



BUS 210

Business Ethics

Semester: Fall 2014
Days: Mondays 9-11:45 am
Room: A2210

Number of credits: 3

Prerequisites:

PH 125

BUS 100 or BUS 305

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Office hours: By appointment

This is a course in applied ethics. As such, it takes concepts, theories, and moral decision procedures found in moral philosophy and endeavours to apply them, in this instance, to a broad range of issues currently encountered in the North American business context. Such issues may include: “whistle-blowing,” honesty and advertising, affirmative action and hiring policy, employee privacy and drug testing, insider trading, product liability, corporate social responsibility, and issues in international business.

Expected Learning Outcomes:

It is the aim of the course that students acquire the following skills:

1. Identify and use ethical terminology, concepts, and methodology in the identification and analysis of business issues.
2. Understand the context of ethics from a Christian, business, and social perspective.
3. Construct and articulate a Christian social ethic that is both Biblical and relevant.

Textbook: [Business Ethics: Ethical Decision Making & Cases, 10th Edition. Ferrell, Fraedrich, Ferrell. Cengage Learning 2015.](#)

First day of classes: September 3, 2014
Registration revision period: September 14, 2014
Last day to request revised examination: October 27, 2014
Last day to withdraw from course: November 12, 2014
Last day to apply for time extension for coursework: November 24, 2014
Last day of classes: December 9, 2014

Final Exam: December 13, 2014
Time: 1:00 PM – 4:00 PM
Room: Airhart

Evaluation:

The following is a summary of all evaluation methods and relative weights for the course:

Evaluation Method	Weight	Date Due
Case studies – written (4)	20%	9:00 a.m. of class when case discussed – at least 2 weeks apart
Case studies – preparation	15%	Each class – one pager Occasional – round table participation
Critical contextual observations (current events) (5)	15%	Bi-weekly – see Course Outline
Reflection re Ambrose event	5%	9:00 a.m. of first class following the event
Scriptural credo	5%	October 27 – 9:00 a.m.
Christian ethics book reflection	15%	December 8 – 9:00 a.m.
Final exam	25%	December 13

Course Requirements:

Note – individual assignment instructions will be provided throughout the term for each assignment (except for Case Preparation). The following is a summary only of certain of the assignments.

Case Studies – Each student will be responsible for providing a written evaluation (750 words) of four business ethics case studies throughout the term. Students can choose which cases to do evaluations of so long as the evaluation is submitted prior to the class when the case is discussed and cases chosen are at least 2 week apart on the course outline.

Case Preparation – This is a course in applied ethics. Accordingly, cases form a key part of the course. Cases must be read and analysed prior to class and students are expected to participate in discussions pertaining to the cases.

- Students are expected to come to class with one page of notes on each case assigned – both for cases in the text and case simulations. Heavily annotated notes on the cases themselves are also acceptable. Focus on *who* (stakeholders, parties involved), *what* (issues), *where* (company departments, locations) and *when* (chronology).
- In addition to being prepared for and involved in all class discussions, students are specifically expected to actively participate in round table discussions. These will typically be 20 minute discussions in groups of 3-4.

Students start the term with a full 15 marks for case study preparation – 1 mark will be lost where notes are not done prior to class and 1 mark will be lost where students do not actively participate in the round table discussions (as evaluated by your group). *No evidence of case preparation is necessary if it is a case for which you have completed a case study.*

Critical Contextual Observations (CCO) – Each 2 weeks, students are to read a business oriented news column and engage that column in ethical criticism. Over the period of the semester, articles chosen should treat a wide range of

business topics. A CCO guide will be provided and responses should be approximately 500 words in length. **Scriptural Credo & Christian Ethics Book Reflection** – A portion of the Business Ethics course will focus on the ethical decision making process. Both individual and organizational factors feed into ethical decisions that people make in a business setting. As Christians, our individual philosophies and values should reflect our faith. Students will work towards defining this for themselves through a Bible focused scriptural credo development exercise. Students will also reflect on Christian ethics through reading and responding to a book on Christian ethics. This book can be chosen by the student but must be approved by the instructor – suggestions will also be provided.

