MGMT 368 (Hybrid)
Business Ethics

Early Fall Session 15/11 August 17 – 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: Tuesday 6:30 pm – 9:30 pm K-163

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. You are responsible for emailing the instructor if you miss class.

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

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

This course focuses 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 online discussions and in-class activities/discussions; which are based on your reading of the text and internet research.

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 nonconsequential/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.

Grading

Grading Scale

<table>
<thead>
<tr>
<th>Grade</th>
<th>Points</th>
<th>Percent</th>
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</thead>
<tbody>
<tr>
<td>A</td>
<td>900 – 1000</td>
<td>90-100%</td>
</tr>
<tr>
<td>B</td>
<td>800 – 899</td>
<td>80-89%</td>
</tr>
<tr>
<td>C</td>
<td>700 – 799</td>
<td>70-79%</td>
</tr>
<tr>
<td>D</td>
<td>600 – 699</td>
<td>60-69%</td>
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<tr>
<td>F</td>
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<td>0-59%</td>
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Grade Weights

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<th>Assignment Category</th>
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<tbody>
<tr>
<td>Online Discussions (8@15)</td>
<td>120</td>
<td>12%</td>
</tr>
<tr>
<td>In-Class Activities (8@15)</td>
<td>120</td>
<td>12%</td>
</tr>
<tr>
<td>Biographies (Online, 4 @ 30)</td>
<td>120</td>
<td>12%</td>
</tr>
<tr>
<td>Utilitarianism Paper (Online, 1 @ 100)</td>
<td>100</td>
<td>10%</td>
</tr>
<tr>
<td>Deontology Paper (Online, 1 @ 100)</td>
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<td>10%</td>
</tr>
<tr>
<td>Concept Paper/Presentation (1 @100)</td>
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<td>Midterm Exam (Online)</td>
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<tr>
<td>Final Exam (Online)</td>
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<tr>
<td><strong>Total</strong></td>
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Schedule of Graded Assignments

<table>
<thead>
<tr>
<th>Week</th>
<th>Assignment</th>
<th>Points</th>
<th>Due Online</th>
<th>Due In-Seat</th>
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<tbody>
<tr>
<td>1</td>
<td>In Class Activity 1</td>
<td>15</td>
<td>In Class</td>
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</tr>
<tr>
<td></td>
<td>Online Discussion 1</td>
<td>15</td>
<td>Thursday/Sunday</td>
<td></td>
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<tr>
<td></td>
<td>Biography 1</td>
<td>30</td>
<td>Sunday</td>
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<tr>
<td></td>
<td>Introductions</td>
<td>--</td>
<td>Sunday</td>
<td></td>
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<tr>
<td>2</td>
<td>In Class Activity 2</td>
<td>15</td>
<td>In Class</td>
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<tr>
<td></td>
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<td>Thursday/Sunday</td>
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<td>Biography 2</td>
<td>30</td>
<td>Sunday</td>
<td></td>
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<tr>
<td>3</td>
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<td>In Class</td>
<td></td>
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<tr>
<td></td>
<td>Online Discussion 3</td>
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<td>Thursday/Sunday</td>
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<tr>
<td></td>
<td>Biography 3</td>
<td>30</td>
<td>Sunday</td>
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Assignment Overview

Plagiarism Tutorial Quiz

The Plagiarism Tutorial Quiz is located under the Quizzes tab in Desire to Learn. This 10-question quiz is not required, but you should complete it if you need a refresher on rules for citing.

Readings (Before Class)

All reading and in-class lecture/discussion assignments 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.

Online Discussions

Discussions are an integral part of this course and represent a significant portion of the final grade. 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.

Read the on-line discussion requirements carefully and conduct 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 have a system error, contact me ASAP.

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. Late assignments are not accepted.

In Desire to Learn, check Table of Contents, Discussions Overview, for grading criteria.

In Class Activities

In-Class Activities are also required as part of our in-seat portion of the hybrid class. These in-seat activities 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 activities/discussions. In order to earn these points, you must be present for the in-seat class while they are completed. In Desire to Learn, check Table of Contents, Discussions Overview, for grading criteria.

