



175 Forest Street
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Department of Management

Personal & Professional Ethics at Work

Intensive Course
Classroom: AAC362
Spring 2017

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Wednesdays 11:00-1:50

This course is designed to help you (1) recognize ethical 'principles' and logics which guide and influence your behaviors and actions in groups and organizations; (2) provide opportunities to inform and/or change the moral bases which influence your actions; (3) recognize ethical issues in organizations before they become serious problems or even crises, and (4) understand and act from principled reasoning in groups and organizational situations in order to be more helpful to others and prevent harmful consequences. The course is also intended to increase your understanding of how business ethics complements legal compliance at personal, group, organizational, societal and international levels. Methods include readings, cases, videos, guest visits, and class interactions.

Course **norms**:

- (1) Get personally and professionally involved and be prepared before each class.
- (2) Be proactive in class 'question & answer' and discussions.
- (3) Show respect and be constructive in classroom discussions.
- (4) Cooperate and build individual and class morale and productivity.
Actively contribute and add value to class discussions the readings and class dialog. Arguing arbitrarily without being prepared is unproductive;
- (5) Ask, if you don't understand; move the class discussion and collective wisdom forward.
- (6) Share and make yourself known to classmates.
- (7) Use this class as a laboratory to test out your professional experiences, aspirations, and knowledge regarding your industry, company, and career. Ethics involves emotion as well as reason, logic, and principles.

Class rules:

- Be on time for class. Two absences result in a lowering of the final grade.
- Do not leave class before breaks. Coming and going is distracting.
- Eat before and after class, not during. Bring food in is disruptive.
- Purchase required materials.
- Always see me about any question, issue you have. I welcome your openness.
- Laptops and mobile phones should be closed and are not to be used during class discussion and presentations, unless you are referring to an online text. Your full attention is required.
- Missing one requires you to hand in the assignment before or after the absence.

Course Description:

While the course centers on the person/individual, it also relates individuals to these areas:

- (1) Professional ethics, values and issues;
- (2) Group and team ethics;
- (3) Company and industry ethics. Issues, and opportunities;
- (4) Societal and International ethics, issues and opportunities,

Intensive Course:

This course is structured to maximize individual and team work. It is also based on these premises:

- (1) You are or may get excited about understanding ethics as an important force in your professional and personal life,
- (2) A more dynamic understanding of business ethics may encourage you to address organizational people and decisions differently,
- (3) You are ready and willing to read, write, research, and use your organization—or one you select—to apply course topics for research and learning;
- (4) You will have read each assignment and show preparedness in class discussions, and have the option of cooperating with a teammate(s) for the final project assignment.

The course uses a text and several handouts. However, your research and on-line searches will add value to your presentations and final case/analysis. The class methods include: short lectures, class brainstorming, dialogue, team work, role play, videos, structured discussion, on-line searches, and power point presentations.

Note: Some readings may be changed or rearranged during the week.

Required Text:

***Business Ethics, A Stakeholder and Issues Management Approach* 6th ed. by Joseph Weiss (Berrett-Koehler 2015). (Previous editions not applicable). Books can be ordered directly from Berrett-Koehler or Amazon.**

Evaluation:

- (1) Attendance; demonstrating that you have read and are ready to “add-value” when called on from assigned readings for each class; working with assigned teams constructively and productively; and *helping support*, move the class discussions forward; (2) reading cases and answering end of chapter Questions.....35%
 - Presentations.....15%
 - Midterm case analysis.....15%
 - Final case. You have an option to work alone or with a team. Select a company (industry), or topic to write *Part I* an original *stand-alone case*; and *Part II* an analysis using text ethical frameworks, methods, and insights from text chapters, using chapter 3 methods35%
- 100%**

T=BusinessEthics text 6th edition only; **Bb** Readings and **HO**=Handouts

Schedule & Requirements

1. Jan 18 Introduction to the course: Course Expectations & Process

***Business Ethics*: “The Big Picture:” What is it? Why is it? Does it matter? For Whom?”**
A multi-dimensional perspective (through the lens of sociology, psychology, philosophy, and business).

- Introduction to the course: What to expect, why ethics counts, what we will do together
- Course process, expectations, deliverables, and evaluation
- Teams
- Ch. 1 text, End-of-Chapter Questions/Exercises
- Handouts **HOs 1,2,3,4**
- Bernie Madoff case
- Next class assignment
- Buy the text

2. Jan 25 Personal Ethics & Decision-making-1: Your ethical style, Acting by Principles, You as a Stakeholder

A.M. 11:00-12:25

- Business Ethics: The “Big Picture”**
- Read Ch. 2
- Read and be ready to discuss your answers to the End of Chapter Questions, pp. 30-31,
Make sure your responses to each question are thoughtful, offer an example from your

life/work/knowledge, reflect content of the chapter, and show your own reasoning. Answer each question by the number. Higher grades will be detailed, thoughtful, could reference an online article or other current resource with a link(s).

