MGMT 368 (Hybrid)
Business Ethics

Early Fall Session 15/11
Monday, August 17 – Saturday, October 10, 2015

Course Description

Analysis of principles used to evaluate ethical issues facing today's business community as well as to formulate possible solutions. This course satisfies the General Education Ethics requirement for Business Administration and Computer Information Systems majors.

Prerequisite: MGMT 330
Proctored Exams: None

Class Day and Time: Thursday, 5:00 pm – 8:00 pm (Orlando Campus)

This is a hybrid course which is defined as an online course supported by a weekly in-seat class. Our class will consist both in-seat and online instruction through various resources, discussion and homework. Please note that we will meet every week, unless otherwise noted.

You are expected to attend every class. If you know prior to the beginning of the session that you will miss more than one in-seat class, it is strongly recommended that you wait to take this course at another time.

The online portion of our course is located in D2L. You will access the course through CougarTrack.

Textbooks


You will need access to a MLA handbook to complete assignments. MLA guidelines are required for format and resources. You will need in-depth knowledge of how to cite MLA sources within the text of a paper. Purchase of this text is not mandatory but access to the proper MLA format is necessary.

Textbooks for the course may be ordered from MBS Direct:

- online at http://direct.mbsbooks.com/columbia.htm
- by phone at 800-325-3252

For additional information about the bookstore, visit http://www.mbsbooks.com.
Course Overview

This course will focus on issues and perspectives of right and wrong in American business. The course begins with a survey of philosophical approaches to ethics and morality and continues in an application of these approaches to real world cases drawn from the functional areas of business.

Each week we'll focus on the understanding and application of philosophical ethical perspectives to actual business situations through our online discussions, which are based on your reading of the text and cases.

Technology Requirements

Participation in this course will require the basic technology for all online classes at Columbia College:

- A computer with reliable Internet access,
- a web browser,
- Acrobat Reader,
- Microsoft Office or another word processor such as Open Office.

You can find more details about standard technical requirements for our courses on our site.

Course Objectives

- Describe the important moral issues that arise in various business contexts;
- Identify the moral, social, and economic environments within which these problems occur;
- Identify the ethical concepts that are relevant to resolving those moral problems, and
- Demonstrate the necessary reasoning and analytical skills for doing so.

Measurable Learning Outcomes

- Describe widely accepted consequential/teleological (Utilitarian) and non-consequential/deontological (Kantian) theories of ethics.
- Evaluate the strengths and weaknesses of major theories of ethics.
- Analyze ethical dilemmas in business.
- Evaluate the economic justice of capitalism.
- Prepare a written professional case analysis.
- Prepare and deliver a professional oral case presentation.
- Describe the utilitarian view of justice.
- Describe the libertarian approach to justice.
- Describe Rawls’ theory of justice.
## Grading

### Grading Scale

<table>
<thead>
<tr>
<th>Grade</th>
<th>Points</th>
<th>Percent</th>
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<tbody>
<tr>
<td>A</td>
<td>900 – 1000</td>
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<tr>
<td>B</td>
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<tr>
<td>C</td>
<td>700 – 799</td>
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<tr>
<td>D</td>
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### Grade Weights

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<td>12%</td>
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<tr>
<td>In Class Discussions</td>
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<td>12%</td>
</tr>
<tr>
<td>Biographies (Online)</td>
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<td>12%</td>
</tr>
<tr>
<td>Utilitarianism Paper (Online)</td>
<td>100</td>
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</tr>
<tr>
<td>Deontology Paper (Online)</td>
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<td>Topic Presentation (In Class)</td>
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<td>Midterm Exam (Online)</td>
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<td>Final Exam (Online)</td>
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<td><strong>Total</strong></td>
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## Schedule of Graded Assignments

