

**Argosy University**  
**COURSE SYLLABUS**  
*BUS270*  
*Business Ethics*  
*Spring II, Feb 28-Mar 20, 2008*

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**Faculty Information**

**Faculty Name:** Professor Anthony U. Martinez

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**Office Hours:** Mondays and Tuesdays – 9:00 to 11:00 AM; other times by appointment

**Short Faculty Bio:** Dr. Martinez has taught at Argosy University since the summer of 2003. He was the Chairman of the School of Business & Information Technology from the spring 2004 thru the summer 2006. His areas of teaching competencies are strategic management, business ethics, business law, and leadership and change. He has also taught advanced organizational behavior and business communications. He earned a master's in social work with emphasis in non-profit management/administration from Arizona State University and his Juris Doctorate from the University of California, Berkeley, Boalt Hall School of Law in 1974. He has been teaching since 1975 and was previously on the faculty of the School of Management, University of San Francisco, where he taught for 17 years.

**Course description:** This course examines the role of ethics in business and the ethical issues that confront today's corporate leaders, managers, and employees. Emphasis will be on advancing ethical awareness, critical reasoning skills, and core principles of ethical behavior to provide students with the basic tools to address and resolve complex, critical and at times, conflicting interests and opportunities. Students will assess the role of ethics in relationship to corporate social responsibility, managerial decision-making, executive leadership, and corporate governance through diverse perspectives.

**Course Pre-requisites:** None

**Required Textbook:**

Boatright, John R., *Ethics and the Conduct of Business*, Prentice Hall, 5<sup>th</sup> Edition, 2007, ISBN: 10-01947214 or ISBN-13: 9780131947214

**Technology:** Pentium III CPU/ Windows 98; 128MB RAM, printer; Microsoft Office Acrobat (full version), Microsoft Internet Explorer 5.5 (PC) 5.0 (MAC) or Netscape Navigator 4.08. Norton Antivirus.

2/28/2008

**Course length:** 7.5 Weeks

**Contact Hours:** 45 Hours

**Credit Value:** 3.0

**Program Outcomes:**

1. **Communication**
  - 1.1 Communicate business concepts effectively, both written and orally appropriate to the audience
2. **Team**
  - 2.1 Define the attributes of an effective team member and leader and the characteristics of an effective team in reaching specific business goals
3. **Cognitive**
  - 3.1 Problem Solving – Given a business problem, select and defend a business solution chosen from specific alternatives
  - 3.2 Information Literacy – Given a business research question, access information from a variety of sources, select appropriate sources to respond to a business question
4. **Analysis/Application**
  - 4.1 Integration – Describe the interrelationship of the functional business areas of statistics, accounting, operations, finance, marketing, and strategy
5. **Ethics/Diversity**
  - 5.1 Diversity – Identify the issues and challenges related to diversity in current business organizations
  - 5.2 Ethics – Identify the issues and challenges related to ethics in current business organizations

**Course Objectives:**

1. Identify basic ethical theories. **(Program Outcome(s): 1, & 5.2)**
  - 1.1. Identify, define, explain, summarize, and apply the major scholarly work in the field of ethics.
  - 1.2. Develop opinions on the major schools of thought relevant to ethics
2. Explain professional ethical standards. **(Program Outcome(s): 1, & 5.2)**
3. Describe the role of government regulation of business. **(Program Outcome(s): 1, & 5.2)**
4. Identify the role of directors, officers, managers and employees in the modern corporation. **(Program Outcome(s): 1, & 5.2)**
5. Describe the stakeholder theory of corporate responsibility in the 21st. century and contrast it with the Milton Friedman corporate responsibility model “that the only purpose of a corporation is to make a profit for its shareholders.” **(Program Outcome(s): 2, & 4)**
6. Relate the significant issues of an ethical controversy in business to moral philosophy, work group influence, corporate culture and social responsibility. **(Program Outcome(s): 5.2)**
7. Assess your personal ethical value system and develop a framework or personal road map for confronting ethical problems. **(Program Outcome(s): 5.2)**
8. Assess the assumptions and implications of making business decisions from an ethical perspective. **(Program Outcome(s): 5.2)**

- 9. Determine the ethical issues within the context of specific business topics and cases. **(Program Outcome(s): 5.2)**
- 10. Choose and defend a theory or principle for resolving an ethical dispute in business. **(Program Outcome(s): 5.2)**
- 11. Identify and predict the consequences of both ethical and unethical business behavior. **(Program Outcome(s): 5.2)**
- 12. Develop one’s analytic and moral reasoning skills so as to be able to make ethical business decisions as a corporate director, officer, manager or employee. **(Program Outcome(s): 5.2)**
  - 12.1. Using various scenarios, develop opinions and make judgments about the ethical behavior of corporate leaders and answer the question – What would I do?
  - 12.2. Determine ‘most important’ factors of ethical behavior and develop a personal road map for discerning future ethical problems in the workplace