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. In Desire to Learn, check Table of Contents, Biography Paper Expectations, for grading criteria.

Submit your assignment to the appropriate Dropbox folder by Sunday at 11:59 pm CT. Late assignments are not accepted.

In Desire to Learn, check Table of Contents, Biography Paper Expectations, for grading criteria.

Topic Papers (Online)

During this course, you will write three papers. Each paper is worth 100 points.

The topics of the first two are assigned. The focus of the first two papers is on researching a real-life example of the required topic and how it is applied in the business world. Be sure to follow the grading rubric.

You choose the topic for the third paper, which must pertain to the concepts discussed during this course. Make sure to run your topic me prior to the presentation.
The third paper also includes a class presentation. At the end of the session, you will present the topic of your third paper. You may use your paper as a guide, but you should not read word for word.

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. I encourage you to utilize visual aids to help convey your topic to the class. Check the grading rubric carefully.

Your paper must be submitted by Sunday at 11:59 pm CT of the appropriate week. Late assignments are not accepted.

In Desire to Learn, check Table of Contents, Topic Presentation Overview, for grading criteria.

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 consists of 35 multiple choice questions, and it is worth 140 points. The Midterm Exam is due by Sunday at 11:59 pm CT of Week 5. You are allowed 50 minutes to complete the Midterm Exam.

The Final Exam consists of 50 multiple choice questions, and it is worth 200 points. The Final Exam is due by Sunday at 11:59 pm CT of Week 8. You are allowed 70 minutes to complete the Final Exam.

Course Schedule

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

Readings (Before Class)

- Chapter 1
- Chapter 2
- View the various links in Desire to Learn (D2L)
- Tour the Reference Links in D2L located under More Tools, Links

In-Class Activity 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." Include information about your family, hobbies, and any other information you want to share to help us get to know you. If you are employed, feel free to share information regarding your profession and the organization where you work. Does your organization provide ethics training? If so, please describe.

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.
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 Biography Paper Expectations in D2L located under Course Overview for grading criteria. 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 Activity 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 Biography Paper Expectations in D2L located under Table of Contents for grading criteria.
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. See the Papers Overview in D2L located under Table of Contents for grading criteria.

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 Activity 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 Biography Paper Expectations in D2L located under Table of Contents for grading criteria.
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. See the Papers Overview in D2L located under Table of Contents for grading criteria.

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. See the Papers Overview in D2L located under Table of Contents for grading criteria.

Week 4: Ethics and Justice of Capitalistic and Corporate Organizations

Readings (Before Class)
- Chapter 6
- Chapter 7
- Chapter 8
- Chapter 11

In Class Activity 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**. See the [Papers Overview](#) in D2L located under Table of Contents for grading criteria.

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 Activity 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 50 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 Activity 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. Wingand, 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 may begin this week. See the Concept Paper/Presentation Overview in D2L located under Table of Contents for grading criteria. You may use your paper as a guide, but you should not read word for word.

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 in D2L located under More Tools, Links. Be prepared to discuss at least one of these topics during the in-seat portion of class.

In Class Activity 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.
**Concept Paper/Presentation (In Class)**

During the In Class session, you will present on the topic you selected for your Concept Paper. I encourage you to utilize visual aids to help convey your topic to the class. See the **Concept Paper/Presentation Overview** in D2L located under **Table of Contents** for grading criteria.

**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 Activity 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 **Sunday 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 70 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 **Sunday 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- On-line and In-Class

Two attendance grades are marked each week; one for on-line (hybrid) participation and one for in-class activities. A class week is defined as the period of time between Monday and Sunday. Attendance for on-line sessions each week is counted as having submitted a course assignment for which points have been earned during that week of the session. In-class participation requires applying concepts from the assigned text while present in class. Each week you will be counted as present for each section as described above. 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

The course and system deadlines are all based on the Central Time Zone. Although some 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. Late assignments are not accepted.

Course Evaluation

You will have an opportunity to evaluate the course near the end of the session. Course evaluations will open on Sunday of Week 5 and will remain open until Thursday of Week 7. 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.

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. The Writing Center can be used for writing assistance in any course.

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.