-Discuss Ch. 2 Ethical Principles, Quick Tests, Real-time Ethical Dilemma, p. 90

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12:30-12:45 Break

12:45-1:50

-Discuss HO-1 The time has come to take an accounting of your life (poem)
 HO-2 Principles of Personal Leadership
 HO-3 Morality: Basic Rules
 HO-4 Your Ethical Decision Style

3. Feb 1 : Personal Ethics & Decision-making-2

Personal Ethical Dilemma Presentations

- -Power points: See p. 81 of text as a guide. Start by **1**-summarizing the dilemma (who, what, when, where, how, why); **2**-Then describe your ethical decision-making style (HO-4) and show what 'principles' influence(d) your thinking/decision.
- - **Ethical Dilemma Presentations** are part of your 15% grade.
 Your ethical dilemma presentation should be a dilemma that is significant and that engages (or engaged) you **emotionally** as well as morally. Current or recent dilemmas an your life and/or work are important. This is an opportunity to get clarity on an issue/challenge and share yourself to be known to the class community. Be courageous and connect emotionally as well as factually with us.

4. Feb 8 Professional Ethics: Codes, Dilemmas, Consumer

AM 11:00-12:25

-Read Ch. 5, Consider how professions and professionals affect consumer stakeholders and customers they/you are serving in a profession. How does a profession affect the environment as well as the people?

-Read and be ready to discuss these HOs:

- HO 5: Ethics in Finance & Accounting
- HO 6: Public Accounting: Profession or Business
- HO 7: Marketing Ethics: Dimensions of the Challenge/Field
- HO 8: Ethical Decision Making: Technology in the Workplace
- HO 9: Conflicts of Interest

-Research and bring in a hard copy of an article you found about the profession you are interested in as a career or job. Bullet issues you think you will have/had working in that profession—positive and questionable.

2:40-1:50pm

-Read, answer the questions to **Case 3, Ford's Pinto Fires** pp. 91-96

-Read, answer the questions to discuss **Case 4, Jerome Kervies at Societe Generale**, pp.98-105

5. Feb 15 Stakeholder & Issues Management-1

AM 11:00-12:25 pm

-Read ch. 3

- Read and answer the End of Chapters Questions to **hand in**. Make sure your responses to each question are thoughtful, and reflect some of the content of the chapter as well show your own reasoning. Be sure to answer each question. Higher grades will be detailed, thoughtful, could reference an online article or other current resource with a link(s).

-Case and questions: For-Profit Universities case #12 and questions, p. 309

-Film clip

12:40-1:50

-Read the case **Fracking: Drilling for Disaster** answer questions pp. 314-319; video clip

6. Feb 22 Stakeholder & Issues Management -2

AM 11:00-12:25 pm

-Ch. 3 continued

-To Hand In: Create a **Stakeholder Analysis of yourself** as a Bentley student. Show a stakeholder map with you a “focal stakeholder” with all the key stakeholders affecting you as a student. Identify key issues affecting your effectiveness and success as a student and describe strategies and tactics you use and will use to ensure your effectiveness and success as a student. Type this out to hand in.

12:40-1:50pm

-Case & questions: BP rig explosion and oil spill, Case # 6, p. 158

7. March 1 Corporations, Governance and External Stakeholders

AM 11:00- 12:25

- Read **ch. 4** and answer the End of Chapters Questions & Exercises. Make sure your responses to each question are thoughtful, and reflect some of the content of the chapter as well show your own reasoning. Higher grades will be detailed, thoughtful, could reference an online article or other current resource with a link(s).
- Answer End of Chapter Questions & Exercises p. 227-228
- Real time ethical dilemma & questions: p. 229 (Read and be ready to discuss)

12:45-1:50

- Read and be ready to discuss case and answers: **Conscious Capitalism, p. 230**
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March 8 Spring Break No Class

8. Mar 15 Mid-term

AM 11:00-12:25 pm

- Midterm:** Bring your text (no use of the Internet permitted) and be ready to read and analyze a case to be given in class. Paper will be provided, bring pens to use.

PM 12:45-1:50

- Guest Speaker
- Hand out Wells Fargo Case for next class

9. Mar 22 The Corporation & Internal Stakeholders: Leadership, Culture, Strategy and Self-Regulation

AM 11:00-12:25

- Read **ch. 6** and be ready to discuss the End of Chapters Questions & Exercises.
- Real time ethical dilemma & questions: p. 229 (Read and be ready to discuss)
- To Hand In: Bring a description of a company/organization which you interned at, worked, or are now working. Use ch. 6 concepts to analyze that organization's**

leadership, strategy, structure, and culture and “ethics” that you observed and were affected by.

12:45-1:10

-Read and be ready to discuss case and answers: **Wells Fargo Case, HO**

10. Mar 29 Employee Stakeholders and the Corporation

AM: 11:00-12:25

- Read **ch. 7** Be ready to discuss End of Chapter Questions
- Real time ethical dilemma & questions: p. 483 (Read and be ready to discuss)
- Be ready to discuss Case # 20, Women on Wall Street, p. 491.