**Assignment Table**

Module	Module Topics	Readings	Assignments
1	<ul style="list-style-type: none"> <li>• Introduction to Ethics</li> <li>• Ethical Theories and Types</li> <li>• Ethics, Leadership, and Management</li> </ul>	Boatright Chapter 1	<p>Discussion Questions:</p> <ol style="list-style-type: none"> <li>1. You are in a monthly managers’ meeting where a colleague makes the statement, “Ethical management and the management of ethics is really the same thing.” The company president asks you to express your opinion about this statement. What would be your response, and why?</li> <li>2. What are the differences between morality and ethics? Provide specific examples to support your argument.</li> <li>3. “Good leaders sometimes do bad deeds.” Discuss the ethical issues that underpin this statement, and defend your position with specific examples.</li> <li>4. Explain what is meant by the “moral point of view”. As a manager what are you required to do if you make business decisions from this perspective?</li> </ol> <p>Assignments:</p> <ol style="list-style-type: none"> <li>1. Burning Issue You manage a high-performance work team (HPWT) at Sarasota General Contractors Inc. One of your team members has submitted 40 hours on his timesheet instead of 35. He came forward to you and admitted his action but believes that since no one got hurt by his actions, it isn’t anything to be</li> </ol>

			<p>concerned about. You think this is a burning issue and hope that this is not an undiscovered problem with other team members.</p> <ol style="list-style-type: none"><li>a. The monthly team meeting is scheduled next week. In a Word document, write a one-page memo to the team on the ethical duties of an employee towards the firm and vice versa. Ensure that you keep the tone informal yet educational.</li><li>b. To add weight to your memo, also create a handout in a Word document to be attached to your memo. In the handout outline the top five Do's and Don'ts for the ethical behavior and responsibilities of employees and employers at Sarasota General Contractors, Inc.</li><li>c. A few Web sites that you can access to understand the proper format of a business memorandum are: <a href="http://www.cba.uni.edu/buscomm/Faculty/Memo.html">http://www.cba.uni.edu/buscomm/Faculty/Memo.html</a> <a href="http://web.clas.ufl.edu/users/creed/Business/MemoFormat.html">http://web.clas.ufl.edu/users/creed/Business/MemoFormat.html</a> <a href="http://oregonstate.edu/dept/eli/buswrite/memos.html">http://oregonstate.edu/dept/eli/buswrite/memos.html</a></li></ol> <p>2. Ethics and Organizational Behavior</p> <p>You are a manager at Sarasota General Contractors Inc. As part of an organization-wide survey, the VP of your department has directed all managers to take the Ethics Quick Test at <a href="http://www.ethics.org/quicktest/index.cfm">http://www.ethics.org/quicktest/index.cfm</a>.</p> <p>This test can be taken online, or downloaded and taken on paper.</p> <ol style="list-style-type: none"><li>a. Based on the score you generate, give a three-minute assessment at the quarterly meeting of all managers:<ol style="list-style-type: none"><li>i) Describing your organization's effectiveness in implementing ethical management factors.</li><li>ii) Analyzing the status of ethical behavior in your organization and how you think it can be improved.</li></ol></li><li>b. Submit your comments to the instructor in a PowerPoint presentation of three to five slides. Support your PowerPoint presentation with a two-page summary. Create your summary in a Word document. You may use bullet points in your summary.</li></ol> <p>A few Web sites that you can visit to understand how to make presentations in PowerPoint are: <a href="http://www.actden.com/pp/">http://www.actden.com/pp/</a> <a href="http://www.mightycoach.com/articles/powerpoint/">http://www.mightycoach.com/articles/powerpoint/</a></p>
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<p>2</p>	<ul style="list-style-type: none"> <li>• Concepts and Principles of Justice</li> <li>• Theories of Justice</li> <li>• Concept of Utilitarianism</li> <li>• Kantian Ethics, Rights, and Virtues</li> </ul>	<p>Boatright  Chapter 2  Chapter 3  Chapter 4</p>	<p>Discussion Questions:</p> <ol style="list-style-type: none"> <li>1. “How ought we to live?” Plato asked this question and by attempting to give a reasoned and systematic answer, he began the study of ethics. Some people, however, argue that there is no rational answer. Still others say that there is no answer whatsoever. Do you agree? Why or why not?</li> <li>2. Compare and contrast the two types of ethical theories—Teleological and Deontological—in terms of their strengths and weaknesses. Use specific ethical theories to demonstrate your points.</li> <li>3. Do you agree with the approach of Mill and Bentham to classical Utilitarianism? Justify your reasoning. How do Mill and Bentham differ in</li> </ol>

