

Ethics in Business Environment**Course Number: 29:522:334****Course Title: Ethics in Business****COURSE DESCRIPTION**

This course focuses on ethical dilemmas in business ethics. The content of the course is multidisciplinary and includes perspectives from economics, law, applied ethics and management. The course will begin with an overview of foundational concepts such as rights, justice, utilitarianism, stakeholder management and social contract theory as well as a review of relevant psychological and sociological influences in decision- and policy-making. These concepts will be applied to business cases that depict dilemmas faced by business people working in various business roles and industries. The course ends with an extension of core concepts to the international marketplace where issues surrounding government and society grow more complex.

COURSE MATERIALS

We will be using the following textbook in class. Readings and assignments will be provided in class or from the textbook:

- **Textbook:** Business Ethics: Ethical Decision Making & Cases, 12th Edition, O. C. Ferrell; John Fraedrich; Linda Ferrell. ISBN-10: 1-337-61443-2 ISBN-13: 978-1-337-61443-6
- PowerPoint slides and announcements will be posted to the RBS canvas website, <https://canvas.rutgers.edu>

LEARNING GOALS AND OBJECTIVES

Ethical judgment learning goal. Rutgers Business School students must demonstrate reasoned and ethical judgment when analyzing problems and making decisions. Through case analyses, course debates, written assignments and a final presentation, students in this class will develop their ability to: (1) critically evaluate unstructured business decision-making scenarios and develop innovative and ethical solutions, and (2) recognize ethical dilemmas in unstructured business decision-making scenarios. ***Global perspective learning goal.*** Many of the business cases analyzed in this class address the current global economic, legal, political, and social structures. Through analysis of these cases, students develop an understanding of the impact of cultural and demographic diversity on business interactions. ***Effective Communication learning goal.*** Through in-class debates, written assignments and a final presentation, students in this course develop their ability to construct and deliver clear, concise, and convincing oral and written communication.

PREREQUISITES

Before taking this course, students must take English Composition I & II, Introduction to Economics (Micro & Macro), Statistics, Financial Accounting, Managerial Accounting and Basic Calculus.

ACADEMIC INTEGRITY

I do NOT tolerate cheating. Students are responsible for understanding the RU Academic Integrity Policy (<http://academicintegrity.rutgers.edu/>).

I will strongly enforce this Policy and pursue *all* violations. On all examinations and assignments, students must sign the RU Honor Pledge, which states, “On my honor, I have neither received nor given any unauthorized assistance on this examination or assignment.” I will screen all written assignments through *SafeAssign* or *Turnitin*, plagiarism detection services that compare the work against a large database of past work. Don’t let cheating destroy your hard-earned opportunity to learn. See business.rutgers.edu/ai for more details.

ATTENDANCE AND PREPARATION POLICY

Expect me to attend all class sessions. I expect the same of you. If I am to be absent, my department chair or I will send you notice via email and Canvas as far in advance as possible.

If you are to be absent, report your absence in advance at <https://sims.rutgers.edu/ssra/>.

If your absence is due to religious observance, a Rutgers-approved activity, illness, or family emergency/death and you seek makeup work, also send me an email with full details and supporting documentation.

GRADING POLICY

Course grades are determined as follows:

Student grades reflect performance in class, writing ability, and test scores. Grade cutoffs are A (89.5), B+ (86.5), B (79.5), C+ (76.5), C (69.5), D (64.5) and F (below 64.5). The breakdown of grades is as follows:

30% QUIZZES

40% FINAL PROJECT (paper and presentation)

20% WEEKLY REFLECTIONS

10% PARTICIPATION

100% FINAL GRADE

30% 2 QUIZZES

Quizzes will be administered in class. All quizzes are closed book. Questions will reflect a combination of formats including true/false, multiple-choice and short-answer questions. They may include questions on material assigned for that day but not yet discussed in class. Make-up quizzes will only be administered under exceptional circumstances as outlined in Rutgers policies. Make-up quizzes could be in a different

format. Students are responsible for notifying the instructor by email *before* class that they will be missing class (and potentially a quiz).

