



BUSINESS ETHICS SYLLABUS

Phi 3360, Sec. 10

Fall 2014

Metropolitan State University of Denver

Tuesday-Thursday * 12:30-1:45 * CRN 54524 * Central 223
Instructor: Celeste Rossmiller, PhD crossmil@msudenver.edu 303-343-6689 (home)
Office Hours: 11:00-Noon Central 303-L or by appointment

Degree Requirements Satisfied: General Studies – Level II, Arts and Letters

"Always do right. This will gratify some people and astonish the rest." Mark Twain

Course Description

This course investigates the values and value conflicts inherent the modern practices of the business world. Designed to assist students in becoming effective business professionals, it examines four main areas of current practice in some detail: the responsibility of business in society, corporate governance, ethical decision-making, and ethical leadership. Interpretive, critical, and analytical skills will be emphasized and cultivated. This class further values the experience of community for learning and resolving ethical dilemmas. Part of our learning will incorporate civic engagement/service learning, to integrate classroom learning with the larger community.

Student Learning Objectives

Upon completion of this course, you should be able to:

- Identify and construct the multiple connections between corporate governance, corporate social responsibility, and stakeholder relationships
- Analyze and employ individual and organizational factors in ethical leadership and ethical decision making
- Develop and evaluate ethics compliance programs
- Explain and critically evaluate the philosophical views of Adam Smith and John Rawls, along with other contemporary commentators
- Have an appreciation of the role of collaboration for accomplishing tasks and resolving problems.
- Perform and analyze "hands-on" community engagement/service learning to bring our learning from the classroom to non-academic settings. Reflect on this experience through the lens of ethical practice, sustainability, and social responsibility.
- Assess and analyze the service learning experience in the context of promoting the common good.
- Interpret and communicate the learning experience to a wider forum and disseminate information to audiences beyond the classroom.

Required Readings

- Ferrell, O.C., John Fraedrich, and Linda Ferrell. (2014). *Business Ethics: Ethical Decision Making and Cases*, 10th ed. Southwestern/Cengage. ISBN: 978-1-285-425061
- McKibben, Bill. (2008). *Deep Economy: The Wealth of Communities and the Durable Future*. Oxford: One World Publications. ISBN: 978-1-85168-596-7
- Readings noted in schedule below to be posted on Blackboard or linked to the internet.

BUSINESS ETHICS

Phi 3360, Sec. 13

Spring 2015

MSU-Denver

SERVICE LEARNING / SOCIAL RESPONSIBILITY ASSIGNMENT

Why Service Learning is incorporated into this class:

1. To serve as an additional, more experientially-based “text” in our study of business ethics.
2. To enhance the subject matter of class as students integrate concepts of business ethics and classroom discussion with industry &/or NPO experiences and/or research and interviews. Participation in the broader community will add wider context for critical analysis of ethical concerns in the area of long-term sustainability of businesses.

What students will hopefully get out of the Service Learning component:

1. Students will personally gain greater insight into the ethical themes we are studying and learn about a number of thematic areas through this exploration and on-going analysis.
2. Students will explore the local and global connection throughout the semester via their service, whether through personal contact or on-line research and interviewing.

Learning Goal and Means:

Students will begin to re-conceptualize the purpose and goals of business in the 21st century to include environmental sustainability as a central feature of doing business.

- ✓ Through our Ferrell *et al* and McKibben textbooks and the www.SASB.org website
- ✓ Through topical videos and case studies
- ✓ Through the Service Learning/Social Responsibility component, involving both hands-on contact with and research into a local non-profit or business, with an eye to what they offer in our society in response to needs and issues.

Learning Objectives:

At the end of the semester, students will be able to:

- ✓ Analyze corporate culture and governance’s effects on sustainability initiatives
- ✓ Interview & summarize the work of a leader in their own or related industry to determine commitment to the ethics of sustainability.
- ✓ Perform and analyze “hands-on” community engagement/service learning to bring our learning from the classroom to non-academic settings. Reflect on this experience through the lens of ethical practice, sustainability, and social responsibility.
- ✓ Assess and analyze the service learning experience in the context of promoting the common good.
- ✓ Interpret and communicate the learning experience to a wider forum and disseminate information to audiences beyond the classroom—i.e., a report back on your work and findings to the company/NPO where you served, if they are interested.