		<p>their approach to classical Utilitarianism? How would these philosophers view the case problem in Week 1? Justify your reasoning.</p> <ol style="list-style-type: none"> <li>4. Describe the similarities of Utilitarian, Kantian, and Virtue ethics. Which of these are more easily applied to today's business environment, and why?</li> <li>5. Discuss your perspective on Kant's theory of individual rights. How do you think he would have viewed the Bill of Rights? Justify your reasoning.</li> <li>6. Explain Rawls' view on justice. Do you agree with Rawls' definition of social justice? Why or why not? What parallels can be drawn between Rawls and Kant on the topic of a 'just society'?</li> <li>7. Compare and contrast Aristotle's and Nozick's perspectives on justice. Do you agree with the perspectives? Provide specific examples to support your position.</li> </ol> <p>Assignments:</p> <ol style="list-style-type: none"> <li>1. <b>Production Line</b>              You are the production line manager of 75 technicians—all of who are superb employees. Many of your employees have been with the company since it was formed. Employees who have not been with the company for long represent the minority sections who were hired to balance out the ratio of minority hires. <p>You have received a notice from the HR department that mandates you to reduce your workforce by five percent. You know that this is going to be a tough decision and will require an explanation to all of your workers.</p> <p>In a Word document, write a one-page memo to the VP of the HR department explaining how you want to decide the five percent reduction in a morally justifiable way.</p> <p>A few Web sites that you can visit to understand the format of a business memorandum are:</p> </li> </ol>
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<p>3</p>	<ul style="list-style-type: none"> <li>• Ethics, Economics, and Law</li> <li>• Concept of Whistle -Blowing</li> <li>• Ethics, Corporate Governance, and Organizational Integrity             <ul style="list-style-type: none"> <li>○ Sarbanes-Oxley (SOX) Act</li> <li>○ The Enron Crisis</li> </ul> </li> </ul>	<p>Boatright            Chapter 5            Chapter 14</p>	<p>Discussion Questions:</p> <ol style="list-style-type: none"> <li>1. One way of avoiding government intervention, unwanted media exposure, and expensive legal battles is to establish an effective “Whistle Blower” program in the workplace. Do you recommend implementing this program? Should the management and the employees be equally comfortable with such a program? Justify your reasoning.</li> <li>2. “Leaders with strong virtuous values are more likely to act ethically than are leaders who are operating with a weak or non-existent value system” (Kerns, 2005, p.13). Do you agree or disagree? Defend your position.</li> </ol>

		<p>3. Visit the Houston Chronicle Web site at <a href="http://www.chron.com/content/chronicle/special/01/enron/background/index.html">http://www.chron.com/content/chronicle/special/01/enron/background/index.html</a> and read the latest news on Enron. What does the Enron case tell us about the need for control? Is corporate governance a key factor in preventing such an event from happening again? Why or why not?</p> <p>Assignments:</p> <p>1. Ethical Communication          You are heading a five-member team. Your team members frequently write memos that are unclear, causing confusion among the team. This is a recurring problem. Your supervisor is aware of the problem and has hinted at the legal problems that can occur due to incorrect communication. She suggests you review the Enron case available on the Internet at <a href="http://www.chron.com/content/chronicle/special/01/enron/background/index.html">http://www.chron.com/content/chronicle/special/01/enron/background/index.html</a> titled 'Hidden Losses.</p> <p>Review the case. Do you think that Ceconi was clear in her memo to Ken Lay about the Enron missteps or could she have written the memo in a clearer way? Create a one-page handout in a Word document for your team, discussing at least three ethical issues identified in the Ceconi memo.</p> <p>2. SOX Implications          Your boss has to give a presentation to the board on the implication of SOX on the organization. Since he is hard pressed for time, he has asked you to create the presentation for him.</p> <ol style="list-style-type: none"> <li>Visit the Sarbanes-Oxley Web site at <a href="http://www.sarbanes-oxley.com/section.php?level=1&amp;pub_id=Sarbanes-Oxley">http://www.sarbanes-oxley.com/section.php?level=1&amp;pub_id=Sarbanes-Oxley</a></li> <li>Select the section Corporate Responsibility in Title III, and prepare a PowerPoint presentation of three to five slides outlining:</li> <li>What businesses must do currently that they were not required to do before the implementation of SOX.</li> <li>Why SOX is important now.</li> <li>The implications of implementing SOX in the organization.</li> <li>A tentative plan for implementing SOX in the organization.</li> <li>Submit your comments to the instructor in a PowerPoint presentation</li> </ol>
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			<p>of three to five slides.</p> <p>Refer to the following Web site for guidelines on how to prepare a presentation using PowerPoint:</p> <p><a href="http://www.actden.com/pp/">http://www.actden.com/pp/</a>  <a href="http://www.mightycoach.com/articles/powerpoint/">http://www.mightycoach.com/articles/powerpoint/</a></p> <p>3. Final Project</p> <p>One day, while in the company cafeteria, the Assistant Manager of Operations, Patrick, sits with you to have a cup of coffee. In the course of the discussion, Patrick tells you that he is facing a dilemma. He knows that there is an employee who is stealing from the company, but he is reluctant to report the situation. The employee has a child with cancer, and the employee’s medical coverage with DeKeith is not paying the medical bills. The cost of the child’s prescriptions is too high for the employee to pay. To buy the medication, the employee has stolen equipment worth \$1200 from the production department to sell it outside. Patrick feels sorry for the employee given his own wife’s illness and his first-hand knowledge of the cost of medication.</p> <p>You tell Patrick that you need time to consider the issues and will send him an e-mail message with your recommendations. This is a case of conflicting rights—the right of the company to its property and the right of the employee to ensure life for his family members.</p> <p>Prepare an e-mail note to Patrick in a Word document on the ethical issues involved in this situation. You also need to give your recommendations to Patrick on the actions to be taken.</p>
<p>4</p>	<ul style="list-style-type: none"> <li>• Privacy and Confidentiality Issues</li> <li>• Trade Secrets and Conflicts of Interest</li> <li>• Ethical Issues in the Finance Service Industry</li> </ul>	<p>Boatright  Chapter 6  Chapter 7  Chapter 13</p>	<p>Discussion Questions:</p> <ol style="list-style-type: none"> <li>1. “The regulation of financial markets protects not only individual investors but also the general public.” (Boatright, 5th edition, p.346) Do you agree with this statement? Explain.</li> <li>2. What are the ethical dilemmas associated with “intellectual capital”? Provide at least two specific examples of ethical issues related to</li> </ol>

