COURSE DESCRIPTION

This course is designed to enable students to understand the relationship of business and society, in the light of the broad spectrum of business ethics issues that arise for managers today. The topics explored include corporate social responsibility; business ethics fundamentals; personal and organizational ethics; and ethical management of the range of stakeholders, including government, consumers, employees, and the environment. The purpose is to understand how business and business people can be a positive influence on society.

COURSE MATERIALS


CLASS ORGANIZATION & ADMINISTRATION

- **Three Exams.** Exams will cover all course materials. This includes material from the book that is presented, material that is presented that is not from the book, and material from the book that is not presented.

- **Group Case Presentations.** You will each be part of a case presentation group that will lead class discussion and present the analysis of a case you will be assigned (possibly from the book but not necessarily). Your overheads and class handouts will be your group’s deliverable. Individual grades for the group presentation may vary if contributions vary (see next page).

- **Ethical Dilemma Analysis.** I will ask you each to describe an ethical challenge that you or someone you know faced in business. After describing the challenge in depth, you will analyze it using the concepts you learned in the class. This paper is your final exam and is due on 5/13 by Midnight (about 1500 words). Please submit it through Blackboard.

- **Class Participation.** Understanding ethical situations, forming ethical judgments, prioritizing ethical values, and implementing ethical judgments are not spectator sports. To grasp fully the difficult ethical situations business managers face, you must wrestle with them. Therefore, participation in classroom discussion is a crucial component of classroom success. If you are on the borderline, active participation will determine whether you receive a higher grade and absence from the class will determine whether
you receive a lower grade. Note: I may use quizzes to assess your preparation, punctuality, and presence.

**Group Case Presentation:**

Groups are not assigned. You will form your own groups the first day of class: This class will have 9 groups.

**Group Project Contribution:**

If your group’s participation has been uneven, please email me an evaluation of the individual member contributions by the last day of class. To do so, evaluate each member of your team (including yourself) on a 1-100 scale in terms of their individual contribution to your team this semester with a 1 equating to “Who is this, I’ve never heard of them!” to a 100 being someone who easily met or surpassed your expectations and was a great contributor. If you give 100 to each person in your group - that would mean everyone provided a more-or-less equal and valuable contribution. If I do not receive input from you, I will assume that was the case.

**Editing:**

The above assignments should be carefully written and edited. Sloppy writing, poor grammar, and/or spelling mistakes will influence your grade. The same is not true for the exams because the testing conditions are different from the conditions in which the above assignments are completed.

**Submission of Assignments**

All assignments are to be submitted through Blackboard by the deadline (not emailed through Blackboard).

**Examinations:**

The exams will be a combination of multiple choice, short-answer, and essay questions. In the event of an emergency, makeup exams may be administered following (not before) the administration of the general exam. If you are unable to be at an exam, it is important to contact the professor immediately.

**Final Exam (due in Blackboard on 5/13 by midnight)**

Ethical Dilemma Analysis (approx.)

The ethical dilemma you choose should be a decision (i.e., a choice between two or more alternatives). Each of those alternatives should be something a reasonable person could argue for (using a principle-based argument). If one of your choices is obviously wrong or obviously right, it is not an ethical dilemma. Change as many names and places as you need to make sure this will not betray any confidences or make you uncomfortable. My goal is to see your reasoning process, not to know your private information. Remember to write in the first person when needed. Please do not analyze an issue (e.g., the death penalty is only relevant if your actual job is to pull the
I highly recommend you run your dilemma by me as a poor dilemma leads to a weak paper.

- These are the principles you should consider as you create your principle-based arguments for your paper and any questions I ask you in the final exam.
- Utilitarianism
- Justice (Distributive/Procedural/Compensatory are all options)
- Rights
- Categorical Imperative
- Virtue
- Ethical Egoism (that’s the one Ayn Rand personifies)
- Servant Leadership
- Ethic of care

- Please do not try to shoehorn multiple principles in. Picking the appropriate one(s) is part of the task. The choice is dependent on the specific situation you are analyzing.

