Course Syllabus

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Course Information

This course is offered collaboratively through the UW MBA Consortium.

Course Title: MBA 763: Business and Ethics
Credit Hours: 1.5
Course Term: Spring 2023
Delivery Mode: Online
Course Dates: March 27, 2023 - May 14, 2023

If you are considering dropping this course, having a conversation with your academic advisor is a good place to start. You should also let the instructor know what your plans are. Click the following links, based on your home campus, to learn more about dropping this course: **Consortium/UW-Eau Claire** ⤷ **(https://help.wisconsinonlinemba.org/article/60-adding-dropping-classes)** | **UW Oshkosh** ⤷ **(https://uwosh.edu/registrar/students/add-drop-calendar/)** | **UW-Parkside** ⤷ **(https://www.uwp.edu/live/offices/registrarsoffice/adddrop.cfm)**

Instructor Information

Name: Bill Miller
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Phone: (715) 836-5434
Email: **millerwf@uwec.edu (mailto:millerwf@uwec.edu)**
Bio: **Instructor Information (https://uws.instructure.com/courses/539643/pages/instructor-information)**

Course Description

The beginning of the 21st century has been cataclysmic. The attacks on the World Trade Center and the spectacular demise of Enron are shaping a new era… Informed Americans have read

recent news stories charging some Enron executives with self-dealing, accounting irregularities, debt camouflage, insider trading, and breach of fiduciary duty. Equally disturbing are suggestions that our legal system and accounting procedures encourage activities that most people would confidently identify as unethical."

(*Anatomy of Greed,* Cruver, 2002).

In a period of less than eighteen months, Wall Street had gone from celebrating its most profitable age to finding itself on the brink of an epochal devastation. Trillions of dollars in wealth had vanished, and the financial landscape was entirely reconfigured. The calamity would definitively shatter some of the most cherished principles of capitalism. The idea that financial wizards had conjured up a new era of low-risk profits, and that American-style financial engineering was the global gold standard, was officially dead."

(*Too Big To Fail*, Andrew Ross Sorkin, 2009)

The global pandemic has brought on a quantum shift in how work is performed and people are managed.   "The past year has proven that employees can be just as, if not more, productive working from home as they are working in the office. Now, some employers are moving to capitalize on that realization, making the switch remote work permanent. Roughly half of U.S. professionals believe their companies will allow them to telecommute at least part of the time after the pandemic, according to LinkedIn's Workforce Confidence Index."

(Kristin Stoller, Forbes, 2021)

As corporate America struggles to find its ethical identity in a business environment that grows increasingly complex, managers are confronted with many more poignant questions that have definite ethical ramifications. Does a company have any obligation to help solve social problems such as poverty, pollution, and urban decay? What ethical responsibilities should a multinational corporation assume in foreign countries? What obligation does a manufacturer have to the consumer with respect to product defects and safety? These are just a few of the issues that make the study of business ethics important and challenging. This course examines economic activity using ethics as a framework.

Learning Outcomes

Upon completion of this course, you will:

- Understand ethical theory as it relates to business.

- Understand your general tendencies toward ethical decision making and identify potential blind spots in those tendencies.
- Be able to examine the ethicalness of business decisions using tools provided in the course.
- Be able to examine and discuss various aspects of business using ethical frameworks.
- Be able to better articulate your own values on potential ethical issues in your field or profession.
- Have improved critical thinking, debating, and writing skills.

Required Course Materials

Textbook

Title: Managing Business Ethics: Straight Talk about How to Do It Right (8th edition, 2021)
Authors: Trevino.
ISBN: 978-1119711018

Title: The Ethical Self: Using the Ethical Lens Inventory to Journey Toward Ethical Maturity (2016)
Authors: Baird.
ISBN: 978-1938540219

Note: When purchasing The Ethical Self, you must also make sure you have a game key for some assignments. If you purchase a used copy of the book, or get a new copy from Amazon or Barnes and Noble, it will not come with the 'Game Key' you need to have to complete the ELI (Ethical Lens Inventory). The ELI is required for this course.

If you do have the book, then you can buy the 'Game Key' directly from the publisher by following this set of instructions: **Acquiring the Game Key and accessing the ELI when you have the book (https://uws.instructure.com/courses/539643/files/58616678?wrap=1)** ⤓ **(https://uws.instructure.com/courses/539643/files/58616678/download?download_frd=1)** .