			<p>intellectual capital and your recommended solutions.</p> <ol style="list-style-type: none"> <li>3. Explain the pros and cons of Internet access or privacy in the workplace. What ethical issues come into play when managers decide to monitor employees' Internet access?</li> <li>4. What are the most important points in Reiman's argument about privacy? How does his perspective differ from that of Kant, Gross, and Fried?</li> </ol> <p>Assignments:</p> <ol style="list-style-type: none"> <li>1. <b>Hidden Cameras</b> As the Ethics Officer for a technology firm, you have been asked to install hidden cameras throughout your company to provide 24 hours surveillance in some areas of the workplace. Most of the cameras can provide the management with close-up video clips of employee desks and computer screens.  Prepare a one-page evaluation report in a Word document to be delivered at the next BOD meeting, detailing the top five positive and the top five negative aspects of installing these cameras. Provide a rationale for your answer.  Refer to the following Web site for guidelines on how to draft a report: <a href="http://www.learningservices.gcal.ac.uk/els/reports/">http://www.learningservices.gcal.ac.uk/els/reports/</a></li> <li>2. <b>Whistle-Blowing Program Proposal</b> As a manager in a financial services company, you know how important it is to have a corporate culture that encourages whistle blowing. You have also noticed how hard it is on the person who comes forward. You decide that since your company is in a highly sensitive service market, it would be very valuable to have a policy on whistle blowing in your firm.  Using a Word document, prepare a draft proposal to be delivered at the BOD meeting to establish a whistle-blowing program in your firm. In your proposal, be sure to use a conversational tone that fosters comfort and In your proposal, address issues such as confidentiality, retaliation, and</li> </ol>
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			<p>procedures to report infractions.</p> <p>Refer to the following Web site for guidelines on how to draft a proposal:  <a href="http://members.dca.net/areid/proposal.htm">http://members.dca.net/areid/proposal.htm</a></p> <p>3. Final Project          You received a memo from the CEO asking you to develop a presentation on the intellectual capital and trade secrets of the MX-7 BPS. The presentation is to be delivered at the next BOD meeting and you will make the comments. The CEO has asked you to include the following points:</p> <ol style="list-style-type: none"> <li>a. Distinction between information and knowledge, from the perspective of DeKeith and DeKeith employees.</li> <li>b. Factors for classifying information as secret, that is, what information employees have a moral obligation not to reveal to the company's competitors.</li> <li>c. The ethical ways in which DeKeith can gather intelligence on their competitors.</li> </ol> <p>Your PowerPoint presentation should contain about five to six slides. Keep the tone formal but engaging. You may use data charts and other graphics to support your analysis. Support your PowerPoint presentation with a two-page summary. Create your summary in a Word document. You may use bullet points in your summary.</p> <p>Refer to the following Web sites for guidelines on how to prepare a presentation using PowerPoint:  <a href="http://www.actden.com/pp/">http://www.actden.com/pp/</a>  <a href="http://www.mightycoach.com/articles/powerpoint/">http://www.mightycoach.com/articles/powerpoint/</a></p>
<p>5</p>	<ul style="list-style-type: none"> <li>• Ethical Issues in Marketing, Advertising, and Public Relations</li> <li>• Ethical Decision-Making in Product Safety</li> <li>• Ethical Issues in Medicine and Medical Care</li> </ul>	<p>Boatright Chapter 11</p>	<p>Discussion Questions:</p> <ol style="list-style-type: none"> <li>1. Some scholars argue that the management of corporate ethics should always be the responsibility of a public relations (PR) officer. Debate your point of view, supporting your position with specific reasons.</li> <li>2. Discuss your views on how a company can establish and maintain trust in the market place. Discuss the Do's and Don'ts, using examples to support your discussion.</li> </ol>