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<th>Assignment</th>
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<th>Due Online</th>
<th>Due In-Seat</th>
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<tbody>
<tr>
<td>1</td>
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<td>In Class</td>
<td></td>
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<td>15</td>
<td>Thursday/Sunday</td>
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<tr>
<td></td>
<td>Biography 1</td>
<td>30</td>
<td>Sunday</td>
<td></td>
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<tr>
<td></td>
<td>Introductions</td>
<td>--</td>
<td>Sunday</td>
<td></td>
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<tr>
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<td>Sunday</td>
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<tr>
<td></td>
<td>Utilitarianism Paper</td>
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<td>Sunday</td>
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<td>Thursday/Sunday</td>
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<td></td>
<td>Deontology Paper</td>
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<td>Sunday</td>
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<td>Thursday/Sunday</td>
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<tr>
<td></td>
<td>Midterm Exam</td>
<td>140</td>
<td>Sunday</td>
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</tr>
<tr>
<td>6</td>
<td>In Class Discussion 6</td>
<td>10</td>
<td>In Class</td>
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</tbody>
</table>
Online Discussion 6 | 15 | Thursday/Sunday
Biography 4 | 30 | Sunday
Topic Presentation | 100 | In Class

7
In Class Discussion 7 | 15 | In Class
Online Discussion 7 | 15 | Thursday/Sunday

8
In Class Discussion 8 | 15 | In Class
Online Discussion 8 | 15 | Thursday/Sunday
Final Exam | 200 | Saturday

Assignment Overview

Readings (Before Class)

All readings and lecture review should be completed prior to coming to the in-seat portion of class. You should utilize the information from the readings and incorporate it into all assignments within the course.

Discussions

Discussions are an integral part of this course and represent a significant portion of the final grade. The discussions for this course are broken into In Class and Online discussions. You must complete both portions to receive full points. Discussion activities are designed to help extend your learning into the real world and bridge the gap between theory and practice.

Discussion topics will be based on the chapter material defined in the weekly course schedule. You are encouraged to interact with your classmates in all discussions. Additional online discussion topics may be introduced as needed. Participation in all discussions will improve performance on homework and the Final Exam.

In Class Discussions

We will also have Discussions as part of our in-seat portion of the hybrid. In order to earn these points, you must attend the in-seat class. These in-seat discussions will cover topics from the readings and the previous week’s work. You should come prepared to the in-seat session ready to actively participate in all classroom discussions.

Online Discussions

Since this is a hybrid course, half of your discussion points will be awarded for your online discussion work. You should read the requirements and do any required internet research necessary. Then prepare a well worded and thoughtful response to each question asked, relating your answer directly to the results of your research and the classroom discussion.

You must post your own discussion response before you are given access to read and reply to other messages posted by classmates. This encourages original thought without influence from other existing messages. Students will be able to see the number of unread messages in the updates widget and on the main discussion page, but when you access the topic the following message appears: You must compose a message before you can view or reply to other messages in this topic. Any boxes opened and not completed (to get around the system) will receive an automatic deduction in the grade.
for that discussion. If you do have a system error contact me ASAP. Additionally, some threads do not use this feature as it is helpful for students to view other's posts.

Conventions of “netiquette” (online etiquette), which include courtesy to all users, will be observed online and the equivalent will be observed in the classroom setting. Your initial online discussion post is due by 11:59 pm Central Time (CT) on Thursday. You must respond to at least two other students by 11:59 pm CT on Sunday.

Biography Papers (Online)
Dropbox assignments for this course are short biographies of individuals who are celebrated either because they have contributed a commonly adopted ethical theory or because they have earned acclaim for exemplary ethical conduct. These assignments should tell something about the person and their contributions to our study of business ethics.

Submit your assignment to the appropriate Dropbox folder by Sunday at 11:59 pm CT. If no prior arrangements are made with the instructor, dropbox assignments submitted after the Sunday they are due will be assessed a penalty of 10% each day they are late.

Topic Papers (Online)
During the course you will write two papers. These papers will involve ethical analysis of a real world business case. The topics of the first two are assigned. Detailed paper assignments appear in the Content area of the week they are assigned.

Your paper must be submitted by Sunday at 11:59 pm CT of the appropriate week.

