

Business Communications and Business Ethics
Course Number: 22:373:627
Course Title: Ethics and Professional Responsibility

COURSE DESCRIPTION AND OBJECTIVES

This short, one-credit course provides a multidisciplinary, interactive study of business ethics and social responsibility in business organizations; raises awareness of difficult ethical conflicts and dilemmas in business; and explores the application of multiple frameworks and decision-making tools. Further, the course features an overview of foundational concepts such as virtue theory, rights, justice, utilitarianism, stakeholder management and social contract theory as well as a review of relevant psychological and sociological influences in decision-making and policy-making. These concepts will be applied to business cases that depict dilemmas faced by managers working in various business roles and industries. The core concepts are applied to the international marketplace, where issues grow more complex because of factors such as religion, culture, national sovereignty, and stages of economic development, as well as the absence of authoritative political and regulatory institutions. Disciplinary perspectives include professional and applied ethics, law, and management. At the end of the course, students should possess a richer understanding of their own position on ethical issues in business and a broader sense of the available approaches to resolving such issues.

This course will provide you with basic knowledge of major topics in business ethics, and will assist you in integrating these major topics with other core areas in the curriculum, and skills in writing, presentation, analysis, and advocacy. Areas of concentration in Business Ethics will be:

- Major normative approaches to ethics—deontology, utilitarianism, virtue ethics, others
- Market based ethics
- CSR and Stakeholder Theory
- CPA Ethics

Management often involves making value-laden judgments under conditions of uncertainty. Business Ethics is designed to develop your skills in dealing with such managerial situations. In particular, you should gain:

- Greater ability to make clear, logically sound, and factually well-supported arguments as to what should be done to resolve business issues with an ethical dimension
- Enhanced skills in identifying, articulating, refining, and deepening their own ethical perspectives and relating them to business practice
- Better knowledge of the relevant ethical approaches for dealing with business issues
- Greater strength in being able to understand the position of “the other side,” to state that position, and to appreciate its value
- Better skills in writing and presenting on issues in business that involve value-laden judgment under conditions of uncertainty
- Enhanced ability to analyze and take reasoned positions on current business topics in the news
- A better sense of the skills involved in interdisciplinary, cross-functional, and general management
- A stronger foundation for acting ethically as a manager

Course Objectives:

1. Gain knowledge of major normative approaches to business ethics and their relationship to practice.
2. Develop skills in identifying, analyzing, and resolving ethical issues in a variety of business domains.
3. Clarify, refine, and deepen your perspective on ethical issues in business and increase your ability to contribute constructively to the resolution of these issues.

COURSE MATERIALS

Course Text Book (Text): Handouts and Harvard Cases.

Please use the following URL and purchase the required cases.

You will have to register with the Harvard website prior to the company granting you access to the materials. The total cost is about \$25.50 USD for all case materials.

I have also posted multiple readings on Canvas.

COURSE ACTIVITIES AND REQUIRED WORK

- One Multiple Choice Exam on Week #5. Average exam score based on history is an 82.
- Case Analysis on Week #5. Average grade, based on past exams was an 83.
- Case Materials. Each week you will come prepared to discuss the cases. Normally, I have required formal written responses for each case. **I am attempting that students do not write up the cases each week, but rather read the case and take notes (if I do not get enough participation – then these will become a formal requirement and graded).** The following cases are required to be read, and questions are provided to help you think more about the case materials.
 1. St. John the Compassionate Case: Describe Father Roberto’s approach to leadership. How does this approach fit with the concept of servant leadership?
 - a. How are the characteristics of servant leadership displayed throughout the organizational culture of the Mission? How are they valued and practiced in the Mission community – by the leadership team, the paid staff, volunteers and members of the general community?
 - b. What are the internal and external pressures on the organization that are influencing the organizational culture of SJCM?
 - c. As the board, design a process to manage the leadership succession and SJCM
 - d. How do you maintain the culture of SJCM when transitioning leadership?
 - e. What are the strengths and weaknesses of servant leadership?
 2. The Carlson Company and Global Corporate Citizenship: The Protection of Children in the Travel and Tourism Industry.
 - a. What will be some of the major challenges facing Carlson Nelson should she decide to give the go-ahead for constructing the Regency hotel complex in Costa Rica?
 - b. Identify Carlson Nelson’s resources of influence within Carlson Companies.
 - c. Explain how stakeholder theory relates to the case, and what stakeholders matter here?
 - d. What possible burdens do businesses take on when they agree to abide by voluntary codes of conduct?
 - e. Discuss potential advantages AND DISADVANTAGES to Carlson Companies if it decides to develop the hotel in Papagayo.
 - f. If the hotel project in Papagayo is successful and is widely adopted by other resort hotel complexes, what impact could this have on Costa Rica?