			<p>An example that you can use is the case of the slip-up by Nike when it marketed Tiger’s golf balls that were really not available to the public. Read more about this case from the following Web site:  <a href="http://www.sportslawnews.com/archive/Articles%202000/WoodsNikesuit.htm">http://www.sportslawnews.com/archive/Articles%202000/WoodsNikesuit.htm</a>.</p> <p>3. According to a recent survey, approximately 80 percent of the respondents reported that they instructed their sales representatives to sell their organization’s ethics as hard as they sell their products. Do you think this is necessary, and are there any pitfalls to this kind of marketing approach? Justify your reasoning.</p> <p>4. At the 2004 annual meeting, the American Medical Association (AMA) House of Delegates adopted the recommendations of the Council on Ethical and Judicial Affairs (CEJA) Report 4 – A-04, “Financial Incentives to Patients for Referrals”. The report Teleological concluded that referral incentives might compromise the truthfulness of the information patients shared with others seeking the services of a physician. The Council issued this opinion based on CEJA Report 4 – A-04. The report is found at <a href="http://www.ama-assn.org/ama1/pub/upload/mm/369/4a04.pdf">http://www.ama-assn.org/ama1/pub/upload/mm/369/4a04.pdf</a></p> <p>Do you agree with the AMA’s opinion on providing money to patients for referrals? Why or why not? Which, if any, ethical principles may be violated if payment for referrals is allowed?</p> <p>Assignments:</p> <p>1. Social Marketing and Ethics</p> <ol style="list-style-type: none"> <li>At this week’s staff meeting, you were asked to prepare an analysis of social marketing to see if it is applicable to your company.</li> <li>Begin your research by learning about the concept of social marketing on the Social Marketing Institute’s Web site at <a href="http://www.social-marketing.org/sm.html">http://www.social-marketing.org/sm.html</a>.</li> <li>Prepare a one-page report in a Word document to deliver to your colleagues at the next staff meeting explaining the practice of social marketing and the ethical principles associated with it.</li> </ol>
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			<p>Refer to the following Web site for guidelines on how to draft a report:  <a href="http://www.learningservices.gcal.ac.uk/els/reports/">http://www.learningservices.gcal.ac.uk/els/reports/</a></p> <p>2. Medical Ethics          You are the Ethics Officer in a medical firm. Your job is to analyze the amendments proposed by the Council of Ethical and Judicial Affairs (CEJA), AMA. During your research you come across a new amendment at <a href="http://www.ama-assn.org/ama/pub/category/14966.html">http://www.ama-assn.org/ama/pub/category/14966.html</a>          Read the proposed amendment and write an e-mail message to your medical partners detailing:</p> <ol style="list-style-type: none"> <li>a. Why you think this amendment was believed necessary.</li> <li>b. The ethical issues involved in this amendment.</li> </ol> <p>3. Final Project          The CEO has asked you to help analyze whether DeKeith should go public about the overseas contract made a couple of weeks ago for the MK-7 BPS zippers.</p> <p>The CEO asks you to lead the analytical effort but empowers you to consult any of the staff to formulate your recommendations. Create a preliminary plan that outlines who you will consult and why, the possible alternatives and courses of action, and your recommendations. The one staff member you MUST consult is the DeKeith VP of Public Relations. Be prepared to present your findings at the next senior staff meeting.</p> <p>Two Web sites that you can refer to for examples of business plans are:  <a href="http://www.bplans.com/sp/businessplans.cfm">http://www.bplans.com/sp/businessplans.cfm</a>  <a href="http://www.businessplans.org/VeriText/Verit00.html">http://www.businessplans.org/VeriText/Verit00.html</a></p>
<p>6</p>	<ul style="list-style-type: none"> <li>• Creating an Ethical Corporate Culture</li> <li>• Corporate Trust and Corruption</li> <li>• Ethics Training</li> </ul>	<p>Boatright          Chapter 10</p>	<p>Discussion Questions:</p> <ol style="list-style-type: none"> <li>1. Discuss the “hidden costs” of corporate dishonesty relevant to reputation, job satisfaction, and lack of trust. How can you, as an ethics manager, help the company overcome these “hidden costs”? Explain using examples.</li> <li>2. As an Ethics Officer, you have been asked to develop an “Employment at Will” document for your company. Your CEO wants to ensure that all</li> </ol>

			<p>ethical issues are considered. Which issues would be considered in this process, and why?</p> <ol style="list-style-type: none"> <li>3. When employees come forward to you, as the Ethics Officer, to report corporate irregularities, is it possible to guarantee them confidentiality? Why or why not?</li> <li>4. Research states that approximately one-third of all employees observe unethical behavior in the workplace. Of these, only about half actually come forward and report the issue. Explain why you think this may happen and suggest three corrective actions that would encourage employees to report unethical behavior. Support your recommendations with examples.</li> </ol> <p>Assignments:</p> <ol style="list-style-type: none"> <li>1. <b>The Ethics of Food Poisoning</b>              You are an executive at an Ethics Center. You come across a case on nutritional food at <a href="http://www.scu.edu/ethics/dialogue/candc/cases/nutritional.html">http://www.scu.edu/ethics/dialogue/candc/cases/nutritional.html</a>. The Web resource discusses the challenges Fred James faced when his product was linked with food poisoning.               The Ethical Center where you work publishes an in-house monthly magazine. Write an article for the next issue on the case you just studied outlining:             <ol style="list-style-type: none"> <li>a. A brief case history</li> <li>b. The ethical dilemmas faced by Fred James</li> <li>c. What you would have done if you were facing this dilemma</li> <li>d. The key learning you have derived from the case</li> </ol> <p>The tone of your article should be upbeat yet formal because employees at each level of management read the magazine. Ensure that your article is a two-to-three page Word document. You may want to include graphics to support the text.</p> <p>Refer to the following Web site for guidelines on how to write news articles: <a href="http://memory.loc.gov/learn/lessons/98/brady/article.html">http://memory.loc.gov/learn/lessons/98/brady/article.html</a></p> </li> </ol>
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7	<ul style="list-style-type: none"> <li>• Discrimination and Employment Issues</li> </ul>	Boatright Chapter 8	Discussion Questions:

	<ul style="list-style-type: none"> <li>• Occupational Health and Public Safety</li> <li>• Women, Minorities, and Family Ethical Issues</li> </ul>	<p>Chapter 9 Chapter 12</p>	<ol style="list-style-type: none"> <li>1. Research reveals that approximately half of all women who complain of sexual harassment experience some type of retaliation. As a manager, which top five steps can you take to ensure that sexual harassment does not occur to anyone in your company and, if it does, how can you prevent retaliation against these employees?</li> <li>2. What are the ethical underpinnings of the right to a safe and healthy workplace? How do you think Kant would view this right?  Visit <a href="http://www.commondreams.org/views05/0328-30.htm">http://www.commondreams.org/views05/0328-30.htm</a> and <a href="http://www.alligator.org/pt2/050323freedom.php">http://www.alligator.org/pt2/050323freedom.php</a>. Read about the constraint on academic scholars. As a manager in the ethics office of a local Florida college, you have been asked to determine the impact and implications of the recent Florida legislation, which can be construed to constrain the academic freedom of professors in public universities. Based on your reading, evaluate this action by the government. What will you tell your college president about the ethical issues pertaining to this action?</li> <li>3. Discuss the central ethical issues relevant to “family-friendly” programs. Make a case for or against the establishment of such a program. Support your argument with specific reasons.</li> </ol> <p>Assignments:</p> <ol style="list-style-type: none"> <li>1. Employer and Employee Ethics You have employed Awilda Hernandez as a housekeeper for about a year. Over the past few months, you and your family have become fond of her. Yesterday when she arrived she seemed distracted—almost distraught—and she confided in you about her problems. She is from Honduras and ran away from there with her two young children. After arriving, she had a third child who is now three years old. Awilda leaves her children with a babysitter while she is out working. Awilda is upset because while she is happy working in the United States, she must return to Honduras to take care of her ailing father. This would require Awilda to leave her children behind. She may also have difficulty in returning from Honduras because of the strict immigration laws in the United States.</li> </ol>
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			<p>Based on what Awilda has revealed to you, it is clear that for the past year you have been employing an illegal immigrant.</p> <p>You have a very good lawyer friend whom you can trust. You decide to send him e-mail and take his opinion on the case. List for him a brief outline of the case, the actions that you think you should take and why, and the ethical dilemma you think you face. Since your friend is a busy man, keep the length of the e-mail message to about one-two pages. Write your e-mail in a Word document and submit to the instructor.</p> <p>2. Sexual Harassment training You are an Ethics Officer in your organization. The HR corporate trainer asks you to provide some ethical perspective for her upcoming training on sexual harassment. You decide to take a look at two cases that have been reviewed by the US Supreme Court at <a href="http://supct.law.cornell.edu/supct/html/97-569.ZS.html">http://supct.law.cornell.edu/supct/html/97-569.ZS.html</a> and <a href="http://supct.law.cornell.edu/supct/html/97-282.ZO.html">http://supct.law.cornell.edu/supct/html/97-282.ZO.html</a></p> <p>Based on your analysis of the two cases, prepare a one-page report to the HR trainer outlining:</p> <ul style="list-style-type: none"><li>a. The reasons why sexual harassment is still prevalent today</li><li>b. The ethical perspective on sexual harassment, as you analyze from the case</li><li>c. The top five training parameters on the subject that you think should be included by the HR trainer in her training</li></ul> <p>Refer to the following Web site for guidelines on how to draft a report: <a href="http://www.learningservices.gcal.ac.uk/els/reports/">http://www.learningservices.gcal.ac.uk/els/reports/</a></p> <p>3. Final Project The VP of HR asks you to review some HR policies she plans to implement. She provides you with a memo outlining some basic tenets of the pending policies.</p> <p>Those tenets are:</p>
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			<p>a. A new summer program will set aside a majority of highly sought after internships for the family members of existing employees. This may result in hiring unqualified summer interns.</p> <p>b. Qualified women and minorities will be given preferential treatment at DeKeith over equally qualified white males so that Affirmative Action (AA) goals can be achieved. Better-qualified women and minorities will also be given preferential treatment at DeKeith over better-qualified white males to achieve AA goals. This preferential treatment will be mandatory so that all AA goals will be accomplished as required by the federal statues. Additionally, DeKeith will apply these same tenets to promotion policies.</p> <p>Prepare a one-page response memo in a Word document addressing these tenets. Make recommendations to the VP of HR on whether or not these items should serve as basic tenets for the new HR policies. Ensure that you keep the memo to a page and provide adequate reasoning to justify your response.</p> <p>A few Web sites that you can utilize to understand the proper format of a business memorandum are:  <a href="http://www.cba.uni.edu/buscomm/Faculty/Memo.html">http://www.cba.uni.edu/buscomm/Faculty/Memo.html</a>  <a href="http://web.clas.ufl.edu/users/creed/Business/MemoFormat.html">http://web.clas.ufl.edu/users/creed/Business/MemoFormat.html</a>  <a href="http://oregonstate.edu/dept/eli/buswrite/memos.html">http://oregonstate.edu/dept/eli/buswrite/memos.html</a></p>
<p>8</p>	<ul style="list-style-type: none"> <li>• Ethics in the Conduct of International Business</li> <li>• Ethical Guidelines for a Global Community</li> </ul>	<p>Boatright Chapter 15</p>	<p>Discussion Questions:</p> <ol style="list-style-type: none"> <li>1. What considerations relevant to cultural differences should you make as a manager in a transnational organization? Explain why such considerations are important.</li> <li>2. The United States has a moral responsibility to monitor and implement human rights activities in global economies. Debate your viewpoint on the issue, and defend it by citing ethical theories that support your position.</li> <li>3. Select what you believe to be the most important ethical issue facing international businesses today. Defend your choice using examples.</li> </ol> <p>Assignments:</p>

