

**LINFIELD COLLEGE****BUS 415/PHIL 315: Business, Ethics and Society**

Revision: 05-07-08

**INSTRUCTOR:** James Coduto, J.D.    **email:** jcoduto@linfield.edu    **phone:** 503-883-2447**REQUIRED TEXTS:** Business Ethics: Ethical Decision Making and Cases, 7th. Edition, Ferrell, Fraedrich and Ferrell, Houghton Mifflin ISBN 10-0-618-74934-9.**COURSE DESCRIPTION:** This course will explore ethical principles, business and management concepts as well as the individual and personal skills relevant to resolving ethical and moral issues in business. Through readings and class discussions the students will develop analytic skills for applying ethical concepts to contemporary business issues and decisions. Ethical issues in management related to social and environmental issues will also be explored and addressed.**PREREQUISITE:** Junior standing or consent of instructor.**COURSE OBJECTIVES:** To identify the role of stakeholder interests and recognize ethical issues in business; to understand the interrelationship of ethics and social responsibility; to relate the significant issues of an ethical controversy in business to moral philosophy, work group influence, corporate culture, and social responsibility; to choose and defend a theory or principle for resolving an ethical dispute in business; articulate and defend choices in making ethical judgments in business; to examine the consequences of unethical and ethical business decisions and to expose students to the individual reasoning processes of others when resolving ethical dilemmas; to understand the role of corporate governance and corporate culture in ethical decision making; to evaluate the role of organizational ethics programs and understand the importance of implementing and auditing ethics and compliance programs; to evaluate attempts to legalize business ethics through the Federal Sentencing Guidelines for Organizations and the Sarbanes-Oxley Act; to understand the role of ethical leadership in developing an ethical organizational climate; to understand the benefits of strong ethics and compliance initiatives in terms of customer satisfaction, employee retention and public relations.**INSTRUCTOR BIOGRAPHY:** I provide legal and regulatory guidance primarily in food, drug and medical device law for medical device, pharmaceutical and biotechnology companies. My primary areas of expertise are in corporate regulatory compliance and legal affairs, and the legal aspects of human resource management. I am an owner of an high technology medical device company headquartered in San Jose, California, which manufacturers and markets computerized surgical instrumentation world wide. In addition to my Juris Doctorate degree, I hold a Master's Degree in Human Resources and Organizational Development from the University of San Francisco as well as a B.A. in Psychology, and a B.S. in Law. I am an adjunct faculty member of Linfield College and Marylhurst University and have instructed numerous courses in business law, international law, and ethics. I have also instructed courses in human resources, organizational development and organizational communication.**METHODS OF EVALUATION****Course grade:** each element of evaluation is valued at 25%. The elements of evaluation are:

Student participation in class discussions  
 Assignments  
 Student discussion leader activities  
 Research paper

**Point value explanation:** weekly class discussion: maximum value: 100 points (10 weekly discussion events @ 10 points per event). Assignments 1 through 10: maximum value: 100 points (20 questions -- 2 per week @ 5 points per question). Student discussion leader: maximum point value: 100 points. Research paper: maximum point value: 100 points. Total possible points 400.

**Grading scale:** the standard grading system will be used then converted to a percentage of the total points earned, i.e., (360 points earned is 90% of 400 which would yield a grade of A, etc.). Plus and minus grades are not given.

90-100%	A
80-89%	B
70-79%	C
60-69%	D
59-0%	F

## COURSE POLICIES

**Attendance:** students are expected to attend and actively participate in every class meeting. Active involvement of each student in class discussion is essential to your success and the success of the class.

**Detailed course instructions:** it is the responsibility of the student to fully understand and comply with the detailed course instructions located immediately after the class outline and assignments section of this syllabus.

**Late work:** If you are going to be late with an assignment you need to contact the instructor in advance. Unless such prior arrangements are made late work is not accepted.

**Incompletes:** a grade of Incomplete (I) is given only in emergency situations. The student must request an Incomplete in writing and must obtain my prior permission. All incomplete work must be completed within the time limits I set. If you simply don't turn in the assignments or other course work, your course grade will be calculated with the missed portion counting for 0 points.

**Academic honesty:** cheating and plagiarism will not be tolerated. Any student found to be engaging in either of these activities at any point in the course will receive a failing grade for the assignment and/or entire course (at the instructor's discretion and may be subject to further college sanctions).