Course Outline and Weekly Reading Schedule

Date	Class Topics	Readings	Items Due (9:00 a.m.)
Sep 8	Importance of business ethics History of business ethics	Chapter 1 Case 2 - Starbucks	
Sep 15	Stakeholder vs. shareholder CSR & corporate governance	Chapter 2 Case 1 – Monsanto Case 10 – Home Depot	
Sep 22	Emerging business ethics issues Guest speaker – Albert Elliott Soy-DRI simulation	Chapter 3 Case 9 – Enron Case 15 – PepsiCo	CCO #1
Sep 29	Emerging business ethics issues (cont.) Cordoza simulation	Chapter 3 Case 17 - BBB	
Oct 6	Legal requirements re business ethics Mid-term review	Chapter 4 Case 7 – Google Case 14 – Apple	CCO #2
Oct 13	Happy Thanksgiving (no classes) <i>Give thanks in all circumstances; for this is God's will for you in Christ Jesus. 1 Thes. 5:18</i>		

Oct 20	Framework for ethical decision making National Farm and Garden simulation	Chapter 5 Case 8 – Zappos Case 13 – Whole Foods	CCO #3
Oct 27	Moral philosophies & individual values	Chapter 6 Case 11 – Frauds Case 12 - Galleon	Scriptural Credo
Nov 3	Corporate culture Videopolis simulation	Chapter 7 Case 5 – New Belgium	CCO #4
Nov 10	Developing ethics programs Guest speaker – to be confirmed	Chapter 8 Case 19 - Mattel	
Nov 17	Managing ethics programs Parcel International Express simulation	Chapter 9 Case 3 – Walmart Case 6 – Athletic Assoc.	CCO #5
Nov 24	Global culture & ethics issues	Chapter 10 Case 18 - Bribery	
Dec 1	Ethical leadership	Chapter 11 Case 16 - Cardinal	CCO #6
Dec 8	Sustainability – CSR revisited Dear Lake Marina simulation Final review	Chapter 12 Case 4 – Oil & Gas Case 20 – Best Buy	Book Reflection

Submission of Assignments:

Separate instructions for each assignment will be posted on Moodle. All assignments are to be submitted on Moodle.

Attendance & Participation:

Each student is expected to regularly attend and actively participate in classroom discussions and any on-line discussion forums assigned. Group discussions and analysis of course topics will be a key component of learning throughout the term. Students are expected to attend all classes, having prepared for class by reading the assigned readings ahead of time and actively participate in group discussions. The skills needed to participate effectively in class and present your ideas are the same skills required to be effective in the business world. If external circumstances or illness prevent you from attending or adequately preparing for a class, please let the professor know. The instructor may reduce a student's mark by a letter grade (i.e. B to B-) if a student's participation is inadequate.

Grade Summary:

The available letters for course grades are as follows:

<i>% Grade</i>	<i>Letter Grade</i>	<i>Description</i>
95% to 100%	A+	Excellent
90% to 94%	A	
85% to 89%	A-	
80% to 84%	B+	Good
76% to 79%	B	
72% to 75%	B-	
68% to 71%	C+	Satisfactory
64% to 67%	C	
60% to 63%	C-	
55% to 59%	D+	Minimal Pass
50% to 54%	D	
0% to 49%	F	

To pass the course, students must achieve an overall grade of at least 50%. Failure to submit an assignment without legitimate reason (i.e. evidenced illness) or prior approval of the instructor may result in a failed grade for the course. In the case of legitimate or approved absence, and at the instructor's discretion, the assigned date may be rescheduled to a later date, or if this is not practically possible, the marks reallocated to other components of the course grade. Late assignments will typically receive a mark of 0.

Please note that final grades will be available on your student portal.

Policies:

All students have received an Ambrose e-mail account upon registration. It is the student's responsibility to check this account regularly as the Ambrose email system will be the professor's instrument for notifying students of important matters (Cancelled class sessions, extensions, requested appointments, etc.) between class sessions. If students do not wish to use their Ambrose accounts, it is highly recommended that they forward all messages from the Ambrose account to the other account.

