

## **COURSE OUTLINE**

### **Business Ethics**

#### **Course Description**

BA 220. Business Ethics. 3 hours credit. This course will enable the student to gain an understanding of what is meant by the concept of “business ethics” and why its study is important for all types of organizations. The student will gain an understanding of fundamental issues such as morality, legality, responsibility, utilitarianism, rights and justice.

#### **Course Relevance**

The principles learned in this course will allow the student to analyze and explore the ethical dimensions of business decisions. Students will learn how to apply ethical principles and theories to contemporary business issues to create and maintain an ethical organization. The principles are relevant to any type of organization, and anyone wishing to improve their understanding of stakeholder responsibility and ethical decision making skills.

#### **Required Materials**

Boatright, J.R. (2009). *Ethics and the conduct of business*. (6<sup>th</sup> ed). Upper Saddle River, NJ: Prentice Hall.

#### **Learning Outcomes**

The intention is for the student to be able to:

1. Realize the importance of ethical decision making in all organizations.
2. Demonstrate an understanding of the best business ethics models.

#### **Learning PACT Skills that will be developed and documented in this course**

Through involvement in this course, the student will develop ability in the following PACT skill area(s):

##### **Analytical Thinking Skills**

1. Critical thinking
  - Through written assignments and other activities conducted in class, the student will develop critical thinking and analytical skills with respect to ethical situations in business.

#### **Major Summative Assessment Task(s)**

These learning outcome(s) and the Learning PACT skill(s) will be demonstrated by:

1. Completing a departmental project that measures the student’s ability to apply current business ethics models to business decision.

#### **Course Content**

- I. Skills or Competencies – Actions that are essential to achieve the course outcomes:

- A. Provide critical analysis of real life business conduct and decision making
- B. Discuss utilitarianism, social responsibility, justice, and morals
- II. Themes – Key recurring concepts that run throughout this course:
  - A. Utilitarianism
  - B. Justice and fairness
  - C. Rights and duties
- III. Issues – Key areas of conflict that must be understood in order to achieve the intended outcome:
  - A. Matching the needs of a business with the needs of society
  - B. Differentiating ethics from compliance
- IV. Concepts – Key concepts that must be understood to address the issues:
  - A. Understanding the most recent business ethics models
  - B. Understanding the historical perspective of the impact of business decisions on society

### **Learning Units**

- I. Overview of business ethics
  - A. Definition of business ethics
  - B. Nature and goals of business ethics
- II. Emerging issues in business ethics
  - A. Classical business ethics models
  - B. Modern business ethics theories
- III. Corporate social responsibility
  - A. Utilitarianism
  - B. Morality and virtues
  - C. Rights and justice
- IV. Business ethics and the law
  - A. Employee responsibilities
  - B. Whistle blowing
  - C. Stakeholder rights to privacy
- V. Marketing ethics
  - A. Protection of trade secrets
  - B. Advertising ethics
  - C. Ethics in sales
- VI. Employee rights
  - A. Discrimination and diversity
  - B. Women in the workforce
  - C. Occupational Safety and Health Administration (OSHA)
- VII. Ethical issues in international business and globalization
  - A. Cross-cultural values

- B. Ethical relativism
- C. Globalization

VIII. Ethics and corporate culture

- A. Ethical issues concerning finance and accounting
- B. Public safety

**Learning Activities**

Classroom: Learning activities will be geared toward achieving the intended course outcomes through lecture, instructor led-class discussion, textbook reading assignments, exams, audio-visual aids and case studies.

Online: Online learning activities will equate to the classroom activities, with instructor notes, online discussions, textbook reading assignments, exams, links to appropriate websites and case studies.

**Grade Determination**

The student will be graded on assessment tasks, examinations, written assignments, case studies and other methods of evaluation at the discretion of the instructor.