**Return of course materials:** material distributed in class need not be returned.

**Rules of discussion:** the classroom should be a safe haven within which individuals can discuss the widest possible range of topics without fearing retribution, ridicule, or attack. In order for this to happen, we must assume that we are all persons of intelligence and good will who may ultimately disagree, sometimes to a profound degree, with one another but whose characters are not impugned or intelligence disparaged because of this disagreement. The classroom is not a forum for proselytizing, nor it is a soapbox for diatribes by either students or faculty. For the academic endeavor to succeed, we must treat each other with civility, courtesy, and respect. All perspectives and questions are welcome, as long as they are impelled by a genuine desire for knowledge, can be articulated thoughtfully, and

supported by sound reasoning.

**Required writing format:** all assignments which the student submits must be submitted in Microsoft Word®.doc format only. Papers submitted in any other format will not be read or graded.

**Use of online copyrighted materials:** the Technology, Education And Copyright Harmonization Act (TEACH) of 2002, updated various provisions of the United States Copyright Act, section 17 U.S.C. addressing specifically, among other things, fair use of copyright materials in the digital environment and distance learning. Please understand and adhere to the provisions of TEACH and how the law can affect your use of copyright material as a distance learner. If you have any questions pertaining to the use of copyrighted materials please let me know. For an overview of TEACH please link to North Carolina State University Library at: <http://www.lib.ncsu.edu/scc/legislative/teachkit/overview.html>

**Blackboard learning system:** all students enrolled in this class are expected to be proficient in the use of the Blackboard learning system. If you are new to Blackboard or need some 'brush-up' with its use and navigation capabilities, please contact the DCE office in advance of the first class meeting.

**Difficulties:** please notify me immediately via course email if difficulties arise which may compromise your class work or assignments.

**Students with disabilities:** students with documented disabilities who may need accommodations, who have any emergency medical information the instructor should know of, or who need special arrangements in the event of evacuation, should make an appointment with the instructor as early as possible, no later than the first week of the term.

## CLASS OUTLINE AND ASSIGNMENTS

### Part One: An Overview of Business Ethics

Week 1: 06/16 through 06/27

Read: Chapter 1: The Importance of Business Ethics (pages 2-27)

Class discussion question: How does ethics contribute to customer satisfaction and how does ethics contribute to employee commitment? Discuss fully.

Student discussion leader: sign-up week 1. See instructions below

Assignment 1: answer questions 2 and 3 page 27

Week 2: 06/23 through 06/29

Read: Chapter 2: Stakeholder Relationships, Social Responsibility and Corporate Governance (pages 28-53)

Class discussion question: Distinguish between primary and secondary stakeholders. Discuss the differences fully and give examples where possible.

Student discussion leader activities

Assignment 2: answer questions 3 and 4 page 53

### Part Two: Ethical Issues and the Institutionalization of Business Ethics

**Week 3: 06/30 through 07/06**

Read: Chapter 3: Emerging Business Ethics Issues (pages 56-87)

Class discussion question: List three business problems, situations, or opportunities that you believe are ethical issues. Explain them. Discuss some typical ethical issues associated with customer relationships. Discuss fully and give examples where possible.

Student discussion leader activities

Assignment 3: answer questions 1 and 4 page 87

**Week 4: 07/07 through 07/13**

Read: Chapter 4: The Institutionalization of Business Ethics (pages 88-118)

Class discussion question: A recent ethical issue is the manufacture and marketing of so-called orphan drugs, which are required for survival by persons with certain very rare diseases. Because the market and profit potential for such drugs is so small, pharmaceutical manufacturers may prefer not to research, develop, and market them. Why is the manufacture and marketing of orphan drugs an ethical issue for business? Discuss fully and give examples where possible.

Student discussion leader activities

Assignment 4: answer questions 1 and 2 page 118

**Part Three: The Decision Making Process****Week 5: 07/14 through 07/20**

Read: Chapter 5: Ethical Decision Making and Ethical Leadership (pages 120-143)

Class discussion question: Based on your own decision-making experiences and the material you have read in previous chapters, attempt to develop your own model, or framework, to describe the ethical decision-making process. Or, if you prefer, analyze and evaluate the synthesis model of ethical decision making. Discuss fully and give examples where possible.