40% FINAL PROJECT

For your final project, you will write a final paper on a topic related to the course content and present your analysis to the class. Final project will be assigned to you later in the semester. Your grade will be based upon the thoughtfulness and rigor of your analysis. The paper should be 5-7 pages of text, double-spaced, in 12-point font. You must follow Rutgers University academic guidelines for citing other authors. Project grades will be based on your presentation and the paper. The assignment is due at the beginning of the class. Assignments submitted after the beginning of class are penalized 10 points. I continue to deduct 10 points for every day that the paper is late. I do not accept assignments that are more than 1 week late. If you know you are going to be late or miss a class, you must submit your assignment before class.

20% WEEKLY 1-PAGE REFLECTION PAPER SUBMISSIONS

Every week, we will discuss different chapters from the book. As preparation for each week's class, starting from the second week due to the Changes in designation of class days), before coming to the class (**on Monday mornings**), you will submit a 1-page reflection based on the assigned chapter and case for that week to Canvas. Reflections should include your answers to the questions that are asked to you after each case (called "**Questions for Discussion**") based on your understanding of the readings of that week unless another direction is provided. A total of 10-11 reflection submissions is required for the semester. Written reflection assignments will also help you with your class discussions.

10% PARTICIPATION

Participation is expected and required in this class. Since participating requires being present, you are required to attend to class on time and stay until class is over. **Your involvement in the class exercises and discussion for that day determines your involvement.** Good participation involves good listening but listening alone does not constitute participation. Participation involves intelligently contributing to class discussions by speaking. At the end of the semester, I will adjust your final grade to reflect outstanding participation as well as poor or disruptive participation. Missing classes will affect my assessment of your participation. **Students are responsible for notifying the instructor by email before class that they will be missing a class.**

Your active class participation is critical for producing a rich learning environment. The evaluation of participation includes a variety of factors such as:

- **Attendance:** Everyone is expected to be on time and attend all classes.
- **Reading the assigned material:** The amount of reading for this course is significant. All students are required to read all the material for each day.
- **Class discussions:** All students are expected to actively and constructively engage in class deliberations and group activities (including those discussions led by other students)
- **Courtesy:** All students are expected to be respectful and courteous to other class members.
- Class participation will be graded as follows:

- **A** Excellent participation: Enthusiastically contributed to all class discussions, clearly read assigned material, arrived on time, did not use technology for non-class purposes. Comments were related to class readings and highlighted key points.
- **B** Above average participation: Generally participated with relevant comments and questions.
- **C** Below average participation: Rarely played a part in class discussions.
- **D, F** Attended but did not participate/**Missed more than 20% of class sessions without proper documentation that is outlined in Rutgers policies.**

Participation requires involvement in class. Ask questions. Be curious. You are more than welcome to have a different interpretation of a text than a classmate or me; just be sure to share your perspective in a productive and supportive manner. The substance of our class meetings will mainly consist of **your responses** to the course texts, exercises to apply course concepts, and discussion amongst your classmates. Your thoughts and experiences make this class useful. If you're reluctant to speak up, please talk to me and we'll figure out a way for you to participate.

I will call on you to offer your ideas on a topic. This is not to make you uncomfortable. I like to hear from everyone. In my experience, students who do not volunteer their thoughts often have much to offer the class. I also have concluded that students often do not think they know the answer or have an opinion until they are called upon to give one, and then they surprise themselves. I also believe that I can only be an effective teacher if I know what you are thinking and where you are struggling with the material or argument. I welcome your thoughts regardless of whether they are the perfectly constructed answer to the questions because they help me to focus the class discussion in a way that will be most helpful to learning.

TECHNOLOGY POLICY FOR IN-PERSON CLASSES

Laptops must be closed unless expressly required in the class for class discussion purposes or unless there is a change in the class structure. By not devoting your full attention to the class, you are disrupting your learning and the learning of the students around you.

Phones and wireless devices are turned off. Everyone has heard a phone ringing or vibrating in class, and it is incredibly distracting. If you have a true need to communicate with someone outside of class, please let me know ahead of time. Persistent use of technology in class will result in a decreased class participation score.