12:45-1:10

(Team work)

-**Summit a power point to Bb Assignments to Bb Assignments that (1)** summarizes a **current article** that involved an incident, situation (positive, negative or questionable) at a company/organization that you researched relevant to a topic(s) from ch. 7 : Identify the company/organization; What happened? Who was affected? The issue? **(2)** Bullet with a few sentences showing how a concept(s) from chapter 7 relates to that incident/situation. What ethics (use the text) were involved?

11. April 5 Employee Stakeholders and the Corporation -2

AM: 11:00-12:25

- Chapter 7 continued
- Read and be ready to discuss case and answers: **Women on Wall Street, case #20, p. 491**

PM 12:45-1:10

-Film to be discussed

12. Apr 12 Business Ethics in the Global Environment

AM 11:00-12:25

- Read ch 8**
 - Read the **End of Chapter Questions and Exercises** pp. 560,1. Be ready to discuss in class when called on; also be ready to discuss the two **Real-time**
-

Ethical Dilemmas, pp. 562, 563.

12:45-1:10

-Exercise/Reading to be provided

13. Apr 19 Global Ethics & Ethics in the 21st Century-2

AM: 11:00-12:25

--Submit an article (link) to Bb Assignments (Global Issue) on a current global issue that involves ethics (dilemma or positive solution to a global problem) and be ready lead a brief discussion in class. Connect your article/brief discussion to a text/course concept/relevant source.

12:40-1:50

-Exercise/Reading to be provided

14. Apr 26 Final Course Presentations

Submit your case presentation: (research in progress or complete) based on your final case + analysis to Bb Assignments ("**Final Paper Presentation**") as YourLastName. Please submit 1 hour or earlier before class. See Instructions Below

15. May 3 No Class

May 5

May 5 Submit your Final Papers Due in Bb Assignments ("Final Papers"):
before or by 5 pm See Instructions Below

Final Case+Analysis: 30% Case + Analysis

- Select a **contemporary company/organization** that you can provide reliable and accurate, documented research/observations on. The cases will be due as announced on the date after the final class. Presentations on your research-to-date + analysis

using the text of your company/organization or societal issue w/analysis is due the last two sessions of class.

- Your case must be *contemporary, original* and deal with selecting an industry and a company in that industry. You may also select a **contemporary societal issue** that can be analyzed using the text to analyze stakeholders and issues frameworks.
- Your case or societal issue report + analysis must be objective, realistic, documented, and contemporary (2016-17). Plan on 8-10 double-spaced pages for PART I, the stand-alone case, and then 4-8 pages for PART II the ethical/organizational analysis, (“What happened, to whom, and why”—using chs.1, 2, 3 (and other relevant frameworks, concepts, findings) from the text). Part II enables you to demonstrate that you can use frameworks, methods, insights from the text. Go for coverage and relevant use of as many text insights/concepts/methods that you can.
- Include DETAILED *footnotes inside text and a References page at the end*. Points counted off paper if for all footnotes & references in Reference section you do not have the (1) author(s)—first and last names, (2) article/book title, Volume and Issue number ALL articles, (3) date –year, month--of publication, the PAGE NUMBERS (4)Web address + Author/title/volume, issue/dates/page numbers of article INSIDE the WEBSITE.

Choice of Final Team/Dyads Presentation/Paper Topic Criteria:

- 1- Contemporary? If not, updates that are significant with new references
- 2- Interesting and relevant to text or related topics?
- 3- You did a search for credible and sufficient resources to write a paper and analysis
- 4- Your topic is complex enough but “doable” to write and analyze a paper
- 5- Your paper and topic are comparable in quality and style to cases in the text
- 6- You could deliver your paper to the organizational/company/industry and they would approve of your objectivity
- 7- Your paper could compete for Hoffman Ethics Prize

Paper Tips and Suggestions:

(Follow the Part I and Part II organization of the paper listed in syllabus)

- 1- Create an interesting, relevant title
- 2- Type up an outline with major headings and subheadings to organize your research before you start writing
- 3- Ensure that you type inside the text of the paper references and quotes you used; If you wish to make these footnotes, do so.
- 4- Then, create the end-of-paper References: Use format from one of the text cases. Be sure to have the author, title of article/book, source (volume, issue number if an article), and page numbers—do not type in the url or website only! Be sure to include the details listed here
- 5- Proof read the paper for grammar, flow, organization

PRESENTATION OUTLINE suggestions:

- 1- Introduce your title of paper and yourselves; Why did you select this topic?
- 2- Part I: Show your title and an outline of your paper/case;
Briefly explain your major findings and importance;
Show your references

3-Part II: Show the frameworks you are using and other concepts that help you explain your analysis; Summarize what you learned from this exercise