

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

Each week, additional reading materials will be available on Blackboard to supplement the class discussion and exercises.

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 these workshops.

Course Policies

Since we meet just once a week, your attendance and participation at each class meeting is crucial 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	Oct 13 Dec 8	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	Sep 29	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%

Throughout the semester, there may be opportunities for extra credit. Letter grades will include “plus” and “minus” designation as may be appropriate.

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

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

Date	Workshop Exercise	Book
25-Aug-2009	Marketing of Credit Cards to Students	DM Chap 1
1-Sep-2009	Violent Entertainment (video games/movies)	DM Chap 2-3
8-Sep-2009	Home Mortgages	DM Chap 4; PBE Chap 1
15-Sep-2009	Insurance Redlining	DM Chap 5; PBE Chap 2
22-Sep-2009	Executive Compensation	DM Chap 6; PBE Chap 3
29-Sep-2009	Film Projects Due	DM Chap 7; PBE Chap 4
6-Oct-2009	Business Gifts	DM Chap 8-9
13-Oct-2009	Mid-term	
20-Oct-2009	Health Care	PBE Chap 5

27-Oct-2009	Pet Cloning	PBE Chap 6-7
3-Nov-2009	Going Green	PBE Chap 7-8
10-Nov-2009	Cheap Labor: Child Labor	PBE Chap 9
17-Nov-2009	Globalization (marketing in third world)	PBE Chap 10
24-Nov-2009	furlough day	
1-Dec-2009	Assisted Suicide	PBE Chap 11
8-Dec-2009	Final	

Film Project

Students will select from one of the following films, or one of the student's choosing (with instructor approval) and prepare a five (5) page paper (exclusive of cover) describing the ethical dilemma presented in the film. All options facing the character(s) should be discussed and the paper should explain the advantages and disadvantages of each. Special consideration will be given to alternative options that were not presented in the film.

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	Barbarians at the Gate
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 selection by the second class (01-Sep-2009) as this assignment is due on 29-Sep-2009.