Topic Presentation (In Class)
At the end of the session, you will present on a topic of your choice. This topic must pertain to the topics discussed during this course. Make sure to run your topic me prior to the presentation. I encourage you to utilize visual aids to help convey your topic to the class.

The presentation should be between 5-7 minutes in length. Depending on the class size, presentations may begin during Week 6. You will be able to sign up for a presentation time during Week 2’s In Class session.

Midterm and Final Exams (Online)
The Midterm and Final exams are “open book” and taken online. They consist of multiple choice questions. Both of these exams can be found in the Quizzes area.

The Midterm Exam is worth 140 points and is due by Sunday at 11:59 pm CT of Week 5.
The Final Exam is worth 200 points and is due by Saturday at 11:59 pm CT of Week 8.

Course Schedule

Week 1: Conventional Morality and the “Myth of Amoral Business”

Readings (Before Class)
- Chapter 1
- Chapter 2
- Tour the websites in the Resource List
In Class Discussion 1

During the in-seat portion of the class, discussion will focus on the topics from the readings and questions that you and your classmates have from the week’s information. You must be in attendance to receive credit for this portion of the discussion.

Introductions (Optional Discussion)

Introduce yourself in the “Introductions” topic of our class discussion, of the “virtual classroom.” Please give us more than your name. Include your profession, hobbies, interest in diversity/cross-cultural management, and any other information that can help us get to know you. Discuss the organization where you work. Is it a diverse organization? Is there specific information on managing diversity that you would like to obtain from this course? Does your organization provide diversity education?

Online Discussion 1

“When being presented with an ethical problem you have not previously encountered, what criteria will you use to determine your action?” Write a response to the question and post it in the discussion. Tell us how your answer compares with others as well as replying to other students’ postings.

Your initial post is due by Thursday at 11:59 pm CT. Your two responses are due by Sunday at 11:59 pm CT.

Biography 1 (Online)

After watching the Kohlberg video in the Content section under Week 1 and upon completion of the readings, write a short essay in which you complete the following: “On Kohlberg’s scale, I consider myself to be . . .” Be sure to define this scale and relate your own sense of where you are on the scale to other levels, with a brief explanation. The focus of your paper should be on why you think you are on the particular level. See the dropbox for details. As with all written assignments, your response should be double-spaced, using 12 point font, with one-inch margins.

Submit your response to the appropriate Dropbox folder by Sunday at 11:59 pm CT.

Week 2: Systematic Approaches; Teleological Utilitarianism

Readings (Before Class)

- Chapter 3
- Complete a search on Jeremy Bentham and learn who he was

In Class Discussion 2

During the in-seat portion of the class, discussion will focus on the topics from the readings and questions that you and your classmates have from the week’s information. You must be in attendance to receive credit for this portion of the discussion.

Online Discussion 2

After watching the Utilitarianism movie in the Content tab under Week 2 write a response to the question “Does the end justify the means?” Give examples of when the end justifies the means and when it doesn’t.

Your initial post is due by Thursday at 11:59 pm CT. Your two responses are due by Sunday at 11:59 pm CT.

Biography 2 (Online)

Write a 2 page biography of Jeremy Bentham and his contribution to the study of Ethics. As mentioned in week one, your paper should be double-spaced, 12-point font, with one-inch margins. See the Content area for details.

Submit your response to the appropriate Dropbox folder by Sunday at 11:59 pm CT.
Utilitarianism Paper Reminder
You should begin working on your first paper assignment, which is due by Sunday at 11:59 pm CT of Week 3. It will involve a specific application of Utilitarian Ethics to a famous or infamous business decision. Detailed guidelines on topic, organization, and approach may be found in the Content area.

Week 3: Systematic Approaches: Deontological Duties, Rights, and Justice
Readings (Before Class)
- Chapter 4
- Chapter 5
- Complete a search on Immanuel Kant and find out who he was.

In Class Discussion 3
During the in-seat portion of the class, discussion will focus on the topics from the readings and questions that you and your classmates have from the week’s information. You must be in attendance to receive credit for this portion of the discussion.