- g. What issues might surround the implementation of the Code at the new hotel in Papagayo, should Carlson decide to proceed with the project? How would the Code's implementation actual play out?
3. Kwikaxess: A New Business Model
- a. Would you invest in KwikAxess? Why or why not?
 - b. What is the role of language and management speak in masking a very disturbing reality?
- NOTE you will need to explore and explain management speak!

Course Grade Breakdown:

• Exam	45% (approx. 35-45 questions)
• Case Competition	45%
• Participation	10%

Grading Criteria for Class Participation

- (a) **Class attendance is absolutely essential for this course.** If you miss a class you will lose the opportunity to gain participation points.
- (b) **Class Participation** grades depend on the quality and quantity of the participation. In particular, the **case discussion** time provides important opportunities to participate and develop strategic skills.

In evaluating your contributions to **case discussions**, I use the following questions:

- (1) Have you read and analyzed the case in depth?
- (2) Do you use the case data constructively to analyze the issues and make recommendations?
- (3) Do you use the concepts and frameworks taught in the course to usefully analyze the case?
- (4) Are you a good listener? Do you listen and learn from others in class?
- (5) Does your participation fit in with the flow of the class discussion and show that you have been listening and reacting to others' points?
- (6) Do you constructively debate points with other students? Do you provoke a dialogue with other students?
- (7) Do you present useful recommendations justified by your analysis and/or by the class discussion?
- (8) Do you help us to look creatively at strategic problems and solutions?

If you attend class but do not regularly participate in the discussion, do not expect to receive a passing grade in the class participation. Remember that effective communication is critical in the business world and that, if you have problems communicating (for example, due to shyness), this class provides you with the opportunity to tackle them. Please feel free to discuss any participation issues with me (before it's too late and the semester is ending!) – I will do my best to assist you, as long as it's early enough in the semester. We only have four classes so it is important you participate right from day one. The participation grade is subjective, and based on my own level of comfort with respect to the student.

Examination:

The exam will be a straight forward multiple choice exam, covering all reading materials and cases for the first three weeks. I try my best to make the questions situational, where you are required to solve an ethical dilemma, using the tools learned.

The final grade is straight forward:

A-, A (90-92, 92+)

B-, B, B+ (80-83.2, 83.3-86.5, 86.6+)

C-, C, C+ (70-93.2, 73.3-96.5, 76.6+)

D (65.0-69.9)

F less than a 65.

CLASS POLICIES

1. **Academic and personal integrity:** Violations of honor codes and other integrity problems are completely unacceptable. In doing projects/ assignments, you should cite all external sources of information (including Internet sources), fully and completely. Under no circumstances, should you "recycle" materials from another class or from students who took the class in the past. To maintain fairness to all other students, **violators of academic integrity will be penalized by receiving failing grades and will be reported to the appropriate University authorities. The FINAL PROJECT will be submitted to me via Turnitin.**
2. You are expected to do all the assignments by their due dates, attend all classes, and be prepared for class discussion.
3. You are expected to be at all classes considering we only meet 4 times. If you cannot make a class, please let me know in advance.