- Remember that your ethical dilemma is a decision (all dilemmas are)
- There should be a choice between two or more alternatives
- Each of those alternatives should be something a reasonable person could argue for (using an ethical principle)
- So, if your one of your choices is obviously wrong, it’s not an ethical dilemma
- If one of your choices is obviously right, it’s not an ethical dilemma
- Begin by describing your dilemma. Change as many names and places as you need to make sure this will not betray any confidences or make you uncomfortable. My goal is to see your reasoning process, not to know your private information. Remember to write in the first person when needed.
- Here’s one way you can break down the task (as long as you cover all the bases, feel free to organize it in any way).
- Describe the dilemma and the alternatives
- Analyze the alternatives one by one
- Choose the one you feel is the right thing to do
- Explain why you made that choice

FINAL GRADE ASSIGNMENT

First Exam 20%
Second Exam 25%
Third Exam 30%
Group presentation 10%
Ethical Dilemma Analysis 15%
### International Business and Business (29:522:334)

#### COURSE SCHEDULE

<table>
<thead>
<tr>
<th>Date</th>
<th>Chapters</th>
<th>Cases etc.</th>
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</thead>
<tbody>
<tr>
<td>1/23</td>
<td>1 and 2</td>
<td>Case #24 (The Betaseron Decision, p. 680)</td>
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<tr>
<td>1/30</td>
<td>3 and 4</td>
<td>EIP (Monitoring the Monitors, p. 110)</td>
</tr>
<tr>
<td>2/6</td>
<td>7</td>
<td>Group #1 Case #29 (Felony Franks, p. 693)</td>
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<td>Submit Philanthropy (Newark based 501(c) (3)) suggestions through Blackboard before 5 pm (optional extra 1 point credit).</td>
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<tr>
<td>2/13</td>
<td>Test #1</td>
<td>Chapters 1, 2, 3, 4, and 7</td>
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<td>2/20</td>
<td>8</td>
<td>Group #2 Case #31 (A Moral Dilemma, p. 696))</td>
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<tr>
<td>2/27</td>
<td>7 &amp; 8 (cont.)</td>
<td>Group #3 EIP (Higher Goals... , p. 244)</td>
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<tr>
<td>3/6</td>
<td>11</td>
<td>Group #4 Case #14 (Something’s Rotten in Hondo, p. 639)</td>
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<td>3/13</td>
<td>12</td>
<td>Group #5 Case #20 (DTC, p. 660)</td>
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<tr>
<td>3/20</td>
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<td>Spring Break</td>
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<tr>
<td>3/27</td>
<td>Test #2</td>
<td>Chapters 7, 8, 11, and 12</td>
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<tr>
<td>4/3</td>
<td>13 and 14</td>
<td>Group #6 EIP (The “Lifetime” of a Backpack, p. 412)</td>
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### Academic Integrity:

As a Rutgers University student, you are expected to abide by the University’s academic integrity policy. All academic work must meet the standards described in “Academic Integrity at Rutgers” found at [http://academicintegrity.rutgers.edu/](http://academicintegrity.rutgers.edu/). Lack of knowledge of the academic honesty policy is not a reasonable explanation for a violation. Please let me know if you have any questions related to course assignments and/or the academic integrity policy.

### Part 1
**BUSINESS, SOCIETY, and STAKEHOLDERS**
- Chapter 1 The Business and Society Relationship
- Chapter 2 Corporate Citizenship: Social Responsibility, Responsiveness, and Performance
- Chapter 3 The Stakeholder Approach to Business, Society, and Ethics

### Part 2
**CORPORATE GOVERNANCE**
- Chapter 4 Corporate Governance: Foundational Issues

### Part 3
**BUSINESS ETHICS and MANAGEMENT**
- Chapter 7 Business Ethics Fundamentals
- Chapter 8 Personal and Organizational Ethics

### Part 4
**EXTERNAL STAKEHOLDER ISSUES**
- Chapter 11 Business, Government, and Regulation
- Chapter 12 Business Influence on Government and Public Policy
- Chapter 13 Consumer Stakeholders: Information Issues and Responses
- Chapter 14 Consumer Stakeholders: Product and Service Issues

### Part 5
**INTERNAL STAKEHOLDER ISSUES**
- Chapter 17 Employee Stakeholders and Workplace Issues
- Chapter 18 Employee Stakeholders: Privacy, Safety, and Health
- Chapter 19 Employment Discrimination and Affirmative Action