

**BRYAN SCHOOL OF BUSINESS & ECONOMICS
UNIVERSITY OF NORTH CAROLINA AT GREENSBORO
MASTER OF BUSINESS ADMINISTRATION PROGRAM**

Class Name: Ethics, Public Policy, and Business
Class Number: MBA 611

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TEXT: NEW EDITION

Jennings, *Business Ethics*, 5th Edition, 2006, West/Thomson, ISBN 0-324-20489-2

GRADUATE CATALOG DESCRIPTION:

Effect of ethics, moral development, and social and business values in business decision-making. Business, government and society interactions in formulating public policy. Cultural problems in international business.

COURSE SCOPE:

For business to be successful in meeting societal objectives its leaders must focus on and make ethical decision making its primary goal.

COURSE GOALS:

1. To make every student focus on their ethical role.
2. To identify sources of ethics and ethical thought and evaluate issues on contemporary business, highlighting the historical past and its relevancy.
3. To evaluate the qualities of character and leadership and make you the students comfortable in your role, even if the situations make you uncomfortable.
4. To learn to listen to what is being said or asked; inquire as to all relevant facts; and draw on your experience of making decisions so that you may consistently make logical, rational and analytical ethical decisions.
5. To understand the necessity of consistent attitudes, applications and responses and the importance of mental review and re-evaluation of your responses.
6. To acknowledge that why, when and how you deliver your response is as important as the decision. The correct ethical decision is lessened if the person who hears it is focused elsewhere or does not perceive the importance of the decision.
7. To understand the synthesis of ethically based solutions and the enhancement of your perceptions of what is required of leadership in the business community.
8. To understand the importance of saying what you mean and doing what you say.

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9. To improve communication skills as well as the formulation of ethical analytical reasoning.
10. To develop open-mindedness to view and re-evaluate decisions broadly from many perspectives and to go beyond the decision and focus on realizing and understanding the complexity of the consequences to all those effected by the decision.

The ultimate goal is to expand your thinking and your capabilities as leaders to meet both personal and societal needs by automatically placing ethical correctness as the primary requirement in any decision.

For these goals to be achieved we will focus on dialogue and the participation of each student. Materials will be drawn on the case context and the issues will be discussed and debated. You will be required to critically examine issues and concepts associated with business ethics, being prepared to discuss them thoroughly throughout the semester.

COURSE RULES:

1. This will be an enjoyable experience
2. Civility will be enforced
3. To satisfactorily complete this course you will interact - undemonstrated skills will go un-graded
4. Attendance and timeliness is required

COURSE GRADING:

Class participation	25%
3 Writing Assignments	75%
1. Paper on critical thinking, resolving basic ethical requirements of business, and our professional obligations. Based on 15 questions to be handed out.	
2. Six (6) page paper on current accountability and responsibility problems of business in society today.	
3. Final Exam – Consists of 5 questions and 3 situational problems for analysis.	

The final grade in the course will be in accordance with the grading notation standards of the Graduate Academic Policies. Because promptness is important for effectiveness in business, late assignments and missed participation efforts will be graded accordingly. If you miss an examination, you shall receive no points for that examination.

GRADING PHILOSOPHY:

A grade of “A” or “A+” represents excellent or outstanding work. A grade of “A-“ or “B+” reflects very good work. A “B” represents work that meets basic graduate level expectations. A grade of “B-“ or “C+” reflects work that is somewhat below expectations. “C” or “C-“ reflects work that is clearly below graduate level expectations. Your grade is a function of your technical, people, and concept skills. This includes your research and communication skills, as well as your analytical and problem-solving skills.

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COURSE SYLLABUS:

The Syllabus is attached. Please note e-mail address. Open communication is encouraged.

NOTICE:

All class work, be it written or oral, is subject to the applicable rules and regulations of The University of North Carolina at Greensboro. If you are unclear as to what these rules and regulations are, it is your responsibility to seek clarification. Only the highest standards of academic honesty and integrity will be acceptable. As this syllabus is intended as a base document to facilitate your learning, and is by no means the last word, all comments and suggestions for its improvement are encouraged and will be given due consideration.

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Assignment Schedule:

- January 12, 2006 Course Introduction and Overview
Lecture and Discussion:
- How Did Ethics Become A Major Discipline?
 - Critical Thinking, Analysis, & Applications Used To Find The Best Solutions To Ethical Dilemmas And Quandaries
 - Questionnaire
 - Handout Assignment #1
- Next week's readings: Preface, Pp. 1-60
Handouts
- January 19, 2006 Lecture and Discussion:
- Is There A Different Set Of Ethical Standards For Business?
 - Discuss Handout Materials
 - When is Bluffing Permissible
 - Hand In Assignment #1
 - Discuss Questionnaire
 - Handout Assignment #2
- Next week's readings: Pp. 61-147
- January 26, 2006 Lecture and Discussion:
- What Role does Business Play in Society
 - What Is the function of Trust?
 - Why Do We Accept Unethical Behavior as Permissible?
- Next week's readings: Pp. 153-236
- February 2, 2006 Lecture and Discussion:
- Whistleblowing
 - Employees rights & Obligations
 - Dow Corning Case, Pp. 5-18
 - Whistleblowing Exercise
 - Hand in Assignment #2
 - Next week's readings: Pp. 349-398; 551-559
- February 9, 2006 Lecture and Discussion:
- Work Place Safety
 - Ethics & Non-Profits
- Next week's readings: Pp. 236-257; 398-433
Hand Out Final
- February 16, 2006 Lecture and Discussion:
- Business & Its Obligations
- Next week's readings: Pp. 433-527
- February 23, 2006 Lecture and Discussion:
- Marketing
 - Business and its Products
 - Business and its Competition
 - Final Due
- March 2, 2006 Lecture and Discussion:
- Film
 - Review Final

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