

## SYLLABUS

1. Wayland Baptist University, Phoenix, Arizona, Downtown 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 – 1**, Business Ethics
4. Term: Winter 2009-2010
5. Instructor: Edward Favilla, Ph.D.
6. Office Phone and email: Home telephone 480-563-8774: e-mail: Eolaf96@aol.com
7. Office Hours, Building, and Location: dna
8. Class Meeting Time and Location: TBD
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:

<b>BOOK</b>	<b>AUTHOR</b>	<b>ED</b>	<b>YEAR</b>	<b>PUBLISHER</b>	<b>ISBN#</b>	<b>REVIEW</b>
<a href="#"><u>Business &amp; Society</u></a>	Lawrence & Weber	12th	2008	McGraw-Hill Irwin	978-0-07-353017-8	Spring 10

12. Optional Materials: None
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: Students enrolled at one of the University's external campuses should make every effort to attend all class meetings. All absences must be explained to the instructor who will then determine whether the omitted work may be made up. When a student reaches that number of absences considered by the instructor to be excessive, the instructor will so advise the student and file an unsatisfactory progress report with the center director. Any student who misses 25 percent or more of the regularly scheduled class meetings will receive a grade of F in the course. Additional; attendance policies for each course, as defined by the instructor in the course syllabus, are considered a part of the University's attendance policy.

15. Disability Statement: “In compliance with the Americans with Disabilities Act of 1990 (ADA), it is the policy of Wayland Baptist University that no otherwise qualified person with a disability be excluded from participation in, be denied the benefits of, or be subject to discrimination under any educational program or activity in the university. The Coordinator of Counseling Services serves as the coordinator of students with a disability and should be contacted concerning accommodation requests at (806) 291- 3765. Documentation of a disability must accompany any request for accommodations.”

16: Course Requirements and Grading Criteria:

1. The required textbook readings, written assignments, examinations, peer and instructor evaluations and class sessions will serve as the basis for the student's grade. Class sessions will include both lecture material and conversational discussion.
2. The required textbook readings, written and oral assignments, and examinations are noted on the attached schedule.
3. Each student will prepare the following assignments:
  - a. Please read the local papers (business sections), Wall Street Journal, or some business related periodical and find five(5) articles that has some ethical behavioral issue. e.g., sometime ago Coca-Cola announced a plan to price its product according to temperature demand. Please copy the article you think is best in terms of ethical basis, make a copy for all in the class and give a five minute report on why you think the stated policy is ethically appropriate or otherwise. Please submit a bibliography of your five articles. (100 points)
  - b. The second assignment will be to research and write a paper on one of the basic virtues, i.e., justice, courage, prudence, or temperance. Please select the one you think is most important for business management. The essay should include the origins of the virtue you select, its practice in the history of civilization, and its contemporary meaning and significance in the business environment. This paper should be no more than three pages in length. Please use at least six(6) different references beyond the textbook. You will be asked to give a five minute synopsis of your paper to the class. (150 points)
  - c. The third assignment will be to do two case studies. Your case study reports should be no more than three pages in length. You should give a brief history of the company, the company's record in various ethical related areas, e.g., profits, environment, human resources, etc. and give your recommendation as to how the company could become a better and 'more ethical' company. Each case study should include the use of at least four(4) references beyond the textbook to substantiate your comments. Each student will be asked to give a five/ten minute report on their findings for both case studies. Please consider the question: Is the company I selected an ethical company? (100 points for each case)
  - d. The fourth assignment will be to write an essay (5 pages max.) as to your view of Business Ethics. This is basically a summary paper of your 'ethical position' from your experience, knowledge and what you have gleaned from this class. Please indicate the **basis** (parental influence, law, religion, philosophy, whatever) for your view and how it may be applied in today's world and the future. The paper should include at least six references beyond the textbook. You will be asked to give a ten minute presentation to the class. (150 points)
4. The examinations will be both objective (T/F and/or MC) and essay in nature on the material assigned by the date of the examination.
5. Peer evaluation will consist of each student participating in an evaluation of the class members. This factor is included to better acquaint the student with internal organizational evaluation processes.
6. The instructor's evaluation will consider the level and quality of participation, particularly during the student presentations.
7. The total basis for evaluation will be as follows:

Examinations	200 points	
Papers	600 points	
Peer evaluations	100 points	
Instructor's Evaluation	100 points	A = 900+ points; B = 800+ points.

17. Tentative Schedule:

Class 1 - Introduction - Course Objectives – History - Ethics and Social Responsibility

2 - Ethical Theory, Read Preface and Chapters 1, 2, and 3. Questions and Discussion (Q & D). Reading assignment due and presentations.

3 - Read Chaps. 4, 5 & 6, Q & D, Virtue paper due and presentations.

4 - More ethical theory - Read Chaps. 7 & 8, Q & D, First case due and presentations.

5 - Read Chaps. 9 & 10, Q & D

6 - Mid term exam

7 - Read Chaps. 11, 12 & 13, Q & D, Review exam.

8 - Read Chaps. 14, 15 & 16, Q & D, Second Case paper due and presentations.

9 – Read Chaps 17 & 18, Ethics Essay due and presentations.

10 – Read Chaps. 19 & 20, Complete any missing presentations.

11 - Evaluation and Final Exam.

18. References - Some books and articles worth noting are as follows:

Aristotle, *The Nicomachean Ethics*. New York: Oxford University Press, 1980.

Byrne, John, *The Man Who Invented Management*. Business Week, November 28, 2005, p. 96-107.

Frankl, Viktor, *Man's Search for Meaning*. New York: Pocket Books, 1963.

Freeman, Arthur and Rose DeWolf. *Woulda, Coulda, Shoulda*. New York: William Morrow, 1989.

Hosmer, LaRue. *The Ethics of Management*. Boston: McGraw-Hill Irwin, 2008.

Kant, Immanuel, *Foundations of the Metaphysics of Morals*, New York: Bobbs-Merrill, 1959.

Marsden, George, *The Soul of the American University*, New York: Oxford University Press, 1994.

Orwell, George, *1984*. New York: New American Library, 1949.

Peck, M. Scott, *A World Waiting to be Born*, New York: Bantam Books, 1993.

Richardson, John E., Ed. *Business Ethics*. Boston: McGraw-Hill Irwin, 2008.

Smith, Adam, *The Theory of Moral Sentiments*, New York: Oxford University Press, 1976.

Williams, Oliver, *Judeo-Christian Vision and the Modern Corp*. Notre Dame, IN: Notre Dame Press, 1985

Wren, D., *The Evolution of Management Thought*. New York: Wiley and Sons, 1979.