

SYLLABUS

1. Wayland Baptist University, Virtual Campus, School of Business
2. Mission Statement: Wayland Baptist University exists to educate students in an academically challenging, learning-focused and distinctively Christian environment for professional success, lifelong learning, and service to God and humankind.
3. Course: **BUAD 5304** – {VC01 & VC02}, Business Ethics
4. Term: Summer, 2009
5. Instructor: Dr. Bob Vega
6. Office Phone and email: 808-753-5478
7. Office Hours, Building, and Location: Home office, Kailua, Hawaii
8. Class Meeting Time and Location: Class is fully online in Blackboard
9. Catalog Description: A systematic overview of normative ethics and a comprehensive discussion of contemporary moral issues in the context of a Christian value system and in business and governmental contexts. Employs actual case studies drawn from business and government, as well as readings from a wide range of thinkers. The analysis of case studies is a requirement in this course.
10. Prerequisites: None
11. Required Textbook and Resources:

BOOK	AUTHOR	ED	YEAR	PUBLISHER	ISBN#	REVIEW
Business Ethics	Ferrell, Ferrell, & Fardrich	7th	2008	Houghton Mifflin	06-187-4934-9	Spring 09
****Suggested Supplement In Addition to Selected Text, if Desired.						
BOOK	AUTHOR	ED	YEAR	PUBLISHER	ISBN#	REVIEW
Ethics on the Job	Pfeiffer, & Forsberg	3rd	2005	Cengage Learning	0-534-61981-9	Spring 09

12. Optional Materials: Students must maintain reliable internet access and be competent in the use of Microsoft office Word, Excel, PowerPoint.

13. Course Outcome Competencies:

- Identify the ethical toolbox and list the tools available to employees and employers in making business and workplace decisions.
- Describe historically how ethical tools, or their absence, have been used and abused.
- Identify ethical issues and business solutions in developing a practical decision matrix.
- Bring real world ethics into the classroom.
- To apply ethical solutions to assets and personnel in a business setting.
- To interact with fellow students and understand different perspectives.
- To communicate in writing and orally, clearly and succinctly ethical decisions and the reasoning to all those who are or may be impacted by your communication.

- Create, prepare, & produce an ethics program with all the components.

14. Attendance Requirements:

Students enrolled in the University's Virtual Campus should make every effort to participate fully in the class. In order to make up incomplete work, the student must explain the reason for the deficiency to the instructor, who will then determine whether the omitted work may be made up. When a student shows a lack of participation considered by the instructor to be excessive, the instructor will so advise the student. Any student who misses 25 percent or more of the class assignments will receive a grade of F in the course. Additional participation policies for each course, as defined by the instructor in the course syllabus, are considered a part of the University's attendance policy.

Course Online Activity/Attendance policy:

- Students are required to post **at least one note to the weekly discussion board on at least two separate days of each week to remain in active weekly attendance**. Student's final grade will be adversely affected by a lack of weekly attendance.
- The Final grade will be reduced by a letter grade if students miss two or more weeks of weekly online activity.
- Students who anticipate missing any weekly class activity must notify the instructor in advance of the absence.

15. Disability Statement: "It is university policy that no otherwise qualified disabled person be excluded from participation in, be denied the benefits of, or be subject to discrimination under any educational program or activity in the university."

16: Course Requirements and Grading Criteria:

Weekly Discussion:

Students are required to answer all the discussion questions posted by the instructor. In addition, each week students are to post a brief 50-word summary of a recent business ethics article they have read to include the citation. Students are encouraged to dialogue with each other in the discussion thread. Below is the grading rubric for discussion participation:

Needs Improvement	Meets Assignment Criteria	Demonstrates Excellence Meeting Assignment Criteria
Less than 7 Pts	7-8 Pts	9-10 Pts
Writing style has errors in grammar, spelling, and punctuation. The content does not demonstrate a clear understanding of the material. Limited use of applied learning and critical thinking. Citations are missing or not appropriately used.	Writing style is appropriate for the assignment, few errors in grammar, spelling, and punctuation. Good use of critical thinking and applied learning. Citations used are adequate and appropriate	Writing style is appropriate for the assignment, no errors in grammar, spelling, and punctuation. Good use of critical thinking and applied learning. Well cited materials used.

