

Bus3201 Business Ethics

1. Course number and name: Bus3201, Business Ethics

Prerequisites:

Credits 3

2. Course Description: This course introduces the student to the ethical concepts that are relevant to resolving moral issues in business; imparts the reasoning and analytical skills needed to apply ethical concepts to business decisions; identifies moral issues specific to a business; provides an understanding of the social, technological, and natural environments within which moral issues in business arise; and supplies case studies of actual moral conflicts faced by businesses.

3. Course Learning Assessments (Goals): To enable students to understand and apply ethical concepts, moral reasoning and judgment to business and management activities by taking into consideration the impact of globalization and cultural differences.

4. Course Outcomes: The overall objective of this course is to provide students with knowledge of the underlying principles and the application of business ethics to actual business issues. Students completing this course of study will be able to:

1. Define basic ethical principles and apply them to ethical problems encountered in business.
2. Classify categories of moral judgments and basic the theories of ethics and judge how each can be used to illuminate the ethical choices facing businesses.
3. Express the morality of market systems in total and explain how they are justified.
4. Discuss the moral values that market competition is meant to foster and the effects of various anticompetitive practices on these values.
5. Evaluate the effects that business has upon the natural environment.
6. Discuss the ethical issues raised by product quality and advertising.
7. Assess the nature, history, and extent of discrimination in the workplace and discuss the most extensive social method for dealing with wrongful discrimination to date.
8. Consider the ethical issues raised by the relationship between individuals and the business organizations in which they function.
9. Discuss the ethical aspects of Enron and what went wrong.
10. Discuss in writing how business may affect personal ethics and visa versa.

5. Course Concepts

1. Business ethics
2. Kant's categorical imperative
3. The ethics of virtue
4. The business system and free markets
5. Darwinism and the free market economy
6. Market competition
7. The principle of diminishing marginal utility
8. The principle of increasing marginal costs
9. Ethical duties
10. Social costs
11. Job Discrimination
12. The rational model of business organization versus the political structure

6. Required Texts:

1. Velasques, Manuel, *Business Ethics: Concepts and Cases 6th ed.*
(Prentice Hall, 2006) ISBN: 13: 9780131930070. \$77.00
2. McDonald, Chris, "Special Collection: Enron and Ethics," *Ethics*,
<http://www.businessethics.ca/enron/index.html>
3. Ladenson, Robert F., "Marital Equity," *Ethical Updates*,
<http://ethics.sandiego.edu/resources/cases/Detail.asp?ID=1>

7. Additional Resources:

Glossaries

1. Glossary of Business and Management Terms at
<http://management.about.com/od/begintomanage/a/MgmtGlossary.htm>
2. Ethics Glossary at
www.ethics.org/resources/ethics-glossary.asp
3. AACSB Ethics Education Resource Center

http://www.aacsb.edu/resource_centers/EthicsEdu/glossary/glossary.asp

4. Government Good Governance Glossary

http://www.ita.doc.gov/goodgovernance/adobe/bem_introduction/glossary.pdf

Business Ethics References

1. Business Ethics References at About.com

http://management.about.com/od/businessethics/Business_Ethics.htm