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BADM 261-01, Business Ethics, Spring 2008

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BADM 261-01: BUSINESS ETHICS
BADM 680-01: ETHICS: BUSINESS AND SOCIETY

COURSE SYLLABUS
SPRING 2008

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 of the relationship between business and society and will explore 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 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

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CLASS MEETING INFORMATION

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

OFFICE HOURS

I will generally be available in Buckman Hall each Monday at 530 PM and after the end of class to discuss any questions or provide any assistance you may need. I can be available on campus at other times which are convenient to you.

I am available in my 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. I am generally available by my office e-mail during the week and on the weekends. 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: A Stakeholder and Issues Management Approach, 4th Edition; Thomson South-Western; Joseph W. Weiss.

Death of a Salesman by Arthur Miller (Penguin Plays).

The Great Gatsby by F. Scott Fitzgerald (Scribner).

The Secret Sharer by Joseph Conrad (Dover).

Selected case studies published by the Harvard Business School to be used in class discussion and in the class presentations.

Newspapers and periodicals such as *The New York Times*, *Wall Street Journal*, *The Washington Post*, *The Economist*, *Business Week*, *Fortune* and *Portfolio*.

Supplemental readings and case studies distributed throughout the term.

GRADING

Case Summaries	20%
Written Commentaries (specific points to be allocated to each commentary)	25%
Class Presentation	25%
Final Essay	20%
Class Participation	10%

CASE SUMMARIES

The textbook contains case studies which we will discuss in class as indicated on the schedule. Each student must submit fifteen (15) individually-written one-page case analyses which summarize the case and answer the discussion questions associated with each case. It is anticipated that we will cover twenty-two (22) cases in our class and therefore, students can choose to skip seven (7) cases for case summaries purposes but should read all of the cases assigned for discussion purposes. **Case summaries must be turned in at the beginning of the class session at which the cases are to be discussed. If a student e-mails the case summaries to me, I must receive the e-mail prior to the beginning of the respective class.**

WRITTEN COMMENTARIES

There will also be six (6) written commentary assignments throughout the semester: personal statement, op-ed, annual report critique, American dream commentary, environmental / social responsibility critique and personal responsibility commentary. 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.**

CLASS PRESENTATIONS

The class presentation will be on a case study and related business ethics topic, as approved by the instructor. The class presentations will be made in groups of two (2) students. In addition to making an oral presentation to the entire class, you are 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 include an overview, an analysis and a response of and to the case study and related business ethics topic. Further 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 will summarize and relate the student's best thoughts on the themes of professionalism and business ethics. 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 distributed and discussed in class.

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.

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 his or her cell phone, Blackberry or other similar device prior to the beginning of class.

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

<u>DATE</u>	<u>TOPIC</u>
JANUARY 9	INTRODUCTION AND FRAMEWORK
JANUARY 16	<p>BUSINESS ETHICS, THE CHANGING ENVIRONMENT AND STAKEHOLDER MANAGEMENT (WEISS – CHAPTER 1)</p> <p>CASES:</p> <ul style="list-style-type: none"> ○ <i>ENRON: WHAT CAUSED THE ETHICAL COLLAPSE?</i> ○ <i>MICROSOFT: INDUSTRY PREDATOR OR FIERCE COMPETITOR?</i> <p>PERSONAL STATEMENT DUE</p>
JANUARY 23 JANUARY 30	<p>STAKEHOLDER AND ISSUES MANAGEMENT APPROACHES (WEISS – CHAPTER 2)</p> <p>CASES:</p> <ul style="list-style-type: none"> ○ <i>THE TYLENOL CRISIS: HOW EFFECTIVE PUBLIC RELATIONS SAVED JOHNSON & JOHNSON</i> ○ <i>THE PLUNDERING OF ADELPHIA COMMUNICATIONS: THE SAGA OF THE RIGAS FAMILY</i> ○ <i>ACCOUNTING IRREGULARITIES AT WORLDCOM</i> ○ <i>ARTHUR ANDERSEN ... NO MORE: WHAT WENT WRONG?</i> <p>OP-ED COMMENTARY DUE – JANUARY 30</p>