Threaded Discussions are designed for maximum student participation and engagement. It is critical to the success of these courses that students contribute to the Threaded Discussions in a timely manner. Therefore, no late postings to the Threaded Discussions will be accepted without prior arrangement with the instructor

Weekly Case Reports:

Case reports are a major part of the graded assignments for this course. Cases are chosen by students from the course textbook. Students are to choose 8 cases from the course textbook to complete for this course. Student must answer the discussion questions that follow the case in 200-250 words. Writing format must be in APA or MLA. Cases **MUST BE POSTED TO THE CASE DROPBOX** for grading. Cases will not be graded that are sent to the instructor via email. The criteria for grading the case reports are as follows:

Needs Improvement	Meets Assignment Criteria	Demonstrates Excellence Meeting Assignment Criteria
Less than 15 Pts	15-18 Pts	19-20 Pts
Writing style has errors in grammar, spelling, and punctuation. The content does not demonstrate a clear understanding of the case material. Limited use of applied learning and critical thinking. Format is not in standard APA or MLA. Citations are missing or not appropriate	Writing style is appropriate for the assignment, few errors in grammar, spelling, and punctuation. Good use of critical thinking and applied learning for the case. Format is APA or MLA. Citations used are adequate and appropriate	Writing style is appropriate for the case assignment, no errors in grammar, spelling, and punctuation. Good use of critical thinking and applied learning. Format is APA or MLA. Well cited materials used.
Needs Improvement	Meets Assignment Criteria	Demonstrates Excellence Meeting Assignment Criteria
less than 38 Pts	38-48 Pts	49-50 Pts
Writing style has errors in grammar, spelling, and punctuation. The content does not demonstrate a clear understanding of the case material. Limited use of applied learning and critical thinking. Format is not in standard APA or MLA. Citations are missing or not appropriate	Writing style is appropriate for the assignment, few errors in grammar, spelling, and punctuation. Good use of critical thinking and applied learning for the case. Format is APA or MLA. Citations used are adequate and appropriate	Writing style is appropriate for the case assignment, no errors in grammar, spelling, and punctuation. Good use of critical thinking and applied learning. Format is APA or MLA. Well cited materials used.

Course Project:

- Students will research and write a response to an ethical dilemma utilizing outside sources. Assignment details are outlined in detail within the course pages.

Exams:

- This course includes two exams: (1) Midterm Exam (2) Final Exam. Both exams are based on course textbook material. Both exams are online, open book, and non-proctored. The midterm exam covers material for weeks 1-5, whereas the final exam is comprehensive of the course material. Both exams are in multiple choice question format. Students are given a week to complete the exam. Exams are located in the Assignment section of the course.
- **THERE ARE NO MAKE UP EXAMS, OR EXAMS SCHEDULED FOR DIFFERENT DATES UNLESS APPROVED IN ADVANCE BY THE INSTRUCTOR.**

Grading:

Threaded Discussion Board (Graded: 10-points per week). Students are required to respond to weekly discussion questions posted on the discussion board section. Course attendance will be based on weekly discussion board activity (see attendance policy for this course)

Weekly Case Reports (Graded: 20-points per case). Students will choose one case report to complete for each of the six sections of the course textbook. Students who anticipate getting an 'A' for these assignments must assure

that their reports are written in appropriate style (APA or MLA), spell/grammar checked, and utilize good critical-thinking and applied learning skills.

Midterm Exam (Graded, 50-points): The exam will be a combination of short answer and multiple choice questions

Final Exam (Graded, 100-points): The exam will be a combination of short answer and multiple choice questions. The final Exam is a comprehensive exam of the course material.

Course Project (Graded, 100-points): Students will research and write a response to an ethical dilemma utilizing outside sources. Assignment details are outlined in detail within the course pages.

Grading Scale is based on total points for the course assignments:

A = 90-100%, B = 80-89%, C = 70-79%, D = 60-69%, F < 60%

17. Tentative Schedule: (Calendar, Topics, Assignments)

WEEK	READING TOPICS	CHAPTER	ASSIGNMENTS	GRADED ASSIGNMENT POINTS
1	The Importance of Business Ethics	1	Discussion forum	10
2	Emerging Business Ethics Issues	2	Discussion forum Case #1	30
3	Ethics as a Dimension of Social Responsibility	3	Discussion forum Case #2	30
4	Understanding Ethical Decision Making and Corporate Governance	4	Discussion forum Case #3	30
5	Individual Factors: Moral Philosophies and Cognitive Moral Development	5	Discussion forum Midterm Exam	60
6	Organizational Factors: Structure, Relationships, and Conflicts	6	Discussion forum Case #4	30
7	Organizational Factors Corporate Culture	7	Discussion forum Case #5	30
8	Developing an Effective Ethics Program	8	Discussion forum Case #6	30
9	Implementing and Auditing Ethics Programs	9	Discussion forum Case #7	30
10	Business Ethics in a Global Economy	10	Discussion forum Course Project	110
11	Review		Discussion forum Final Exam	110
Total Points				500

18. Additional information as desired by the faculty member.

Additional Web Resources:

In addition to the main course textbook, there are many websites with supplemental information topics on business ethics which are timely because of the focus on the recent scandals noted in domestic and global business. Here are just a few web sites to review for additional information:

- <http://www.scu.edu/ethics/articles/articles.cfm?fam=BUSI>
- http://en.wikipedia.org/wiki/List_of_business_ethics,_political_economy,_and_philosophy_of_business_topics
- <http://management.about.com/od/businessethics/>
- <http://www.web-miner.com/busethics.htm>