			<p>1. Medical Ethics          You are the Ethics Manager in a large pharmaceutical company, Inolex-State, Inc. Your company is facing difficulty in exporting medical supplies to the hospitals in a developing nation. The supplies are held up at the country’s customs. You are told that if Inolex-State, Inc. is willing to pay the custom officials “under the table”, clearance for the medical supplies can be procured.</p> <p>After weighing the situation and that there are many sick people in the country who need your company’s products, you decide to address the issue by writing an e-mail message to your VP. Before writing the note you research the topic and find some information on the US Foreign Corrupt Practices Act at <a href="http://www.bisnis.doc.gov/bisnis/fcp1.htm">http://www.bisnis.doc.gov/bisnis/fcp1.htm</a></p> <p>Using Word document, write a handout on the pros and cons of paying “under the table” to get the supplies through customs. Make two recommendations to your VP on the actions to take. Justify your recommendations.</p> <p>2. The Ethics of Biotechnology          “Biotechnology has evolved rapidly and is promising a new generation of unprecedented products and services to society. Research on the human genome has opened new horizons in treating some of the most difficult human illnesses and in the provision of personalized drugs. It is now possible through genetic testing to identify people predisposed to diseases or undesirable and heritable social behavior, due to genetic factors. Such technological capabilities challenge society in the way we think, live, and relate to one another. The rapid development in human biotechnology needs to keep pace with the knowledge of its implications for society”.</p> <p>As the Ethics Officer in a biotechnology firm, you have been asked to put together some background information on this international ethical issue and assess the ethical implications for your company.</p> <p>a. Visit <a href="http://www.ias.unu.edu/research/details.cfm/ArticleID/419/search/yes">http://www.ias.unu.edu/research/details.cfm/ArticleID/419/search/yes</a> to read the background material on this international ethical issue.</p>
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			<p>Prepare a one-page executive summary to deliver at the next BOD meeting on the topic and its implications for your biotechnology firm.</p> <p>b. Refer to the following Web site for guidelines on how to write an executive summary: <a href="http://www.socialvc.net/index.cfm?fuseaction=Page.viewPage&amp;pageId=138&amp;parentID=58">http://www.socialvc.net/index.cfm?fuseaction=Page.viewPage&amp;pageId=138&amp;parentID=58</a></p> <p>3. Final Project</p> <p>A couple of weeks ago, while in the production department, you came across information that several MX-7 suits were shipped without being triple-stitched. Your complaint to the VP of Production brought in strict quality control checks in the production process.</p> <p>Upon investigating the fate of the double-stitched suits, you discover that 450 of those suits have been shipped overseas to a country that requires their protective wear to be double-stitched. By this country's standards, the shipped suits meet their production requirements.</p> <p>You discover that the shipment of the suits was approved by a newly promoted production supervisor who was promoted over another more qualified and experienced candidate because he was friendly with the VP. This discovery is causing you to think that there is a trend of unethical behavior at DeKeith.</p> <p>Eight weeks ago, the CEO had asked you to work on a strategy and identify actions that would assist him in institutionalizing an ethical corporate culture at DeKeith. Given the events over the past few weeks, you know that some changes have to be made to enhance ethical behavior in the company.</p> <p>Prepare a PowerPoint presentation for the CEO addressing the issues that have occurred at DeKeith over the past eight weeks. Develop a plan that outlines the major problems with ethics in the company and the steps to implement positive changes in the environment.</p> <p>Ensure that your presentation is not more than eight to ten slides. You may use data charts or other graphics to corroborate your analyses.</p>
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			A few Web sites that you can utilize to understand how to make presentations in PowerPoint are: <a href="http://www.actden.com/pp/">http://www.actden.com/pp/</a> <a href="http://www.mightycoach.com/articles/powerpoint/">http://www.mightycoach.com/articles/powerpoint/</a>
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**Final Project**

**Ethics Officer – E.A. DeKeith Inc.**

Students assume the position of the newly appointed *Ethics Officer* of a relatively young, privately held, biomedical company, E.A. DeKeith, Inc. DeKeith is a small but extremely successful company that has been in business for approximately five years. The company has grown quickly and employs over 2000 people ranging from seamstresses to the senior management. It is well known for its products and enjoys a good reputation. The CEO is also new and has limited experience as a CEO.

During the past year, the company has shifted its focus to its most popular product: the *MX-7 Biohazard Protective Suit* (BPS). It is a protective suit that is clearly state-of-the-art and the only clothing that shields the wearer from biological, chemical, and radiological agents. It is the premier suit for use by firemen because it shields the wearer from heat. The Department of Homeland Security has found the BPS exceptionally good and set aside a sum of money in the next Presidential Budget (PB) to fund suits for firemen in seven major metropolitan areas facing the highest risk of a terrorist attack.