<u>DATE</u>	<u>TOPIC</u>
<p>FEBRUARY 6 FEBRUARY 13</p>	<p>THE CORPORATION AND EXTERNAL STAKEHOLDERS: MANAGING MORAL RESPONSIBILITY: FROM THE BOARDROOM TO THE MARKETPLACE (WEISS – CHAPTER 4)</p> <p>CASES:</p> <ul style="list-style-type: none"> ○ <i>NAPSTER: FROM ILLEGAL WEAPON TO KILLER APPLICATION</i> ○ <i>APPLE COMPUTER’S ONLINE MUSIC VENTURE</i> ○ <i>DOW CORNING AND THE SILICONE BREAST IMPLANT CONTROVERSY</i> ○ <i>COLT AND THE GUN CONTROL CONTROVERSY</i> ○ <i>WAL-MART: PROBLEMS IN PARADISE?</i> ○ <i>NIKE’S RESPONSES TO SWEATSHOP CHARGES: PROTECTED OR UNPROTECTED SPEECH?</i> <p>CORPORATE REFORM IN THE UNITED STATES</p> <p>ANNUAL REPORT CRITIQUE COMMENTARY DUE – FEBRUARY 13</p>
<p>FEBRUARY 20</p>	<p>ETHICAL PRINCIPLES, QUICK TESTS AND DECISION-MAKING GUIDELINES (WEISS – CHAPTER 3)</p> <p>CASES:</p> <ul style="list-style-type: none"> ○ <i>SAMUEL WAKSAL AND IMCLONE</i> ○ <i>AARON FEUERSTEIN AND MALDEN MILLS: HOW VALUES GUIDE ACTIONS IN A POST-CRISIS SITUATION</i> ○ <i>FORD’S PINTO FIRES: THE RETROSPECTIVE VIEW OF FORD’S FIELD RECALL COORDINATOR</i> <p>PERSONAL VALUES AND PROFESSIONAL RESPONSIBILITIES</p>

<u>DATE</u>	<u>TOPIC</u>
FEBRUARY 27	<p>BUSINESS ETHICS, STAKEHOLDER MANAGEMENT AND MULTINATIONAL CORPORATIONS IN THE GLOBAL ENVIRONMENT (WEISS – CHAPTER 7)</p> <p>CASES:</p> <ul style="list-style-type: none"> ○ <i>OLYMPIC ATHLETE DRUG TESTING: CREATING AN ANTI-DOPING CULTURE AND FAIR COMPETITION</i> ○ <i>SWEATSHOPS: JUST A PROBLEM IN DEVELOPING NATIONS?</i>
MARCH 5	SPRING RECESS
MARCH 12	<p>THE AMERICAN DREAM: WHAT HAS MEANT IN THE PAST AND WHAT DOES IT MEAN TODAY?</p> <p>DISCUSSION OF <i>THE GREAT GATSBY</i> AND <i>DEATH OF A SALESMAN</i></p> <p>AMERICAN DREAM COMMENTARY DUE</p>
MARCH 19	<p>THE CORPORATION AND INTERNAL STAKEHOLDERS: VALUES-BASED MORAL LEADERSHIP, CULTURE, STRATEGY AND SELF-REGULATION (WEISS – CHAPTER 5)</p> <p>CASES:</p> <ul style="list-style-type: none"> ○ <i>FORTUNE'S GLOBAL MOST ADMIRABLE COMPANIES: DO VALUES MAKE A DIFFERENCE?</i> ○ <i>WHAT'S WRITTEN VERSUS REALITY: ETHICAL DILEMMAS IN A HI-TECH</i>

<u>DATE</u>	<u>TOPIC</u>
	<p><i>PUBLIC RELATIONS FIRM</i></p> <ul style="list-style-type: none"> ○ <i>SOTHEBY'S PRICE FIXING</i>
<p>MARCH 26 APRIL 2</p>	<p>EMPLOYEE STAKEHOLDERS AND THE CORPORATION (WEISS – CHAPTER 6)</p> <p>CASES:</p> <ul style="list-style-type: none"> ○ <i>SHERRON WATKINS – REVELATIONS OF A LETTER</i> ○ <i>WOMEN ON WALL STREET: FIGHTING FOR EQUALITY IN A MALE-DOMINATED INDUSTRY</i> <p>ENVIRONMENTAL / SOCIAL RESPONSIBILITY COMMENTARY DUE – APRIL 2</p>
<p>APRIL 9</p>	<p>CLASS PRESENTATIONS</p>
<p>APRIL 16</p>	<p>CLASS PRESENTATIONS</p>
<p>APRIL 23</p>	<p>AM I READY TO TAKE RESPONSIBILITY? DISCUSSION OF <i>THE SECRET SHARER</i></p> <p>PERSONAL RESPONSIBILITY COMMENTARY DUE</p>
<p>FRIDAY, MAY 2 830 AM</p>	<p>FINAL ESSAY DUE</p>

THE ABOVE SCHEDULE IS SUBJECT TO CHANGE.