

PROPOSAL FOR COURSE CHANGE

To: Curriculum Committee

From: **Business and Economics Department**

Date submitted: **August 27, 2007**

Request for: Course change _____ Course deletion _____ Course addition X
(Excluding course credit hour changes)

Submitted by: **Kevin Mason** *KM*

Approved by: School Cur. Comm:

David Roach *DR*

Department Head:

Kevin Mason *KM*

Dean of School:

Tom Tyler *TT*

Reviewed by: Registrar:

Tammy Rhodes *Tammy Rhodes*

Vice President:

Jack Hamm

If this is a deletion or other minor change, describe and give rationale.

If this is an addition of a new course, fill in the following and attach a syllabus (syllabus should include course objectives, and outline of the course with sufficient details to illuminate course content, and a bibliography. The Curriculum Committee/Graduate Council does not need evaluation and testing procedural information nor does it need excessively long bibliographies).

I. Catalog description: **MGMT**

Number: **3123**

Title for Catalog: **Business Ethics**

*Title for Course Inventory (24 characters):

Description: This course is an interdisciplinary study of business ethics and the social responsibility of business organizations in society. The course will consider professional and applied ethics, law and organizational behavior. The focus of the course is on the individual and managerial decision making process in response to ethical issues arising in the business context. Students will explore the role of business in society; discuss general theories of ethics; explain and apply key ethical theories in business; and develop and defend their own ethical positions.

Effective date or term: **Spring 2008**

*Course fees:

II. Justification and feasibility of course:

A. What is the need for this course? Who will take it?

app CC 11/19/07
app FS 12/3/07

The proposed course would serve as an MGMT elective which could be used to satisfy 3 hours of the required MGMT electives needed by MGMK majors. This topic has been taught as a "Special Topics" course for a couple of years and feedback indicates that the course is well-received and beneficial to our MGMK majors. This proposed course provides enhances students' foundation knowledge for business as well as their ethical reasoning. The course is designed to be taken by MGMK majors.

- B. How does it relate to other work being offered by your department? Is there an overlap with other courses in the department?

MGMK majors are required to complete at least 6 hours of MGMT electives and this elective course would give students more options in terms of the electives they choose to study as part of their major requirements.

- C. Is this course part of any general plan of development within your department? Explain.

Yes, it is designed to give students more choices when selecting MGMT electives. The course is also designed to utilize the backgrounds and academic strengths of our current faculty.

- D. How often will the course be offered?

Once each academic year

- E. How will the course be staffed?

With current faculty

- F. How will this course change affect other departments' students and offerings? With what other departments have you specifically consulted?

No other departments will be affected.

***Note: Each new course proposal must include a short explanation describing how the new course integrates with the assessment process of the department in which the course will be taught.**

While this is not a core course (required by all departmental majors), it is hoped that this course will, for those students electing to take the course, advance the attainment of various learning objectives, specifically, critical thinking skills, ethical reasoning and the understanding of the perspectives that form the context for business (see attached School of Business Learning Objectives).

An Outline in specific detail of how proposal will alter the program curriculum follows (next page):

The proposed course will not require any change on the program curriculum as currently stated in the ATU catalog.

School of Business Learning Objectives

1. Ability to use technology to support managerial decisions.
2. Communication and presentation skills.
3. Written and communication skills.
4. Problem solving skills.
5. Critical thinking skills.
6. Foundation knowledge for business.
7. Understanding the perspectives that form the context for business.
8. Ethical reasoning and behavior.

BUSINESS ETHICS MGMT 3123

Course Description: This course is an interdisciplinary study of business ethics and the social responsibility of business organizations in society. The course will consider professional and applied ethics, law and organizational behavior. The focus of the course is on the individual and managerial decision making process in response to ethical issues arising in the business context.

Prerequisites: In order to enroll in 3000- and 4000-level courses in the School of Business, students majoring in business must have a minimum of 54 completed hours, a cumulative grade point average of 2.0 and the required business foundation courses. Students majoring in fields outside the School of Business may enroll provided they have completed 54 hours of credit prior to enrollment.