4. I will attempt to do everything I can to use the class time effectively and ask that you do the same. This includes arriving, starting, and ending on time. Please respect your fellow students and professor and do not disrupt the class in any way.
 5. All written work should be typed and submitted by the due date. Please write your team number and name, the names of all team members, and your section number on the written work!
 6. For weather-related class cancellations, please call the Rutgers main number (973-932-INFO) or 973-353-1766. If I have to cancel the class for any reason, I will send an email to the class roster.
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ACADEMIC INTEGRITY

I do NOT tolerate cheating. Students are responsible for understanding the RU Academic Integrity Policy (<http://academicintegrity.rutgers.edu/>).

I will strongly enforce this Policy and pursue *all* violations. On all examinations and assignments, students must sign the RU Honor Pledge, which states, “On my honor, I have neither received nor given any unauthorized assistance on this examination or assignment.” I will screen all written assignments through *SafeAssign* or *Turnitin*, plagiarism detection services that compare the work against a large database of past work. Don’t let cheating destroy your hard-earned opportunity to learn. See business.rutgers.edu/ai for more details.

CLASS ADMINISTRATION

1. I would like to know each of you personally and make the class atmosphere as informal as is feasible!
 2. I will ask that each of you put up a name when you join the virtual class (first and last name). This will help me to keep track of your class contributions.
 3. I frequently call on students to summarize readings and participate in the discussion. Be prepared for this!
 4. I will use Canvas to post copies of the PowerPoint presentations that I use in class, readings and other files for the discussion of current topics.
 5. Please feel free to contact me with any questions or concerns you. During the summer, email is the best option to contact me, but we can set up time to meet in person should you require that.
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COURSE SCHEDULE

PRELIMINARY COURSE OUTLINE AND ASSIGNMENTS

Class Date:

Assignment (read prior to the class date):

Class #1

We will discuss the need for business ethics, and then focus on ethical decision making. We will also review the “**Meat Packing Factory?**” [case study].

Readings: Read chapters 1, 2, and 3 posted to Canvas. Read the case on Harvard Publishing, “Meat Packing Factory” The first class will be lecture heavy but participation is required.

Class # 2

Whatever we did not finish in lecture #1 we will complete first, then we will begin the discussion on moral agency, and virtue ethics, then tie this in with Servant Based Leadership. We will also begin a discussion on the Market Approach and the Market Failure Approach to Business Ethics. We will also review the **St. John the Compassionate Mission case**. Should time permit, we will begin the lecture for week #3.

Readings: Read Chapter 4 and Servant Based Leadership that I posted on Canvas. Also, make sure to read the St. John the Compassionate Mission case on Harvard Business Publishing.

I have also posted a paper titled “The Market Failure Approach to Business Ethics by Joseph Heath” as well as an article from the WSJ written by Milton Friedman. We will most likely not get to the Heath or Friedman article, so if you do not get to this in time – no worries. We will cover this in detail on Week #3.

Class #3

We will review the market failure and market approach to business ethics, and discuss Stakeholder Theory and Corporate Social Responsibility. We will also review (briefly) Deborah Satz notion of an unethical market (I will give you all of the information – no reading from Satz will be required). We will also review the cases “**Kwikaxess**” and “**The Carlson Company and Global Corporate Citizenship: The Protection of**

Children in the Travel and Tourism Industry". The cases are on the Harvard Business Publishing website.

Readings: "The Market Failure Approach to Business Ethics" and the Milton Friedman article from the WSJ, and "Corporate social responsibility: Doing well by doing good", all articles are posted on Canvas.

Class #4

AICPA Week

In this class we will discuss the underlining tenets of the AICPA's guide to professional ethics, and relate the topic back to our previous materials. Readings will be provided at a later date. We will also discuss the [Arthur Andersen LLP](#) case during this class.

Class #5

Complete AICPA

And Assessment

This is your final exam week, where you will be given a short multiple-choice exam, and a case analysis.