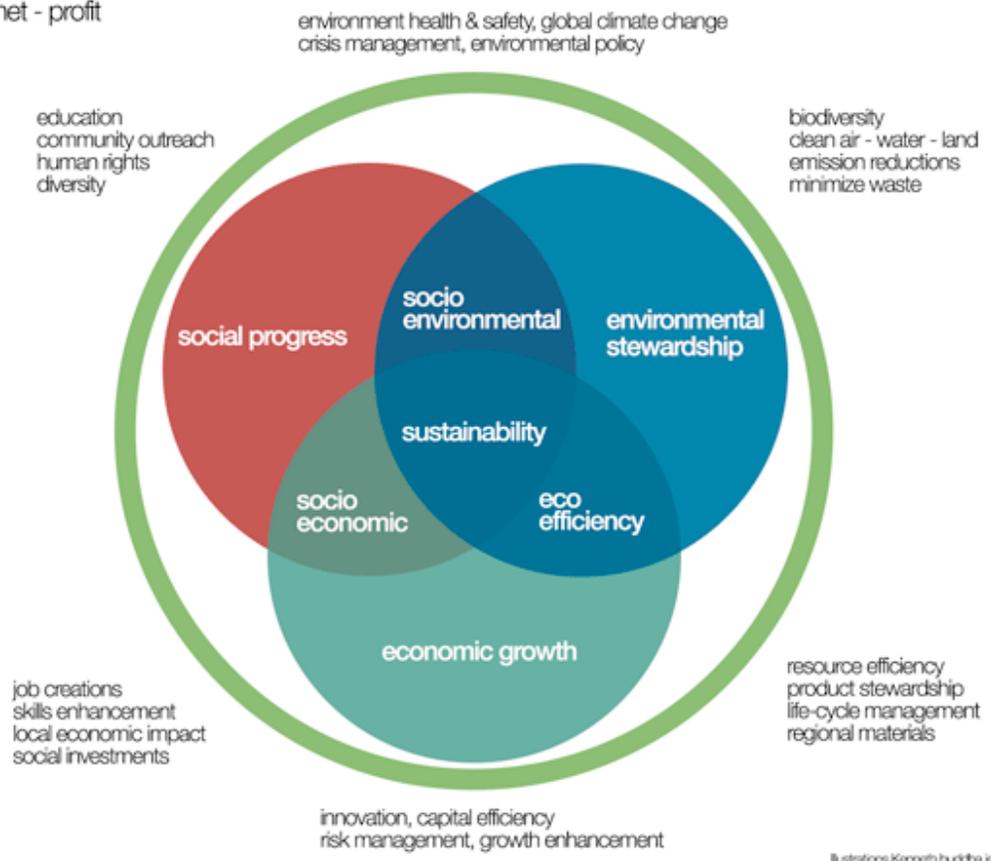
Details for the SL/SR Assignment

- ✓ Choose a site for your service learning during the 2nd week of class. Contact the site and set up times that you can be involved there over the course of the semester. Expectation is between ~8-15 hours of active service. That is, you should plan to go back more than once.
 - **Signature sheet showing preliminary contact or involvement due week 4**
- ✓ Part of your service time should include an interview with either an executive director or manager-level person with whom you can interact on matters of the business angle of things: financial issues/sources of funding [esp. for a non-profit]; what benefits are available to workers and/or volunteers; how does the organization focus on “the common good” through mission/vision statement, community engagement, etc.
- ✓ In what ways does the company keep in mind sustainability through its use of materials, planning, etc. (see the SASB.org website for more information on conceptualizing these matters).
- ✓ Do a bit of outside research (minimum 2 articles—let the research librarian at the library help you surface worthwhile material) on the issues the organization/company deals with—whether it's resettling refugee populations, dealing with electronic waste, prisons as big business, micro-enterprises, or whatever you're involved in. Incorporate your findings into your final report, including proper citation of the research you've done.
 - This part should help you add depth to your understanding of the issues confronting our society these days, as they will affect business.
 - **Bibliography for this section due at the end of week 8, i.e., March 11. Please use proper works-cited formatting, i.e., either MLA or APA or Turabian/Chicago Manual of Style (I prefer MLA, but accept any of these.) You can get help on this probably from the Research Librarian, or certainly from the Metro Writing Center, KC 425. You'll need to know this kind of thing for all your classes, so might as well learn how to do it now!**
- ✓ Now for the “product”/assignment, which will have two main segments:
 - 1.) How do you want creatively to present your findings on the given company of your research: a written report; a brief power-point; a video-taped summary/interview; infographics; a role play, panel discussion, etc., involving some of the other students; other ideas? Put together all that you have been discovering in a way that shows your grasp of multiple aspects of businesses, their ethics around sustainability, and how it might be replicated elsewhere. Assess from your own perspective the work the company you researched. Plan to offer your summary to the company, if they are interested—a “deliverable” based on your research. *If you have served with another student, or done similar service, you may work on a presentation together. Each of you must show ownership of part of the presentation (i.e., both of you – or all of you – must have a speaking part).*
 - 2.) Using the Triple Bottom Line graph below, make further suggestions of how that/your business could push further into the area of sustainability. How do all three circles/segments play a part in a viable 21st century workplace? Be visionary: to what kind of world do you want your company to contribute? How will your company/your service site “optimize environmental and social capital” (per SASB's web-video) in the short- and long-term? Name several realistic steps that a given company must take to arrive at greater sustainability.

You will have 8-10 minutes to present your findings during the three December class times.

the triple bottom line

people - planet - profit



Illustrations Kenneth buddha jeans

<http://buddhajeans.com/wp-content/uploads/2013/10/triple-bottom-line-colour-640.png>