Textbook and Instructional Materials:

L. Hartman. *Perspectives in Business Ethics*. Boston: McGraw-Hill 2005 (3rd ed.).

Course Purpose and Objectives:

The purpose of the course is to enable students to identify, critically evaluate and resolve ethical issues within the business environment at the level of the individual, the organization and society. Students in the course should be able to discuss the role of business in society; to discuss general theories of ethics; to explain and apply key ethical theories in business; and, to develop and defend their own ethical positions.

Course Evaluation:

To evaluate your performance in the class, the following assignments are required:

Mission and Life Goal Exercise	Not Graded/Required
Midterm examination	20%
Team Presentation	20%
Final paper	20%
Class participation	20%
Journal	20%

The **midterm exam** will be open book and open notes for the essay portion and closed book for the objective questions (true/false and multiple choice).

The **final paper** is a research paper requiring you to apply Stakeholder Theory, normatively grounded in one of the ethical theories discussed in class, in order to resolve the ethical dilemma researched and analyzed in the paper. **Each team may elect to submit individual papers or one team paper, but all members of the team are required to analyze the same topic.** This is a formal research paper that requires a bibliography. The final paper is due during the final exam period for the course. This assignment will be discussed further in class.

A **team presentation** of your research, analysis and recommendation(s) for resolution of the ethical dilemma under consideration is required. Regardless of whether your team elected to write individual papers or a team paper, the presentation must be made and coordinated by the entire team—if individuals in the team reached different conclusions in their papers, this fact should be reported and incorporated in the presentation. All team members must participate in the presentation; part of the grade for the team presentation will include a team evaluation of each member's contributions to the project. This assignment will be discussed further in class.

Class participation is necessary to gauge your understanding of class material. At some point, each of you will be responsible for introducing readings or cases for classroom discussion. These introductions will be assigned in advance and may be coordinated by your team (I encourage discussion among the team). Members of the team must be able to discuss the key points made in that reading and to respond to questions. Finally, all students are expected to be fully prepared for class. Preparation includes not only reading the material assigned but also being prepared to discuss that material, regardless of whether you were assigned to introduce that week's assignments.

You also are required to maintain an informal, weekly **journal**. **The journal entries must be typed.** Each entry should include the following: your name and the date of the class meeting under consideration. The first installment of the journal is due at the start of the class period before the midterm is scheduled. The second installment of the journal is due at the start of the last day of class. Journal entries need not be revised, edited, or formal. The entry for each week should reflect your observations on class discussion and the scheduled assignments for that week, i.e., you may want to record your thoughts before (when preparing for class) and after each class period. The journals should be thoughtful and well reasoned, but they are not evaluated as formal papers. They will be graded relative to the other journals received in terms of quality of analysis and thoroughness: both quantity and quality count. This is an individual assignment that only you are allowed to write.

Course Policies:

- Attendance is required to pass this course; failure to attend will directly and seriously affect your class participation score.
- Please do not come to class late.
- Please turn off and put away your cell phone before you come to class.
- Tape recording the lectures is not allowed, so please do not ask.

Please note: If you choose to engage in academic misconduct or to violate any of the conduct rules and regulations of the University during my class, I will seek to impose the severest sanction allowed--including expulsion from the University--under the guidelines in the *Arkansas Tech Student Handbook*. See your handbook for a full description of your rights and responsibilities as a member of the Tech academic community.

Tentative Schedule:

Jan	22	M	Lecture: into to course; American society, culture and institutions
	29	M	Mission & Life Goal Exercise Due Lecture: globalization and world resources; political economy Readings: Handout, Enstein, Albert, "Why Socialism?" Handout, Tracinski, Robert W., "The Moral Basis of Capitalism" Handout, Norberg, Johan, "Humanity's Greatest Achievement" Handout, Specter, Michael, "The Last Drop"
Feb	05	M	Lecture: Philosophy 101—teleological and deontological ethical theories Readings: Text, p. 5-17, Ethical Theories and Approaches Text, p. 18, Kant, Immanuel, "Grounding for the Metaphysics of Morals" Text, p. 52, Rawls, John, "Distributive Justice" Text, p. 30, Mill, John Stuart, "Utilitarianism" Text, p. 43, Le Guin, Ursula K., "The Ones Who Walk Away from Omelas"
	12	M	Screening: <i>The Corporation</i> (145 minutes)
	19	M	Lecture: Law and the Corporation Be prepared to discuss <i>The Corporation</i> using question sheet distributed last week, in addition to any previous readings you find relevant to the issues raised in the film. Readings: Text, p. 100, Seglin, Jeffery, "Just Because It's Legal, Is It Ethical?" Text, p. 280, Friedman, Milton, "The Social Responsibility of Business is to Increase Its Profits" Text, p. 292, Kelly, Marjorie, "The Divine Right of Capital: Is Maximizing Returns to Shareholders a Legitimate Mandate" Text, p. 68, Donaldson, Thomas, "Fundamental International Rights"
	26	M	Lecture: corporate culture and the individual Readings: Text, p. 87-99, Ethical Analysis and Application Text, p. 141, McCoy, Bowen H., "The Parable of the Sadhu"

Text, p. 157, Carr, Albert Z., "Is Business Bluffing Ethical?"

Text, p. 183-98, Corporate Ethical Leadership: Corporate Culture and Reputation Management

Mar	05	M	Lecture: Business ethics: decision-making models Readings: Text, p. 112, Freeman, Edward R., "A Stakeholder Theory of the Modern Corporation" Text, p. 123, adidas-Salomon (co.), "Identifying Stakeholder Groups" Text, p. 547, Heely & Nersesuan, "The Case of Planned Obsolescence"
	12	M	Lecture: Business ethics: decision-making models (Continued) Readings: Handout, Donaldson & Dunfee, "Précis for <i>Ties that Bind</i> " Handout, "Millions for Millions" Journals Due—First Installment Review for Midterm
	19	M	Midterm
	26	M	No Class: Spring Break
Apr	02	M	Lecture: Human resources: legal boundaries and ethics Readings: Text, p. 350-63, "Ethics and Human Resources Management: Values in the Employment Relationship" Text, p. 376, Bennett-Alexander, "Such Stuff as Dreams are Made on: A Short Primer on Why We Should not Be Ready to Throw Out Affirmative Action" Text, p. 413, Hartman, "A Free Market Approach to Comparable Worth"
Apr	09	M	Lecture: Ethics and Marketing: legal boundaries and ethics Readings: Text, p. 515-23, Ethics and Marketing Text, p. 524-32, "Got Beer?! Better Than Milk, New Survey Shows!"

Text, p. 533, Atkinson & Frederick, "Portrayal of Women in Advertising"

Text, p. 593, Montgomery & Pasnik, "Web of Deception: Threats to Children from Online Marketing"

Handout, "Hold the Avocado"

- 16 M Lecture: Finance and Accountancy: legal boundaries and ethics
Readings: Text, p. 613-18, Ethics in Finance and Accountancy
Text, p. 619, Duska, Ronald, "Ethics in Financial Services"
Text, p. 681, "Summary of the Sarbanes-Oxley Act of 2002"
Text, p. 684, Walker, Rebecca, "Weighing Sarbanes-Oxley: Changes Appear to be Profound"
Text, p. 691, Driscoll, Dawn-Marie, "Sarbanes-Oxley: Pardon Me if I'm Underwhelmed"

- 23 M Lecture: Technology: legal boundaries and ethics
Readings: Text, p.717-28, Ethical Implications of Technology
Text, p. 729, Hartman, Laura, "Technology and Ethics: Privacy in the Workplace"
Text, p. 740, Moore, Adam, "Employee Monitoring and Computer Technology: Evaluative Surveillance v. Privacy"
Text, p. 755, Sipior & Ward, "The Ethical and Legal Quandary of Email Privacy"

- 30 M **Presentations**
Journals due—second installment

- May 07 M **Final Papers Due: 5pm**
No examination