During the **Registration Revision Period** students may to enter a course without permission, change the designation of any class from credit to audit and /or voluntary withdraw from a course without financial or academic penalty. These courses will not appear on the student's transcript. Courses should be added or dropped on the student portal by the deadline date, please consult the List of Important Dates. After that date, the original status remains and the student is responsible for related fees.

Students intending to withdraw from a course after the Registration Revision Period must apply to the Office of the Registrar by submitting a Request to Withdraw from a Course by the **Withdrawal Deadline**, please consult the List of Important Dates. Withdrawal from courses after the Registration Revision period will not be eligible for tuition refund. A grade of "W" will appear on the student's transcript.

Students wishing to withdraw from a course, but who fail to do so by the applicable date, will receive the grade earned in accordance with the course syllabus. A student obliged to withdraw from a course after the Withdrawal Deadline because of health or other reasons may apply to the Registrar for special consideration.

Students, who find a conflict in their exam schedule must submit a **Revised Examination** Request form to the Registrar's Office by the deadline date, please consult the List of Important Dates. Requests will be considered for the following reasons only: 1) the scheduled final examination slot conflicts with another exam; 2) three final exams within three consecutive exam time blocks; 3) the scheduled final exam slot conflicts with an exam at another institution; 4) extenuating circumstances. Travel is not considered a valid excuse for re-scheduling or missing a final exam.

Electronic Etiquette

Students are expected to treat their instructor, guest speakers, and fellow students with respect. It is disruptive to the learning goals of a course or seminar and disrespectful to fellow students and the instructor to engage in electronically-enabled activities unrelated to the class during a class session. Please turn off all cell phones and other electronic devices during class. Laptops should be used for class-related purposes only. Please do not use iPods, MP3 players, or headphones. Do not text, read, or send personal emails, go on Facebook or other social networks, search the internet, or play computer games during class. The professor has the right to disallow the student to use a laptop in future lectures and/or to ask a student to withdraw from the session if s/he does not comply with this policy. Repeat offenders will be directed to the Dean. If you are expecting communication due to an emergency, please speak with the professor before the class begins.

Academic Policies

It is the responsibility of all students to become familiar with and adhere to academic policies as stated in the Academic Calendar. Personal information, that is information about an individual that may be used to identify that individual, may be collected as a requirement as part of taking this class. Any information collected will only be used and disclosed for the purpose for which the collection was intended. For further information contact the Privacy Compliance Officer at privacy@ambrose.edu.

Extensions

Although extensions to coursework in the semester are at the discretion of the instructor, students may not turn in coursework for evaluation after the last day of the scheduled final examination period unless they have received permission for a "**Course Extension**" from the Registrar's Office. Requests for course extensions or alternative examination time must be submitted to the Registrar's Office by the deadline date, please consult the List of Important Dates. Course extensions are only granted for serious issues that arise "due to circumstances beyond the student's control".

Appeal of Grade

An appeal for change of grade on any course work must be made to the course instructor within one week of receiving notification of the grade. An appeal for change of final grade must be submitted to the Office of the Registrar in writing within 30 days of receiving notification of the final grade, providing the basis for appeal. A review fee of \$50.00 must accompany the appeal to review final grades. If the appeal is sustained, the fee will be refunded.

Academic Integrity

We are committed to fostering personal integrity and will not overlook breaches of integrity such as plagiarism and cheating. Academic dishonesty is taken seriously at Ambrose University College as it undermines our academic standards and affects the integrity of each member of our learning community. Any attempt to obtain credit for academic work through fraudulent, deceptive, or dishonest means is academic dishonesty. Plagiarism involves presenting someone else's ideas, words, or work as one's own. Plagiarism is fraud and theft, but plagiarism can also occur by accident when a student fails or forgets to give credit to another person's ideas or words. Plagiarism and cheating can result in a failing grade for an assignment, for the course, or immediate dismissal from the university college. Students are expected to be familiar with the policies in the current Academic Calendar that deal with plagiarism, cheating, and the penalties and procedures for dealing with these matters. All cases of academic dishonesty are reported to the Academic Dean and become part of the student's permanent record.

Students are strongly advised to retain this syllabus for their records.

Other

Any added features in the syllabus are optional. You may or may not wish to include elements such as a bibliography, reading list, schedule of lectures/topics, or reporting form.