CLASS PROCEDURES

- If you need to contact me outside of class, send an email. This is the best way to reach me.
- No laptops or cellphones are allowed to be used during class.
- The **Canvas** website will be used to distribute course-related information. Each student is responsible for checking the canvas website (<https://canvas.rutgers.edu>) regularly for notices regarding class cancellations, articles to be **read** before class, and other course-related materials and **announcements**.
- If you have a condition that requires special attention during exams, please reach me during office hours so special arrangements can be made. **You are responsible for letting me know within the first 2 weeks of class.**

- Your comments in class need to reflect respect for the differences within the academic community. There shall be no comments that are considered offensive to one's race, ethnicity, gender, religion or sexual preference.
- **Copyright policies.** Any posting or recording of class materials (whether created by me or by third parties) will be considered an infringement of copyright protection as well as a violation of the Rutgers academic and personal integrity policies.

COURSE SCHEDULE

The reading assignments are **tentative**. I may adjust assignments to discuss current events or allow for lengthier discussions of specific topics. Adjustments will be noted on the Canvas website, so it is important to check it before each class.

Dates	Topic	Assigned Chapter	Tentative Cases
Week 1	Introduction	Chapter 1: The importance of Business Ethics	
Week 2	An overview of Business Ethics	Chapter 2: Stakeholder relationships, Social Responsibility, and Corporate Governance *Weekly Reflection: Chapter 2, Case 5	Case 5: Monsanto: A Growing Controversy
Week 3	Ethical Issues and the Institutionalization of Business Ethics	Chapter 3: Emerging Business Ethics Issues *Weekly Reflection: Chapter 3, Case 16	Case 16: PepsiCo: Poised to deal with the “next generation”
Week 4	Ethical Issues and the Institutionalization of Business Ethics	Chapter 4: The Institutionalization of Business Ethics *Weekly Reflection: Chapter 4, Case 10	Case 10: Google: The drive to balance privacy with profit.
Week 5	The Decision-Making process	Chapter 5: Ethical Decision-Making *Weekly Reflection: Chapter 5, Case 3	Case 3: Wells Fargo: The stage coach went out of control
Week 6	QUIZ 1 The Decision-Making process	Chapter 6: Individual factors:	Case 13: Insider trading at the Galleo group

		Moral philosophies and values *Weekly Reflection: Chapter 6, Case 13	
Week 7	The Decision-Making process	Chapter 6 cont'd *Weekly Reflection: Chapter 6, Case 17	Case 17: Fraud in Dixon, IL: All the Queens Horses Could Not Save Her
Week 8	The Decision-Making process	Chapter 7: Organizational factors: The role of ethical culture and relationships *Weekly Reflection: Chapter 7, Case 8	Case 8: New Belgium Brewing: Crafting a Fresh Social Responsibility and Sustainability Initiative
Week 9	Implementing Business Ethics in a Globalized World	Chapter 10: Globalization of ethical decision-making *Weekly Reflection: Chapter 10, Case 1	Case 1: The Volkswagen Scandal: An Admission to Emission Fraud
Week 10	Implementing Business Ethics in a Globalized World	Chapter 8: Developing an effective ethics program & Chapter 9: Managing and controlling ethics programs *Weekly Reflection: Chapter 8, Chapter 9, Case 7	Case 7: Walmart Juggles Risks and Rewards
Week 11	Implementing Business Ethics in a Globalized World	Chapter 11: Ethical leadership *Weekly Reflection: Chapter 11, Case 2	Case 2: Uber Hits a Bump in the Road
Week 12	QUIZ 2 Implementing Business	Chapter 12: Sustainability: Ethical and social responsibility	Case 19: CVS: 'Fired Up' about Social Responsibility.

	Ethics in a Globalized World	dimensions *Weekly Reflection: Chapter 12, Case 19	
Week 13	Implementing Business Ethics in a Globalized World	Chapter 12 cont'd	TBD
NO CLASS			
Week 14	Ethics in Technology	From Artificial Intelligence to Artificial Wisdom: What Socrates Teaches Us (by Tae Wan Kim and Santiago Mejia) Address any questions about final paper, citation overview	TBD
Week 15 *Final Papers Due	*Presentations and Final paper submission	5-minute presentations will start	
Week 16	Presentations	Student presentations continues	

*All final papers are due at the beginning of the class.

