discussion question response
      Chapter 6 case review

   B. Chapter 6 MindTap activities (Quiz, Video Case)

   C. Debate 1 (Students assigned to present “Yes” and “No” arguments will prepare recorded responses to the designated MindTap YouSeeU link this week. Students assigned to the “Judge” role will review videos next week.)

Week 9 (March 17-23)

1. Read Chapter 7 in the course textbook

2. Complete each of these graded items and post to the appropriate spot, if appropriate:
   
   A. Chapter 7 Writing Assignments:
      
      Chapter 7 discussion question response
      Chapter 7 case review

   B. Chapter 7 MindTap activities (Quiz, Video Case)

   C. Debate 1 (Students assigned to the “Judge” role will review 2 “yes” videos and 2 “no” videos and submit a completed review form to the designated link on Turnitin.)
Week 10  (March 24-30)

1. Read Chapter 8 in the course textbook

2. Complete each of these graded items and post to the appropriate spot, if appropriate:
   
   A. Chapter 8 Writing Assignments:
      Chapter 8 discussion question response
      Chapter 8 case review
   
   B. Chapter 8 MindTap activities (Quiz, Video Case)
   
   C. Debate 2 (Students assigned to present “Yes” and “No” arguments will prepare recorded responses to the designated MindTap YouSeeU link this week. Students assigned to the “Judge” role will review videos next week.)

Week 11  (March 31-April 6)

April 5-LAST DAY TO DROP A COURSE

1. Read Chapter 9 in the course textbook

2. Complete each of these graded items and post to the appropriate spot, if appropriate:
   
   A. Chapter 9 Writing Assignments:
      Chapter 9 discussion question response
      Chapter 9 case review
   
   B. Chapter 9 MindTap activities (Quiz, Video Case)
   
   C. Debate 2 (Students assigned to the “Judge” role will review 2 “yes” videos and 2 “no” videos and submit a completed review form to the designated link on Turnitin.)

Week 12  (April 7-13)

1. Read Chapter 10 in the course textbook

2. Complete each of these graded items and post to the appropriate spot, if appropriate:
   
   A. Chapter 10 Writing Assignments:
      Chapter 10 discussion question response
      Chapter 10 case review
   
   B. Chapter 10 MindTap activities (Quiz, Video Case)
Week 13  (April 14-20)

1. Journal Article Review #2

2. Review Chapters 6-10 in the course textbook

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

Week 14  (April 21-27)

1. Review Chapters 6-10 in the course textbook

2. Complete Exam #2

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

Week 15  (April 28-May 4)

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

Notes:

1 Post this completed assignment to the designated link on Turnitin.com.
2 Complete this activity within MindTap.
3 Post to the designated link on the Blackboard “Discussions” board.
4 Complete the exam through Examity proctoring.
5 Complete the debate activities in YouSeeU (inside MindTap)

1 Note: In order to earn an “A” grade on any written assignment (Discussion Question Responses, Chapter Case Reviews, Journal Article Reviews, Semester Project), students must submit the completed assignment before the last day of the module. Written assignments submitted on the last day of the
module will receive no higher than a “B” grade. The MindTap, personal ethical dilemma, debate, and exam assignments may be completed on the last day.