



REQUIRED Cover Page

## APPLICATION FOR PROFESSIONAL DEVELOPMENT GRANT

\*\*All applicants please complete this cover page.

<b>Choose one:</b> <input type="checkbox"/> Creative activity <input type="checkbox"/> Research activity <input checked="" type="checkbox"/> Professional Enhancement activity	<b>Date of Last PDG Award (Semester and Year awarded):</b> <u>n/a</u> <b>Date of ATU Faculty Appointment (Semester and Year):</b> <u>Fall 1997</u>
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1. Project Title: AASCB Teaching Business Ethics Seminar

2. Name of Principal Investigator/Project Director: Laurie A. Lucas

3. School (abbrev): Business 4. Department: Business & Economics

5. Campus Mail Address: 215 Corley Building 6. PI/PD Campus Phone: 479.968.0616

7. Amount Requested: \$1523.19 8. Total Cost of Project: \$1523.19

9. Does this project involve:

10. Duration of Project: Nov. 2-3 plus travel time Nov. 1 & Nov. 3

Yes No

- ☐ ☒ human subjects?  
☐ ☒ animals/animal care facility?  
☐ ☒ radioactive materials?  
☐ ☒ hazardous materials?  
☐ ☒ biological agents or toxins restricted by the USA Patriot Act?  
☐ ☒ copyright or patent potential?  
☐ ☒ utilization of space not currently available to the PI/PD?  
☐ ☒ the purchase of equipment/instrumentation/software currently available to the PI/PD?

**NOTE:** If the answer is "yes" to any of the above questions, the investigator must attach appropriate documentation of approval or justification for use/purchase.

### SIGNATURES

Kevin Mason 9/27/06  
Department Head Date

James Tyler 9/27/06  
Dean Date

### This Section to be completed by the Office of Academic Affairs

PDC Committee Award Recommendation: Yes \_\_\_ No \_\_\_  
PDC Committee Proposal Rank: \_\_\_ of \_\_\_ Total Proposals.  
Recommendation of VPAA: Yes \_\_\_ No \_\_\_  
Recommendation of President: Yes \_\_\_ No \_\_\_  
Award Date: \_\_\_\_\_

**Laurie A. Lucas, Associate Professor of Legal Studies**

Application for Professional Development Grant

**B. Abstract**

This is an application for support of a professional enhancement project, specifically attendance at an AACSB international seminar on "Teaching Business Ethics" sponsored by the George Washington University, November 2-3, 2006, in Washington D.C. The AACSB is the international accrediting body for the School of Business. The seminar is an opportunity to develop my skill set for teaching business ethics, in addition to the opportunity to discuss program assessment of ethics under the AACSB requirements. The management and marketing faculty are currently attempting to rework our program assessment goals for ATU and also to bring our program assessment in line with AACSB requirements. Attendance at this seminar therefore will help the school of business's larger project, since at least part of one session will cover AACSB requirements, as well as avail me with an opportunity to discuss business ethics with some of the leading faculty in the field.

**C. Purpose/Objectives**

The purpose of this grant is professional development in my skill set for teaching business ethics, in addition to providing valuable insight into program assessment under AACSB requirements for the management and marketing major in the ATU School of Business.

**D. Significance/Need**

The purpose of this grant is to provide travel funds, conference registration fees and lodging for attendance at an AACSB international seminar on "Teaching Business Ethics" sponsored by the George Washington University, November 2-3, 2006, in Washington D.C. Information covered at the seminar will improve my skill set for teaching business ethics. While I am currently the only management and marketing faculty to teach a course devoted to business ethics, all management and marketing faculty cover ethics in the core. Information taken from the seminar should benefit all management and marketing faculty, as faculty are in the process of assessing what we all do in the classroom that is related to business ethics. In addition, at least some of the seminar will consider AACSB requirements for program assessment. The ATU management and marketing faculty currently are working on program assessment and are currently planning to expand our program objectives to include assessment of the student's ability to evaluate ethical issues that emerge in business and specifically management and marketing issues. Information from the seminar also should be beneficial to this task.

**E. Process for Attainment of Objectives/Goals**

The seminar is facilitated by the following speakers:

**Timothy L. Fort**, the Lindner-Gambal Professor of Business Ethics at The George Washington University Business School, an Academic Advisor for the Business

Roundtable Institute for Corporate Ethics, Director of the Program on Peace Through Commerce at The George Washington University's Business School, and Adjunct Faculty at The George Washington University School of Law.

**Laura Hartman**, associate vice president for academic affairs at DePaul University, professor of business ethics and legal studies at DePaul's College of Commerce, and board member of DePaul's Institute for Business Ethics.

**Dean W. Krehmeyer**, Executive Director of the Business Roundtable Institute for Corporate Ethics and a Certified Public Accountant with more than ten years of financial and managerial experience.