Your job, as a member of the DeKeith management team, is to ensure that the company conducts all business in an ethical manner and maintains a good reputation for its contribution to the health and welfare of our nation’s first responders.

**Throughout this course, students will be asked to solve ethical problems that occur at DeKeith and make presentations of their solutions.**

The final project is designed to provide students the opportunity to apply the concepts learned in this course in the real world. Students will research, gather information, and report their findings on selected topics in business ethics.

The weekly deliverables consist of PowerPoint presentations or executive memoranda of the week’s ethical issue. At the end of the course students will compile all the information gathered and prepare a presentation that covers the major issues of each week. The final project grade combines all the eight weeks of project activity:

**Grading Criteria**

*Grading Scale*

<b>A</b>	100 – 93
<b>A-</b>	92 – 90
<b>B+</b>	89 – 88
<b>B</b>	87 – 83
<b>B-</b>	82 – 80
<b>C+</b>	79 – 78
<b>C</b>	77 – 73
<b>C-</b>	72 – 70
<b>D+</b>	69 – 68
<b>D</b>	67 – 63
<b>D-</b>	62 – 60
<b>F</b>	59 and below

*Grading requirements*

<i>Attendance/participation</i>	<b>25%</b>
<i>Weekly Assignments</i>	<b>20%</b>
<i>Final paper</i>	<b>35%</b>
<i>Optional</i>	<b>10%</b>
<i>Optional</i>	<b>10%</b>
	<b>100%</b>

## **Library:**

*All resources in Argosy University's online collection are available through the Internet. The campus librarian will provide students with links, user IDs, and passwords.*

Library Resources: Argosy University's core online collection features nearly 21,000 full-text journals and 23,000 electronic books and other content covering all academic subject areas including Business & Economics, Career & General Education, Computers, Engineering & Applied Science, Humanities, Science, Medicine & Allied Health, and Social & Behavior Sciences. Many titles are directly accessible through the Online Public Access Catalog at <http://library.argosyu.edu>. Detailed descriptions of online resources are located at <http://library.argosyu.edu/misc/onlinedblist.html>.

In addition to online resources, Argosy University's onsite collections contain a wealth of subject-specific research materials searchable in the Online Public Access Catalog. Catalog searching is easily limited to individual campus collections. Alternatively, students can search combined collections of all Argosy University Libraries. Students are encouraged to seek research and reference assistance from campus librarians.

Information Literacy: Argosy University's Information Literacy Tutorial was developed to teach students fundamental and transferable research skills. The tutorial consists of five modules where students learn to select sources appropriate for academic-level research, search periodical indexes and search engines, and evaluate and cite information. In the tutorial, students study concepts and practice them through interactions. At the conclusion of each module, they can test their comprehension and receive immediate feedback. Each module takes less than 20 minutes to complete. Please view the tutorial at <http://library.argosyu.edu/infolit/>

## **Academic Policies**

Academic Dishonesty/Plagiarism: In an effort to foster a spirit of honesty and integrity during the learning process, Argosy University requires that the submission of all course assignments represent the original work produced by that student. All sources must be documented through normal scholarly references/citations and all work must be submitted using the *Publication Manual of the American Psychological Association, 5<sup>th</sup> Edition (2001)*. Washington DC: American Psychological Association (APA) format. Please refer to Appendix A in the *Publication Manual of the American Psychological Association, 5<sup>th</sup> Edition* for thesis and paper format. Students are encouraged to purchase this manual (required in some courses) and become familiar with its content as well as consult the Argosy University catalog for further information regarding academic dishonesty and plagiarism.

Scholarly writing: The faculty at Argosy University is dedicated to providing a learning environment that supports scholarly and ethical writing, free from academic dishonesty and plagiarism. This includes the proper and appropriate referencing of all sources. You may be asked to submit your course assignments through “Turnitin,” ([www.turnitin.com](http://www.turnitin.com)), an online resource established to help educators develop writing/research skills and detect potential cases of academic dishonesty. Turnitin compares submitted papers to billions of pages of content and provides a comparison report to your instructor. This comparison detects papers that share common information and duplicative language.

### **Americans with Disabilities Act Policy**

It is the policy of Argosy University to make reasonable accommodations for qualified students with disabilities, in accordance with the Americans with Disabilities Act (ADA). If a student with disabilities needs accommodations, the student must notify the Director of Student Services. Procedures for documenting student disability and the development of reasonable accommodations will be provided to the student upon request.

Students will be notified by the Director of Student Services when each request for accommodation is approved or denied in writing via a designated form. To receive accommodation in class, it is the student’s responsibility to present the form (at his or her discretion) to the instructor. In an effort to protect student privacy, the Department of Student Services will not discuss the accommodation needs of any student with instructors. Faculty may not make accommodations for individuals who have not been approved in this manner.

### **The Argosy University Statement Regarding Diversity**

The Argosy University provides equitable access through its services and programs to students of any social, geographic and cultural background, regardless of gender, and strives to prepare all candidates to work with and provide services to diverse populations. Argosy demonstrates its commitment to diversity through the development and support of a diverse educational community.