

Syllabus for Business and Professional Ethics (MKT/BIO 326)

Instructor

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Course Description

This course provides discussions of ethical issues and societal challenges derived from scientific research and professional activities. Students examine the sources, fundamental principles, and applications of ethical behavior; the relationship between personal ethics and social responsibility of organizations; and the stakeholder management concept. Students apply ethical principles to different types of organizations: business, non-profits, government, health care, science/technology, and other professional groups. Topics also include integrity of scientific research and literature and responsibilities of scientists to society, intellectual property, ethical practices in professional fields, ethical dilemmas in using animal or human subjects in experimentation, gene cloning, animal cloning, gene manipulation, genetic engineering, genetic counseling, and ethical issues of applying biotechnology in agricultural fields. The course emphasizes the study of cases to explore ethical issues.

Learning Objectives

Students who successfully complete this course will be able to:

- describe the major elements of ethical theory
- analyze and present results of complex ethics cases
- prepare and give effective oral presentations about ethical issues
- perform research and write a 1000 word paper on an aspect of ethics

Required Texts

Defining Moments

by Joseph L. Badaracco

Harvard Business Press (1997)

ISBN 0-87584-803-6

Practical Business Ethics for the Busy Manager

by M. Neil Browne, Andrea Giampetro-Meyer, and Carrie Williamson

Pearson/Prentice Hall (2004)

ISBN 0-13-048109-2

Course Approach

Classes will consist of classroom lectures, group exercises, and a weekly topical workshop designed to analyze an ethical dilemma. Students will be required to actively participate in the workshops. Each week, additional reading materials will be available on Blackboard to supplement the class discussion and workshop. Suggestions will be given for research on the workshop dilemma and students are encouraged to explore the topic to enhance their learning experience.

Course Policies

Since we meet just once a week, your attendance and participation at each class meeting is essential for your success. Attendance will be taken at each class. If you cannot attend, you

will lose class participation credit for that class as well as points awarded for the random quiz, should one be offered.

Please see the CSUCI Student Guidebook (available at <http://www.csuci.edu/students/publication/guidebook>) for campus-wide policies applicable to this and all CSUCI courses including policies on Academic Dishonesty and accommodations that are available for students having disabilities.

Grading

The final grade for this course will be based on a total of 100 points, as follows:

Points	Date	Description
45	Mar 15 May 10	Tests. A midterm and final exam will be offered with the midterm worth 20 points and the final worth 25 points. Tests will primarily consist of essay questions.
15	Mar 15	Film Assignment. The project will consist of a written document with a maximum length of five (5) pages.
15	Random	Class Prep Quizzes. Unannounced quizzes will be given at the start of five (5) random classes. Each quiz will be worth three (3) points. Questions will come directly from the reading assignment for that class.
25	Each Class	Class Participation. Points will be awarded for participation in class discussions, for the weekly topical workshop, and for group assignments.

While course grades may be affected by a class curve, the following scale should serve as an approximate guide:

A	90% - 100%
B	80% - 89%
C	70% - 79%
D	60% - 69%
F	0% - 60%

Letter grades will include “plus” and “minus” designation as may be appropriate.

Throughout the semester, there may be opportunities for extra credit. All written assignments (including mid-term and final exam) will be graded based on:

Critical Analysis	70%
Organization	20%
Style, Grammar and Usage	10%

Reading Assignments (schedule of assignments subject to change with notice):

Key Defining Moments (DM)
 Practical Business Ethics (PBE)

Date	Workshop Topic	Reading Assignment
25-Jan-10	Student Credit Cards	DM Chap 1
1-Feb-10	Violent Entertainment	DM Chap 2-3
8-Feb-10	Retail Sales	DM Chap 4; PBE Chap 1

Date	Workshop Topic	Reading Assignment
15-Feb-10	Insurance Redlining	DM Chap 5; PBE Chap 2
22-Feb-10	Executive Compensation	DM Chap 6; PBE Chap 3
1-Mar-10	Genetic Counseling	DM Chap 7; PBE Chap 4
8-Mar-10	Business Gifts	DM Chap 8-9
15-Mar-10	Film Projects Due and Midterm Exam	
22-Mar-10	Spring Recess	
29-Mar-10	Health Care: How to Get a Liver When You Need One	PBE Chap 5
5-Apr-10	Pet Cloning	PBE Chap 6-7
12-Apr-10	Industrial Pollution	PBE Chap 7-8
19-Apr-10	Cheap Labor	PBE Chap 9
26-Apr-10	Globalization (marketing in third world)	PBE Chap 10
3-May-10	Assisted Suicide	PBE Chap 11
10-May-10	Final Exam Due (7:00p to 9:00p)	

Film Project

Students will select from one of the following films, or a film not listed of the student's choosing (with instructor approval) and prepare a five (5) page paper (exclusive of cover) describing an ethical dilemmas faced by one or more of the characters in the film. All options available for resolving the dilemma should be discussed and the paper should explain the advantages and disadvantages of each option to stakeholders affected by the decision.

Wall Street	Tin Men
My Sister's Keeper	One Two Three
Erin Brockovich	The Boiler Room
Silkwood	The Efficiency Expert
Hotel Rwanda	Thank You for Smoking
Good Night, and Good Luck	Michael Clayton
Million Dollar Baby	Gattaca
The Rainmaker	Enron - The Smartest Guys in the Room
Norma Rae	The Devil Wears Prada
The Insider	A Man for All Seasons
Glengarry Glen Ross	The Last Word

Be prepared to make your film selection by the third class on February 8, 2010.