SUPPORT SERVICES

If you need accommodation for a *disability*, obtain a Letter of Accommodation from the Office of Disability Services. The Office of Disability Services at Rutgers, The State University of New Jersey, provides student-centered and student-inclusive programming in compliance with the Americans with Disabilities Act of 1990, the Americans with Disabilities Act Amendments of 2008, Section 504 of the Rehabilitation Act of 1973, Section 508 of the Rehabilitation Act of 1998, and the New Jersey Law Against Discrimination. More information can be found at ods.rutgers.edu.

[Rutgers University-New Brunswick ODS phone (848)445-6800 or email dsoffice@echo.rutgers.edu]

[Rutgers University-Newark ODS phone (973)353-5375 or email ods@newark.rutgers.edu]

If you are *pregnant*, the Office of Title IX and ADA Compliance is available to assist with any concerns or potential accommodations related to pregnancy.

[Rutgers University-New Brunswick Title IX Coordinator phone (848)932-8200 or email jackie.moran@rutgers.edu]

[Rutgers University-Newark Office of Title IX and ADA Compliance phone (973)353-1906 or email TitleIX@newark.rutgers.edu]

If you seek *religious accommodations*, the Office of the Dean of Students is available to verify absences for religious observance, as needed.

[Rutgers University-New Brunswick Dean of Students phone (848)932-2300 or email deanofstudents@echo.rutgers.edu]

[Rutgers University-Newark Dean of Students phone (973)353-5063 or email DeanofStudents@newark.rutgers.edu]

If you have experienced any form of *gender or sex-based discrimination or harassment*, including sexual assault, sexual harassment, relationship violence, or stalking, the Office for Violence Prevention and Victim Assistance provides help and support. More information can be found at <http://vpva.rutgers.edu/>.

[Rutgers University-New Brunswick incident report link: <http://studentconduct.rutgers.edu/concern/>. You may contact the Office for Violence Prevention and Victim Assistance at (848)932-1181]

[Rutgers University-Newark incident report link: https://cm.maxient.com/reportingform.php?RutgersUniv&layout_id=7 . You may also contact the Office of Title IX and ADA Compliance at (973)353-1906 or email at TitleIX@newark.rutgers.edu. If you wish to speak with a staff member who is confidential and does **not** have a reporting responsibility, you may contact the Office for Violence Prevention and Victim Assistance at (973)353-1918 or email run.vpva@rutgers.edu]

If students who have experienced a temporary condition or injury that is adversely affecting their ability to fully participate, you should submit a request via <https://temporaryconditions.rutgers.edu> .

If you are a military **veteran** or are on active military duty, you can obtain support through the Office of Veteran and Military Programs and Services. <http://veterans.rutgers.edu/>

If you are in need of **mental health** services, please use our readily available services.

[Rutgers University-Newark Counseling Center: <http://counseling.newark.rutgers.edu/>]

[Rutgers Counseling and Psychological Services–New Brunswick: <http://rhscaps.rutgers.edu/>]

If you are in need of **physical health** services, please use our readily available services.

[Rutgers Health Services – Newark: <http://health.newark.rutgers.edu/>]

[Rutgers Health Services – New Brunswick: <http://health.rutgers.edu/>]

If you are in need of **legal** services, please use our readily available services: <http://rusls.rutgers.edu/>

Students experiencing difficulty in courses due to **English as a second language (ESL)** should contact the Program in American Language Studies for supports.

[Rutgers–Newark: PALS@newark.rutgers.edu]

[Rutgers–New Brunswick: eslpals@english.rutgers.edu]

If you are in need of additional **academic assistance**, please use our readily available services.

[Rutgers University-Newark Learning Center: <http://www.ncas.rutgers.edu/rlc>]

[Rutgers University-Newark Writing Center: <http://www.ncas.rutgers.edu/writingcenter>]

[Rutgers University-New Brunswick Learning Center: <https://rlc.rutgers.edu/>]

[Optional items that many faculty include:

- Students must sign, date, and return a statement declaring that they understand the RU Academic Integrity Policy.

- Students must sign, date, and return a statement declaring that they understand this syllabus.]