SUPPORT SERVICES

If you need accommodation for a *disability*, obtain a Letter of Accommodation from the Office of Disability Services. The Office of Disability Services at Rutgers, The State University of New Jersey, provides student-centered and student-inclusive programming in compliance with the Americans with Disabilities Act of 1990, the Americans with Disabilities Act Amendments of 2008, Section 504 of the Rehabilitation Act of 1973, Section 508 of the Rehabilitation Act of 1998, and the New Jersey Law Against Discrimination. More information can be found at ods.rutgers.edu.

[Rutgers University-New Brunswick ODS phone (848)445-6800 or email dsoffice@echo.rutgers.edu]

[Rutgers University-Newark ODS phone (973)353-5375 or email ods@newark.rutgers.edu]

If you are *pregnant*, the Office of Title IX and ADA Compliance is available to assist with any concerns or potential accommodations related to pregnancy.

[Rutgers University-New Brunswick Title IX Coordinator phone (848)932-8200 or email jackie.moran@rutgers.edu]

[Rutgers University-Newark Office of Title IX and ADA Compliance phone (973)353-1906 or email TitleIX@newark.rutgers.edu]

If you seek **religious accommodations**, the Office of the Dean of Students is available to verify absences for religious observance, as needed.

[Rutgers University-New Brunswick Dean of Students phone (848)932-2300 or email deanofstudents@echo.rutgers.edu]

[Rutgers University-Newark Dean of Students phone (973)353-5063 or email DeanofStudents@newark.rutgers.edu]

If you have experienced any form of **gender or sex-based discrimination or harassment**, including sexual assault, sexual harassment, relationship violence, or stalking, the Office for Violence Prevention and Victim Assistance provides help and support. More information can be found at <http://vpva.rutgers.edu/>.

[Rutgers University-New Brunswick incident report link: <http://studentconduct.rutgers.edu/concern/>. You may contact the Office for Violence Prevention and Victim Assistance at (848)932-1181]

[Rutgers University-Newark incident report link: https://cm.maxient.com/reportingform.php?RutgersUniv&layout_id=7 . You may also contact the Office of Title IX and ADA Compliance at (973)353-1906 or email at TitleIX@newark.rutgers.edu. If you wish to speak with a staff member who is confidential and does **not** have a reporting responsibility, you may contact the Office for Violence Prevention and Victim Assistance at (973)353-1918 or email run.vpva@rutgers.edu]

If students who have experienced a temporary condition or injury that is adversely affecting their ability to fully participate, you should submit a request via <https://temporaryconditions.rutgers.edu> .

If you are a military **veteran** or are on active military duty, you can obtain support through the Office of Veteran and Military Programs and Services. <http://veterans.rutgers.edu/>

If you are in need of **mental health** services, please use our readily available services.

[Rutgers University-Newark Counseling Center: <http://counseling.newark.rutgers.edu/>]

[Rutgers Counseling and Psychological Services–New Brunswick: <http://rhscaps.rutgers.edu/>]

If you are in need of *physical health* services, please use our readily available services.

[Rutgers Health Services – Newark: <http://health.newark.rutgers.edu/>]

[Rutgers Health Services – New Brunswick: <http://health.rutgers.edu/>]

If you are in need of *legal* services, please use our readily available services: <http://rusls.rutgers.edu/>

Students experiencing difficulty in courses due to *English as a second language (ESL)* should contact the Program in American Language Studies for supports.

[Rutgers–Newark: PALS@newark.rutgers.edu]

[Rutgers–New Brunswick: eslpals@english.rutgers.edu]

If you are in need of additional *academic assistance*, please use our readily available services.

[Rutgers University-Newark Learning Center: <http://www.ncas.rutgers.edu/rlc>]

[Rutgers University-Newark Writing Center: <http://www.ncas.rutgers.edu/writingcenter>]

[Rutgers University-New Brunswick Learning Center: <https://rlc.rutgers.edu/>]

[Optional items that many faculty include:

- Students must sign, date, and return a statement declaring that they understand the RU Academic Integrity Policy.

- Students must sign, date, and return a statement declaring that they understand this syllabus.]