Online Discussion 3
This week the assignment for the Discussions section is to answer the question, “What does Rawls mean by a veil of ignorance? What purpose does it serve?” Illustrate how the technique might be used in solving an issue of justice.
Your initial post is due by Thursday at 11:59 pm CT. Your two responses are due by Sunday at 11:59 pm CT.

Biography 3 (Online)
Watch the Kant Attack Ad video located in the Content tab under Week 3 then write a 2 page biography of Immanuel Kant and his contribution to the study of business ethics. See the Dropbox for details.
Submit your response to the appropriate Dropbox folder by 11:59 pm CT on Sunday.

Utilitarianism Paper
The first paper on applied utilitarian ethical analysis is due in the appropriate Dropbox folder by Sunday at 11:59 pm CT. Additional information regarding this paper can be found in the Content area.

Deontology Paper Reminder
You should begin working on your first paper assignment, which is due by Sunday at 11:59 pm CT of Week 4. It will involve a specific application of Deontological (Kantian or Rawlsian) Ethics to a famous or infamous business decision. Detailed guidelines on topic, organization, and approach may be found in the Content area.

Week 4: Ethics and Justice of Capitalistic and Corporate Organizations
Readings (Before Class)
- Chapter 6
- Chapter 7
- Chapter 8
- Chapter 11

In Class Discussion 4
During the in-seat portion of the class, discussion will focus on the topics from the readings and questions that you and your classmates have from the week’s information. You must be in attendance to receive credit for this portion of the discussion.
Online Discussion 4

American Capitalism. Is a large discrepancy between executive pay and that of the average worker unfair to the worker? Is it unfair to increase a CEO’s compensation at the same time that he or she downsizes the workforce? What is an ethically justifiable way to determine the pay of a CEO of a large corporation? Explain. Before answering, watch the “Lehman Brothers CEO testifies on Capitol Hill” video in the Content section under Week 4.

Your initial post is due by Thursday at 11:59 pm CT. Your two responses are due by Sunday at 11:59 pm CT.

Deontology Paper (Online)

The second paper on applied deontological ethical analysis is due in the appropriate Dropbox folder by Sunday at 11:59 pm CT. Additional information regarding this paper can be found in the Content area.

Submit your response to the appropriate Dropbox folder by 11:59 pm CT on Sunday.

Week 5: Ethics of Multinational Corporations

Readings (Before Class)

- Chapter 9

In Class Discussion 5

During the in-seat portion of the class, discussion will focus on the topics from the readings and questions that you and your classmates have from the week’s information. You must be in attendance to receive credit for this portion of the discussion.

Online Discussion 5

Do you think it should be a requirement that legal immigrants entering the United States must learn English? Yes or No. Defend your position. (Note: this is not a political discussion of US immigration policy, or a discussion of illegal immigration into the U.S.)

Your initial post is due by Thursday at 11:59 pm CT. Your two responses are due by Sunday at 11:59 pm CT.

Submit your response to the appropriate Dropbox folder by Sunday at 11:59 pm CT.

Midterm Exam (Online)

This exam consists of 35 multiple choice questions from Chapters 1-9 and 11. The Midterm Exam is located in the Quizzes area. Select the best answer for each question. Your exam will be automatically graded once you submit your test. You have 90 minutes from the time you begin the exam to complete it. After completion, you will see your answers and the correct answer.

You must complete your Midterm Exam by Sunday at 11:59 pm CT.

Week 6: Morality of Corporations, Executive Compensation, Whistle-Blowing, and Truth in Advertising

Readings (Before Class)

- Chapter 10
- Chapter 14
- Chapter 15
- Read about Dr. Wingand (Content area)
In Class Discussion 6
During the in-seat portion of the class, discussion will focus on the topics from the readings and questions that you and your classmates have from the week's information. You must be in attendance to receive credit for this portion of the discussion.