Student discussion leader activities

Assignment 5: answer questions 1 and 3 page 143

**Week 6: 07/21 through 07/27**

Read: Chapter 6: Individual Factors: Moral Philosophies and Values (pages 144- 171)

Class discussion question: Discuss the distinctions between the rule and act categories of utilitarianism and deontology. Why do you think some people evaluate the morality of an action on the basis of the action itself whereas others evaluate it in terms of its conformity to particular moral principles or rules of conduct? Discuss fully and give examples where possible.

Student discussion leader activities

Assignment 6: answer questions 1 and 4 page 171

**Week 7: 07/28 through 08/03**

Read: Chapter 7: Organizational Factors: The Role of Ethical Culture and Relationships (pages 172-202)

Class discussion question: How can a person's status within an organization create an opportunity for

unethical behavior and explain how opportunity may lead to or result from conflicts between a decision maker and significant others, the organization, or society. Discuss fully and give examples where possible.

Student discussion leader activities

Assignment 7: answer questions 1 and 3 page 202

#### **Part Four: Implementing Business Ethics in a Global Economy**

Week 8: 08/04 through 08/10

Read: Chapter 8: Developing an Effective Ethics Program (pages 204-229)

Class discussion question: Discuss the advantages and disadvantages of requiring ethical compliance in an organization versus programs to improve the personal ethics of individuals within the organization. Discuss fully and give examples where possible.

Student discussion leader activities

Assignment 8: answer questions 3 and 4 page 229

Week 9: 08/11 through 08/17

Read: Chapter 9: Implementing and Auditing Ethics Programs (pages 230-259)

Class discussion question: How can companies secure stakeholder input during an ethics audit? Why is it important to do so?

Student discussion leader activities

Assignment 9: answer questions 1 and 2 page 259

Week 10: 08/18 through 08/21

Read: Chapter 10: Business Ethics in a Global Society (pages 260-290)

Class discussion question: What are the ramifications of sexual and racial discrimination in a global economy? Discuss fully and give examples where possible.

Student discussion leader activities

Assignment 10: answer questions 2 and 3 page 290;

Final research paper due NOON 08/21

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#### **Detailed Course Instructions**

**Class Discussions:** this is a discussion intensive class. The student will need to spend a considerable amount of time in on-line discussion to yield full point value for the weekly discussion element of the class. There will be 1 discussion per week which will be posted not later than every Monday. Students are to answer all weekly questions and engage in mutual discussions with their classmates about the discussion question assigned. In addition, the instructor may comment on student postings and ask further questions which the student is expected to answer. Student responses are to incorporate, as much as possible, concepts and ideas from the weekly reading. There will be an accelerated discussion activity during week 10 which is a short week. Responses to weekly discussion questions and

responses to Instructor follow-up questions due by Saturday evening 9:00 pm. Class discussions close Sunday evening at 11:59 pm.

**Student discussion leader:** Each student is expected to lead a group discussion about the topic of their choosing from the week's reading which the student selects to be a discussion leader. The student is to formulate a thought provoking question (first submitted to the instructor for review and approval), post the question to the appropriate weekly discussion area and then lead the discussion with their classmates. Student discussion activities will begin in week 2 and end week 10. Depending on the size of the class more than one student may be involved as a discussion leader in any given week. In this case, it is best to work with each other and develop one question only and decide how to split the discussion activity over the next week. The students are to advise the instructor how sharing arrangements will work in advance of posting the discussion question. Students will need to sign up for the week of their choosing during week 1. A separate discussion area will be set up for sign ups. Student Discussion Leader questions to be posted by Monday evening 9:00 pm.

**Assignments 1 through 10:** you are to respond to the assigned questions in a thoughtful and detailed manner incorporating your ideas and thoughts along with, as much as possible, concepts from the weekly reading assignment. Each question response is to be a minimum of 250 words. Responses are to be submitted in the required format in the appropriate course drop box by Sunday evening by 11:59 pm on the date specified.

**Final Research Paper Assignment:** You may select any of the covered topics from the class text that interests you for the basis of your research paper. You must advise the instructor not later than the end of week 5 what your final paper topic will be. Your research papers must be submitted in APA style. An example of an APA Style paper can be viewed at the following location: <http://dianahacker.com/pdfs/Hacker-Mira-APA.pdf>. A sample paper is also provided on the home page of the course site. The final paper is to be, at a minimum, 2000 words in length. A minimum of five outside references are required and all sources are to be fully referenced according to the APA style. Please note: Wikipedia is not an acceptable reference source and is not to be used. Submit your research paper in the required format by 12 noon 08/21/08.