

**BUS 261-01: BUSINESS ETHICS
BUS 680-01: ETHICS: BUSINESS AND SOCIETY**

**COURSE SYLLABUS
SPRING 2010**

A business that makes nothing but money is a poor kind of business. – Henry Ford

Everything that can be counted does not necessarily count; everything that counts cannot necessarily be counted. – Albert Einstein

DESCRIPTION AND COURSE OBJECTIVES

This is a survey course analyzing the relationship between business and society and the various factors which impact the evaluation of business decisions from an ethical perspective. The objectives of this course include (i) understanding the concept of stakeholders and the related impact on business decisions; (ii) exploring the interaction of business conduct and social responsibility; (iii) raising awareness of ethical and social issues and developing an ability to examine situations and to make decisions in response to such issues; (iv) examining and discussing current events and social issues; and (v) applying ethical principles and decision-making framework to actual business situations.

INSTRUCTOR

Milton L. Lovell
Adjunct Assistant Professor
901.524.5167 (Office)
901.524.5024 (Fax)
901.767.8964 (Home)
901.482.4821 (Mobile)
LOVELLM@rhodes.edu (Campus E-mail)
mlovell@bpjlaw.com (Office E-mail)

CLASS MEETING INFORMATION

Wednesdays: 4:00 PM – 6:30 PM
Buckman Hall 108

CLASS CREDITS

Students enrolled in BUS 261 shall receive four (4) academic credits upon the successful completion of this course. Students enrolled in BUS 680 shall receive three (3) academic credits upon the successful completion of this course.

CROSS-LISTED UNDERGRADUATE AND GRADUATE COURSES

At Rhodes, cross-listed courses are those which count as both undergraduate and graduate courses. Separate course numbers are assigned to the undergraduate and graduate components of the course. Graduate students enrolled in these courses should be aware of the following provisions:

- Each student is responsible for assuring that he or she is enrolled in the appropriate course level. Graduate students who enroll under the undergraduate course number will not receive graduate credit. The registrar will not retroactively change the number.
- Graduate students may not take a cross-listed course for graduate credit if he or she has already received undergraduate credit for a course that covered essentially the same material.
- In all cross-listed courses, graduate students must complete work that is substantially more advanced than the work expected of undergraduate students. Even when a common syllabus forms the basis of the graduate and undergraduate components, the graduate students must demonstrate higher levels of knowledge and intellectual inquiry. Therefore, the professor will require graduate students to complete a significant number of assignments that are substantially more advanced in quantity, complexity, and/or analysis. These extra requirements may take many forms, such as additional or different research, readings, presentations, or quantitative analyses.
- Graduate students should schedule an appointment with the professor to determine the additional graduate expectations of a cross-listed course.

OFFICE HOURS AND LOCATION

Mondays: 5 PM – 6 PM
Wednesdays: 3 PM – 4 PM
Buckman Hall 329C

I will generally be available each week in Buckman Hall at the times listed above. I can be available on campus at other times which are convenient to you.

I am available in my downtown office most weekdays between 8 AM and 6 PM. Please feel free to contact me at my office during these hours or at home during other times. If I am not available when you try to reach me, I will be glad to return your call or set a time for us to meet. You may also leave a message on my office voicemail or send me an e-mail. While I generally check my Rhodes campus e-mail on a daily basis, I maintain much more frequent access to my office e-mail and have access to it on my PDA. If there are any questions or issues of which all students need to be notified, I will e-mail everyone.

TEXTS AND READINGS

Business Ethics: Ethical Decision Making and Cases, 2009 Update; Seventh Edition; South-Western CENGAGE Learning; Ferrell, Fraedrich and Ferrell (2010).

Business Ethics and Ethical Business; Oxford University Press; Robert Audi (2009).

Student Guide to the Sarbanes-Oxley Act, Second Edition; South-Western CENGAGE Learning; Prentice and Bredeson (2010). (Selected Sections)

The Secret Sharer by Joseph Conrad (Dover)

Newspapers, periodicals, blogs and podcasts such as *The New York Times*, *Wall Street Journal*, *The Washington Post*, *The Economist*, *Business Week*, *Fortune*, *National Public Radio* and *The Ethicist* podcast (new content posted each Friday at <http://www.nytimes.com/ref/multimedia/podcasts.html>).