Online Discussion 6
This week you will need to research and provide examples of the following:
- a consumer product currently being sold that you feel is not a morally responsible product.
- when whistle blowing is morally mandatory and when it is morally wrong.
- when marketing has crossed the line and become unethical. You may want to base your choices on examples from observations or experiences in your personal or professional life. To stimulate the discussion, watch the "Early TV Commercials" videos in the Content section of the course under Week 6.
Make sure you not only provide examples but justification as to why you believe something is morally irresponsible.
Your initial post is due by Thursday at 11:59 pm CT. Your two responses are due by Sunday at 11:59 pm CT.

Biography 4 (Online)
Utilizing your research regarding Dr. Wing and, write a 2 page biography and his contributions to business ethics.
Submit your response to the appropriate Dropbox folder by Sunday at 11:59 pm CT.

Topic Presentation (In Class)
Depending on the size of the class, Topic Presentations will begin this week. You can find more detailed guidelines in the Content area.

Week 7: Ethics of Wages and Employment

Readings (Before Class)
- Chapter 12
- Chapter 13
- Chapter 16
- Chapter 17

Additional Online Activities (Before Class)
Explore the various web links, videos, and quizzes available through the Week 7 Content area. Be prepared to discuss the topics during the in-seat portion of class.

In Class Discussion 7
During the in-seat portion of the class, discussion will focus on the topics from the readings and questions that you and your classmates have from the week's information. You must be in attendance to receive credit for this portion of the discussion.

Online Discussion 7
Watch the “Home Depot” video in the Content section under Week 7 then answer the question: To what extent do employees retain the right of freedom of speech on the job? Off the job? What about freedom of expression? Are there limits to employee's rights to freedom of expression on or off the job? Explain and give examples. Respond at will to your fellow students' remarks.
Your initial post is due **by Thursday at 11:59 pm CT**. Your two responses are due **by Sunday at 11:59 pm CT**.

**Topic Presentation (In Class)**
During the In Class session you will present on a topic of your choice. For more information regarding this presentation review the Topic Presentation Expectations in the Content area.

**Week 8: Ethics and Justice in International Business**

**Readings (Before Class)**
- Chapter 18
- Chapter 19
- Chapter 20
- Chapter 21
- Rev. Leon Sullivan Documentary Excerpt (video)

**In Class Discussion 8**
During the in-seat portion of the class, discussion will focus on the topics from the readings and questions that you and your classmates have from the week’s information. You must be in attendance to receive credit for this portion of the discussion.

**Online Discussion 8**
This week you are asked to critically assess Merck’s deal with INBio. Was it ethically justifiable? Why or why not? Who, if anyone, owns the many species found in nature? Do they belong to the people who own the land or water on or in which they are found?

Your initial post is due **by Thursday at 11:59 pm CT**. Your two responses are due **by Saturday at 11:59 pm CT**.

**Final Exam**
The Final Exam covers Chapters 10 and 12-21 with 50 multiple choice questions. Your exam will be automatically graded. You have 120 minutes from the time you begin the exam to complete it. After completion, you will see your answers and the correct answer.

You must complete the exam by **Saturday at 11:59 pm CT**.

**Course Policies**

**Student Conduct**
All Columbia College students, whether enrolled in a land-based or online course, are responsible for behaving in a manner consistent with Columbia College’s Student Conduct Code and Acceptable Use Policy. Students violating these policies will be referred to the office of Student Affairs and/or the office of Academic Affairs for possible disciplinary action. The Student Code of Conduct and the Computer Use Policy for students can be found in the Columbia College Student Handbook. The Handbook is available online; you can also obtain a copy by calling the Student Affairs office (Campus Life) at 573-875-7400. The teacher maintains the right to manage a positive learning environment, and all students must adhere to the conventions of online etiquette.

**Plagiarism**
Your grade will be based in large part on the originality of your ideas and your written presentation of these ideas. Presenting the words, ideas, or expression of another in any form as your own is plagiarism. Students who fail to properly give credit for information contained in their written work
(papers, journals, exams, etc.) are violating the intellectual property rights of the original author. For proper citation of the original authors, you should reference the appropriate publication manual for your degree program or course (APA, MLA, etc.). Violations are taken seriously in higher education and may result in a failing grade on the assignment, a grade of "F" for the course, or dismissal from the College.