Attached to the proposal is a copy of the seminar agenda.

#### **F. Dissemination of Results**

Information from the seminar about business ethics will be shared with management and marketing faculty through different venues. Information from the seminar regarding AACSB assessment in the field of business ethics also may be used as part of the management and marketing faculty's efforts on program assessment. A final report also will be submitted.

#### **G. Repeated Requests**

n/a

#### **H. Budget**

Seminar Registration Fee:	\$695.00
Airfare (est. OKC to DC)	300.00
Cab Fare (est. \$15 one way)	30.00
Accommodations (2 nights @ \$186 + 14.5% tax)	425.94
Airport parking (3 days @ \$5)	15.00
Meals (3 dinners @ \$13.25; 2 lunches @ \$8.75)*	57.25
	<hr/>
	\$1523.19


\*Registration fee includes breakfast and lunch on day one and breakfast on day two of seminar; request is for lunch and dinner on travel day proceeding seminar, dinner of day one of seminar, lunch and dinner on day two of seminar (also second travel day as seminar ends at noon).

#### **I. Bibliography**

See agenda for "Teaching Business Ethics Seminar" (attached)

#### **J. Application Vita**

See attached

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### Teaching Business Ethics Seminar

*Learn from the experts about ethics education in today's academic environment*

#### Agenda

#### DAY 1

7:30 a.m. - 8:30 a.m.

**Continental Breakfast and Registration/Information**

8:30 a.m. - 10:00 a.m.

Welcome, introductions, and seminar structure outline

Overview of current status of business ethics in AACSB

Exploration of critical pedagogical issues in teaching business ethics

Introduction to process opportunities in business ethics in

10:00 a.m. - 10:15 a.m.

**Refreshment Break**

10:15 a.m. - 11:45 a.m.

Walk-through of early class sessions, including exercises, class discussions, and case examples

11:45 a.m. - Noon

**Refreshment Break**

Noon. - 12:30 p.m.

Integration throughout the business disciplines

Exploration of assessment of student learning: Business

Brainstorming and sharing of methods by which participants currently integrate ethics and engage in assessment

12:30 p.m. - 1:30 p.m.

**Lunch**

1:30 p.m. - 1:45 p.m.

Embedded Cases Introduction

1:45 p.m. - 3:00 p.m.

Small Group Discussions regarding questions posed for embedded cases

3:00 p.m. - 3:15 p.m.	<b>Refreshment Break</b>
3:15 p.m. - 4:15 p.m.	Small Group Discussions continued
4:15 p.m. - 4:45 p.m.	Day 1 Wrap Up
<b>DAY 2</b>	
7:30 a.m. - 8:30 a.m.	<b>Continental Breakfast and Registration/Information</b>
8:30 a.m. - 9:15 a.m.	Some current perspectives on integrating business and e <ul style="list-style-type: none"><li>• Analysis of survey of SBE membership</li><li>• Business and organization perspectives</li></ul>
9:15 a.m. - 10:00 a.m.	Simulations as teaching tools
10:00 a.m. - 10:15 a.m.	<b>Refreshment Break</b>
10:15 a.m. - 11:15 a.m.	Simulation teaching example – <u>Turning Gears, Inc.</u>
11:15 a.m. - 11:30 a.m.	Example simulation debrief and discussion
11:30 a.m. - Noon	Day 2 Wrap Up and program conclusion

AACSB International

777 South Harbour Island Boulevard, Suite 750  
Tampa, FL 33602-5730 USA  
Tel: 813-769-6500 Fax: 813-769-6559

APPLICATION VITA: INCLUDES INFO RELEVANT ONLY TO TEACHING OR ASSESSMENT IN BUSINESS ETHICS: LAURIE A. LUCAS, ASSOCIATE PROFESSOR OF LEGAL STUDIES

**EDUCATION:**

1988 J.D., University of Oklahoma –a J.D. is a terminal degree under AACSB guidelines for teaching business ethics

**GRANTS AND AWARDS:**

2006 Faculty Excellence Award for research. ATU

2002 Faculty Research Grant (\$3,750)

1996 Research grant (\$4,000) University of Oklahoma, College of Business

1990 Maurice H. Merrill Golden Quill Award--best article published in *The Oklahoma Bar Journal*, 1989-90.

**COURSES TAUGHT:** (RELATED TO BUSINESS ETHICS ONLY)

Business and Managerial Ethics

The Legal and Regulatory Environment of Business

**PUBLICATIONS:** (INCLUDES ONLY THOSE RELATED TO BUSINESS ETHICS OR TEACHING ASSESSMENT)

**Refereed and/or editorial board review:**

Karin Braunsberger, Laurie A. Lucas & Dave Roach, "Evaluating the Efficacy of Credit Card Regulation," *The International Journal of Bank Marketing* v. 23/3 (2005): 237-54.