Supplemental readings and case studies distributed throughout the term.

GRADING

Written Commentaries	25%
Personal Responses	10%
Class Presentation	25%
Final Essay	20%
Class Participation, Classroom Discussion Panels, Group Activities and Simulation Cases	20%

The final grading scale is as follows:

94 – 100	A	90 – 93	A-
87 – 89	B+	84 – 86	B
80 – 83	B-	77 – 79	C+
74 – 76	C	70 – 73	C-
67 – 69	D+	64 – 66	D
60 – 63	D-	Below 60	F

WRITTEN COMMENTARIES

There will also be five (5) written commentary assignments for both graduate and undergraduate students throughout the semester: personal statement, op-ed, book critique, environmental / social responsibility critique and personal responsibility commentary. Each graduate student will be required to prepare and submit an additional written commentary assignment consisting of proxy statement analysis. The specific requirements and allocated points for each assignment will be distributed in class during the semester. The due dates for each assignment are as listed on the class schedule. **Written commentaries must be turned in at the beginning of the class session at which the commentaries are due. If a student e-mails the commentaries to me, I must receive the e-mail prior to the beginning of the respective class.**

PERSONAL RESPONSES

During the course of the semester, you will be asked to submit various personal responses or reflections on an assigned reading or case. This assignment may be the case questions assigned for the day and/or other questions or reflections. Certain personal responses will only be required to be completed by graduate students in the course. **Each personal response is due at the beginning of the class session at which the response is due. If a student e-mails the personal response to me, I must receive the e-mail prior to the beginning of the respective class.**

CLASS PRESENTATIONS

The class presentation will analyze the ethical practices of a specific corporation, as approved by the instructor, and incorporate the various topics discussed in class. The class presentations will be made in groups of two (2) or three (3) students, as assigned by the instructor. In addition to making an oral presentation to the entire class, each presentation group is required to submit a written version of your presentation; although, such written version may be in the form of an annotated outline. The presentations will be required to address

specific issues and questions regarding the chosen corporation. Additional details regarding the class presentation will be distributed and discussed in class prior to the Spring Recess in order to provide adequate time for preparation.

FINAL ESSAY

The final essay is a personal essay on your perspective on business ethics and will summarize and relate the student's best thoughts on the themes of professionalism and business ethics. Your essay should reflect your personal viewpoint but be based on arguments discussed in class and in the assigned materials. The essay should evidence (a) that the student has read and reflected on all of the assignments in the course; (b) that the student has considered the application of the various theories and stakeholders presented and discussed in class; and (c) that the student has examined the possibility of personal growth and enhanced understanding of his or her own ethical standpoint. Further details regarding the final essay will be discussed in class.

CLASSROOM DISCUSSION PANELS

Each student will be assigned to classroom discussion panels to facilitate discussion of the material during the semester. On the day on which you are a panel member, you are responsible for having read and thought about the assigned materials and for being prepared to discuss those materials. All students must serve on a panel at least three times during the semester and graduate students must serve on a panel at least four times during the semester. Participation in the classroom discussion panels on the assigned days is an obligation, not an option. While all students should read the assigned materials and are free to participate in the classroom discussion for each class, the members of the classroom discussion panels will be called upon for their input during their assigned class. If you have read the materials and can discuss them, then you have met your obligation for serving on the classroom discussion panels. If you do not attend class on the day on which you are a panel member (and have not made other arrangements) or if you are obviously unprepared, then your grade will reflect this performance.

ATTENDANCE POLICY / PARTICIPATION

Regular attendance and active participation is vital to understanding the subject matter. This class is intended to be a combination of lecture, case analysis, presentations and discussions. Every student is expected to come to each class having read the assigned readings and case studies and to be able to participate in the discussions in class. In addition, students should be prepared to discuss news reports or articles that relate to the topic assigned for that particular day or

to a relevant contemporary business ethics issue, whether provided by the instructor or by the students.

Students are encouraged to participate in each class session; however, the students on the assigned Classroom Discussion Panels (as described above) for a particular class will be expected to discuss the readings for that class. The participation grade will be based on the student's participation in the Classroom Discussion Panels, Group Activities, Simulation Cases and general classroom discussion.

All viewpoints and perspectives will be welcomed, appreciated and respected as will counterpoints to such views. There are few, if any, entirely right or wrong answers with this subject matter.