Collaboration conducted between students without prior permission from the instructor is considered plagiarism and will be treated as such. Spouses and roommates taking the same course should be particularly careful.

All required papers may be submitted for textual similarity review to Turnitin.com for the detection of plagiarism. All submitted papers may be included in the Turnitin.com reference database for the purpose of detecting plagiarism. This service is subject to the Terms and Conditions of Use posted on the Turnitin.com site.

A plagiarism tutorial is located in the content area of the D2L website. Additionally, work that was completed in a prior course and submitted in the current course will not be accepted.

Non-Discrimination

There will be no discrimination on the basis of sex, race, color, national origin, sexual orientation, religion, ideology, political affiliation, veteran status, age, physical handicap, or marital status.

Disability Services

Students with documented disabilities who may need academic services for this course are required to register with the Coordinator for Disability Services at (573) 875-7626. Until the student has been cleared through the disability services office, accommodations do not have to be granted. If you are a student who has a documented disability, it is important for you to read the entire syllabus before enrolling in the course. The structure or the content of the course may make an accommodation not feasible.

Attendance Policy

Attendance for a week will be counted as having submitted a course assignment for which points have been earned during that week of the session or if the proctoring information has been submitted or the plagiarism quiz taken if there is no other assignment due that week. A class week is defined as the period of time between Monday and Sunday (except for Week 8, when the week and the course will end on Saturday at midnight). The course and system deadlines are all based on the Central Time Zone.

Email

All students are provided a CougarMail account when they enroll in classes at Columbia College. You are responsible for monitoring email from that account for important messages from the College and from your instructor. You may forward your Cougar email account to another account; however, the College cannot be held responsible for breaches in security or service interruptions with other email providers.

Students should use email for private messages to the instructor and other students. The class discussions are for public messages so the class members can each see what others have to say about any given topic and respond.

Late Assignment Policy

A hybrid class requires regular participation and a commitment to your instructor and your classmates to regularly engage in the reading, discussion and writing assignments. Although most of the communication for this course is asynchronous, you must be able to commit to the schedule of work for
the class for the next eight weeks. You must keep up with the schedule of reading and writing to successfully complete the class.

**Course Evaluation**

You will have an opportunity to evaluate the course near the end of the session. A link will be sent to your CougarMail that will allow you to access the evaluation. Be assured that the evaluations are anonymous and that your instructor will not be able to see them until after final grades are submitted.

**Additional Resources**

**Orientation for New Students**

This course is offered online, using course management software provided by Desire2Learn and Columbia College. The [Student Manual](#) provides details about taking an online course at Columbia College. You may also want to visit the [course demonstration](#) to view a sample course before this one opens.

**Technical Support**

If you have problems accessing the course or posting your assignments, contact your instructor, the Columbia College Helpdesk, or the D2L Helpdesk for assistance. Contact information is also available within the online course environment.

<table>
<thead>
<tr>
<th>HelpDesk Email</th>
<th>Phone Number</th>
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<tr>
<td><a href="mailto:CCHelpDesk@ccis.edu">CCHelpDesk@ccis.edu</a></td>
<td>800-231-2391 ex. 4357</td>
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<tr>
<td><a href="mailto:helpdesk@desire2learn.com">helpdesk@desire2learn.com</a></td>
<td>877-325-7778</td>
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**Online Tutoring**

Smarthinking is a free online tutoring service available to all Columbia College students. Smarthinking provides real-time online tutoring and homework help for Math, English, and Writing.

Smarthinking also provides access to live tutorials in writing and math, as well as a full range of study resources, including writing manuals, sample problems, and study skills manuals. You can access the service from wherever you have a connection to the Internet. I encourage you to take advantage of this free service provided by the college.

Access Smarthinking through CougarTrack under Students->Academics->Academic Resources.