Karin Braunsberger, Laurie A. Lucas & Dave Roach, "The Effectiveness of Credit Card Regulation for Vulnerable Consumers," *Journal of Services Marketing* v. 18/5 (2004): 358-70.

Laurie A. Lucas, "Integrative Social Contracts Theory: Ethical Implications of Marketing Credit Cards to U.S. College Students," *American Business Law Journal* v.38 (2001): 413-40

Laurie A. Lucas, Diane F. Baker and Dave Roach, "Team Learning versus Traditional Lecture: Measuring the Efficacy of Teaching Method in Legal Studies," *Journal of Legal Studies Education* v.19 (2001): 63-82

Gene Cole & Laurie A. Lucas, "Stakeholder Rights of Employees and Health Care Coverage," *Southwestern Journal of Economics* v.4/1 (2001): 217-30

Michael G. Harvey & Laurie A. Lucas, "Child Labor and the MNC: Strategies for Facing a Global Reality" *Business & The Contemporary World* v.8/2 (1996): 144-60

Alvin C. Harrell & Laurie A. Lucas, "Equal Credit Opportunity in the 1990s: Implications for Financial Institutions." *Consumer Finance Law Quarterly Report* v.49/1 (1995): 83-89

**Book Chapters:**

Laurie A. Lucas, *Creating Group Assignments that Teach Multiple Concepts in an Interdisciplinary Course Context*, in TEAM-BASED LEARNING: A TRANSFORMATIVE USE OF SMALL GROUPS, (eds.) L. Michaelsen, A. Knight & L. Fink. CT: Praeger, 2002. 149-56

**PRESENTATIONS:** (THOSE RELATED TO BUSINESS ETHICS OR TEACHING ASSESSEMENT)

- Mar 9-11, 2006      **Southern Academy of Legal Studies**, San Antonio. Presented paper, "Consumer Protection Statutes and Attorney's Fee Awards: Why *Buckhannon* Should Not Apply."
- Nov 12, 2004      **The Carol and Lawrence Zicklin Center for Business Ethics Research**, Wharton School: Contractarian Approaches to Business Ethics: Evolution of Integrative Social contract Theory. Presented paper, "Business, Ethics, and the Adaptive Problem: ISCT's Efficiency Hypernorm"
- May 28, 2003      **Academy of Marketing Science**, Annual Conference, Washington, D.C. "The Effectiveness of Credit Card Regulation for Vulnerable Consumers." (with K. Braunsberger (presenting paper) and Dave Roach).
- Aug 07, 2001      **Academy of Legal Studies in Business**, Annual Conference, Albuquerque, NM. Participated on panel discussion, "Teaching Marketing Law: Texts, Ethics and Technology"
- Aug 09, 2000      **Academy of Legal Studies in Business**, Annual Meeting, Baltimore, MD. Presented paper, "Integrated Social Contract Theory: the Ethics of Marketing Credit Cards to College Students."
- Apr 1, 2000      **Society for the Advancement of Management**, 2000 International Management Conference, St. Augustine, Florida. Co-author on paper, "Using Undergraduate Students to Assess Business Curriculum Outcomes." (Gene Cole presented paper)
- Mar 15, 2000      **Southwestern Economics Association**, Year 2000 Annual Conference, Galveston, Texas. Co-author on paper, "Stakeholder Rights of Employees and Health Care Coverage," (Gene Cole presented paper)
- Apr 03, 1998      **48th Annual Meeting of Arkansas College Teachers of Business and Economics**, Little Rock, Arkansas. Presented a paper discussing research on the efficacy of using team learning versus traditional lecture.
- Sep 25, 1992      **Oklahoma City University School of Law**, Nondiscrimination and Affirmative Action in the 1990s: Laws, Regulations, and Programs protecting Women, Minorities, the Elderly and Disabled. Presented paper on the Equal Credit Opportunity Act.

**PROFESSIONAL ASSOCIATIONS:**

- 2001-present      The Society for Business Ethics
- 1996-present      The Conference on Consumer Finance Law
- 1992-present      Academy of Legal Studies in Business
- 1988-present      Oklahoma Bar Association



SCHOOL OF BUSINESS

Department of Business and Economics  
Corley Building  
1811 North Boulder Avenue  
Russellville, AR 72801-2222

phone: 479-968-0354  
fax: 479-968-0677

[www.atu.edu](http://www.atu.edu)

To: Sid Womack, Chair, Professional Development Committee  
From: Laurie Lucas, Associate Professor of Legal Studies  
Date: September 27, 2006

Re: Application for Professional Development Grant

Attached please find an application for a professional development grant in the area of professional enhancement submitted for review during the October 15, 2006 cycle.