In order to facilitate a positive environment for class discussion, each student should turn off or silence his or her cell phone, Blackberry, iPhone or other similar device prior to the beginning of class. I will not tolerate any calls, e-mails, texting or other communication during our class. If you intend to bring your laptop to class, you may only use it for taking notes and other class-related activities.

Class participation will be considered a component of the student's grade as indicated above. Participation will be evaluated on quality of discussion, not just on quantity of discussion. More than one (1) unexcused absence will negatively affect a student's grade.

CLASS SCHEDULE
(SUBJECT TO REVISION WITH ADVANCE NOTICE)

<u>DATE</u>	<u>TOPIC AND READINGS</u>
JANUARY 13	<p>INTRODUCTION AND FRAMEWORK ETHICAL SITUATION SCENARIOS</p> <p>PERSONAL RESPONSIBILITY STATEMENT</p>
JANUARY 20	<p>IMPORTANCE OF BUSINESS ETHICS FERRELL, CHAPTER 1 AUDI, CHAPTER 1</p>
JANUARY 27	<p>ROLE OF THE STAKEHOLDER AND RESPONSIBILITY OF CORPORATIONS FERRELL, CHAPTER 2 AUDI, CHAPTER 2</p> <p>OP-ED COMMENTARY DUE</p>
FEBRUARY 3	<p>EMERGING BUSINESS ETHICS ISSUES FERRELL, CHAPTER 3 AUDI, CHAPTER 3</p>
FEBRUARY 10	<p>INSTITUTIONALIZATION OF BUSINESS ETHICS FERRELL, CHAPTER 4 AUDI, CHAPTER 7</p>
FEBRUARY 17	<p>ACCOUNTING AND CORPORATE GOVERNANCE READING ASSIGNMENT TO BE DISTRIBUTED</p>

<u>DATE</u>	<u>TOPIC AND READINGS</u>
FEBRUARY 24	<p>INDIVIDUAL FACTORS: MORAL PHILOSOPHIES AND VALUES FERRELL, CHAPTER 6</p> <p>DEVELOPING, IMPLEMENTING AND AUDITING AN EFFECTIVE ETHICS PROGRAM FERRELL, CHAPTERS 8 AND 9</p> <p>BOOK REVIEW COMMENTARY DUE</p>
MARCH 3	<p>ORGANIZATIONAL FACTORS: THE ROLE OF ETHICAL CULTURE AND RELATIONSHIPS FERRELL, CHAPTER 7 AUDI, CHAPTERS 8, 9 AND 10</p>
MARCH 10	<p>ETHICAL DECISION MAKING AND ETHICAL LEADERSHIP FERRELL, CHAPTER 5 AUDI, CHAPTERS 4 AND 11</p>
MARCH 17	SPRING RECESS
MARCH 24	<p>FINANCIAL CRISIS AND EXECUTIVE COMPENSATION FERRELL, INTRODUCTION ADDITIONAL READING ASSIGNMENT TO BE DISTRIBUTED</p>

<u>DATE</u>	<u>TOPIC AND READINGS</u>
MARCH 31	<p>BUSINESS ETHICS IN A GLOBAL ECONOMY FERRELL, CHAPTER 10 AUDI, CHAPTERS 12 AND 13</p> <p>ENVIRONMENTAL / SOCIAL RESPONSIBILITY COMMENTARY DUE</p>
APRIL 7	CLASS PRESENTATIONS
APRIL 14	CLASS PRESENTATIONS
APRIL 21	<p>DEVELOPING, IMPLEMENTING AND AUDITING AN EFFECTIVE ETHICS PROGRAM FERRELL, CHAPTERS 8 AND 9 AUDI, CHAPTERS 5 AND 6</p> <p>ETHICS IN GOVERNMENT AND NONPROFIT ORGANIZATIONS READING ASSIGNMENT TO BE DISTRIBUTED</p> <p>PROXY STATEMENT WRITTEN COMMENTARY DUE (GRADUATE STUDENTS ONLY)</p>
APRIL 28	<p>AM I READY TO TAKE RESPONSIBILITY? DISCUSSION OF <i><u>THE SECRET SHARER</u></i></p> <p>PERSONAL RESPONSIBILITY COMMENTARY DUE</p>
WEDNESDAY, MAY 5 530 PM	FINAL EXAM