

## 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, and;
- conduct 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

*Taking Sides: Clashing Views in Business Ethics and Society*, 11th Edition

Lisa H. Newton, Elaine Englehardt, Michael S. Pritchard

McGraw-Hill (2009)

ISBN 978-0-07-352731-4

### Course Approach

Classes will consist of classroom lectures, group exercises, and a weekly topical workshop. 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. Please notice that class participation is one-fourth of your grade for this course. 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 online CSUCI Student Guidebook 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 17 May 12	<b>Tests.</b> 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	Apr 14	<b>Film Assignment.</b> The project will consist of a written document with a maximum length of five (5) pages double-spaced.
15	Random	<b>Class Prep Quizzes.</b> 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	<b>Class Participation.</b> 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%

Please note that achieving a certain percentage such as 90 percent does not guarantee an A. 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):

Textbook Key for Reading Assignments: Defining Moments (DM), Practical Business Ethics (PBE), Taking Sides (TS)

Week	Date	Discussion	DM	PBE	TS	Workshop
1	27-Jan-11	Capitalism			1	Credit Cards (1)
2	3-Feb-11	Dirty Hands; Friedman	1		3	Entertainment (2)
3	10-Feb-11	Right vs Right; Grand Principles; Individual Virtue	2-3		4	Multitasking (15)
4	17-Feb-11	Sleep-Test; Defining Moments; Good Work; e-Mail Privacy	4-5	1	9	Social Responsible Business (4)
5	24-Feb-11	Becoming You; The Modern Workplace; Compensation	6-7	2	11	Executive Compensation (5)
6	3-Mar-11	Truth;; Individual Ethics; Direct Marketing of Drugs	8	3	12	Business Gifts (7)
7	10-Mar-11	Virtue and Virtu	9	4	13	Genetic Counseling (6)
8	17-Mar-11	<b>Midterm</b>				
9	24-Mar-11	* Spring Break *				
10	31-Mar-11	* Chavez Day * do the reading! Moral Mentors; Moral Obligations		5	15	
11	7-Apr-11	FILOP: Facts; Issue; Patents		6-7	17	Food Labeling (12)
12	14-Apr-11	FILOP: Issue; Law; Environment; <b>Film Project Due</b>		7-8	18	Environment (10)
13	21-Apr-11	FILOP: Options; Labeling		9	14	Health Care (8)
14	28-Apr-11	FILOP: Principles; Whistleblowing		10	8	Outsourcing (11)
15	5-May-11	H.B. Fuller; Restructuring		11	2	Right to Die (13)
16	12-May-11	<b>Final Exam Due</b>				

### 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.

Serpico  
My Sister's Keeper  
The Constant Gardener  
Hotel Rwanda  
Good Night, and Good Luck  
Million Dollar Baby  
Miller's Crossing  
The Insider  
Wall-E  
The Boiler Room  
Quiz Show  
Thank You for Smoking

The Bad Sleep Well  
Gattaca  
Fear Eats the Soul  
The Devil Wears Prada  
A Man for All Seasons  
Dead Man Walking  
The Life of David Gale  
To Kill a Mockingbird  
Ace in the Hole  
Do the Right Thing  
Vera Drake  
Network

The Heart of the Game  
Glengarry Glen Ross  
Who's Life Is It Anyway?