If you do not have the book, you can purchase the e version of the text which includes the 'Game Key' directly from the publisher by following this set of instructions: **Acquiring the ebook and accessing the ELI (https://uws.instructure.com/courses/539643/files/58919188?wrap=1)** ⤓ **(https://uws.instructure.com/courses/539643/files/58919188/download?download_frd=1)** .

Please note that the ISBN may differ from what appears on the UWEC bookstore website. If ordering from a source other than the UWEC bookstore, be sure to use the ISBN provided here to ensure you get the correct text.

Click here to learn more about ordering textbooks ⮫ **(https://www.wisconsinonlinemba.org/order_textbooks.phtml)** . Contact **mba@uwec.edu (mailto:mba@uwec.edu)** with any textbook-related concerns.

Additional Materials

- The MBA Oath. **http://mbaoath.org/** ⮫ **(http://mbaoath.org/)**

Course Topical Outline

This course is organized into the following units:

- Unit 1: Course Introduction and the Ethical Lens Inventory
- Unit 2: Ethics and the Individual
- Unit 3: Managing Ethics and Organization
- Unit 4: Corporate Social Responsibility, Organizational Ethics, and Closing the Loop

Assignments and Activities

Unit Discussions

For each unit of class you will be given a grade based on your participation. Participation is an important element of the learning process. Since this is an online course, discussions will take place in the discussion area of Canvas.

You will be assigned to a group of four to five students for weekly discussion purposes. **You can develop your team for the research paper from this group if you wish, but you also are welcome to form your research team with students outside your discussion group.**

Expectations

You are expected to enter the discussion rooms **several times** during the week to make comments and read the comments of others. Entering discussions on the weekend only will not be considered adequate participation (ideally, no more than 40% of your discussion postings should be during the weekend).

Up to 25 points per unit can be earned for participation. Points will be awarded on the basis of each student's **qualitative** contribution to the discussions (and high numbers of postings of low to moderate quality likely will adversely effect your participation grade). Just agreeing or disagreeing with someone will not count as a qualitative entry. You must add something of value to the discussion.

Discussions are just that--discussions. Providing a lengthy summary or listing of topics are not acceptable forms of discussion. Think about how we talk to each other about issues. Try to emulate that in the online class discussions.

I also want students to avoid an increasing tendency to over-participate in online courses. Research suggests that over-participation from one or a few students actually may diminish the collective engagement of participants in online courses (Dennen, 2008; Peters & Hewitt, 2010; Wise, Speer, Marbouti, & Hsiao, 2013). The effect is not unlike what happens in a face to face group conversation when one or two people dominate the floor.

Assuming the desired qualitative contribution, prior experience with this course suggests that students can more than adequately fulfill the expectation for being an active participant in your group discussions with 5-10 postings per week.

If your number of postings in a week is above or below these guidelines, expect your participation grade to suffer accordingly. Also, issues with unit participation behaviors that are not addressed in subsequent units tend to be graded more severely as the course progresses. Therefore, if you have questions about early participation grades, make sure to ask them before they adversely affect your grade. Please refer to the **Discussion Grading Rubric (https://uws.instructure.com/courses/539643/pages/discussion-grading-rubric)** for further clarification as well.

Team Research Paper

The Team Research Paper is described here: **Research Paper (https://uws.instructure.com/courses/539643/pages/research-paper)**

Research Team Peer Evaluations (Group Member Critique)

You will evaluate your research paper team group members on the quality and timeliness of their efforts. There is a separate evaluation form for research paper teams. This evaluation form is to be submitted by the final day of the course. This evaluation is comprised of a possible 10 points, and this grade will be determined by your team members' rating of your performance.

Grading

Activity	Points Possible
Team Research Paper	100 points possible
Ethical Lens Inventory (ELI) Assignment	50 points possible
Introduction Discussion Assignment	20 points possible
Value Identification Exercise	20 points possible
Billing Bind Case Analysis	20 points possible
60 Minutes Baby Lab Assignment	20 points possible

Trolley and Context Assignment	20 points possible
Wells Fargo Vs Sears, Roebuck and Company Case Comparison	20 points possible
VW Case Analysis	20 points possible
Complete Paper Group Critique	10 points possible
Unit discussions	100 points possible (25 points per unit)
Total possible points	**400 points**

Final Grade Scale

Grades will be assigned according to each school's grading system. The following schedule gives you an idea of how the point totals correspond to grades.

Final Grades Letter Scale by Campus

Percentage	Consortium/UW-Parkside	UW-Oshkosh
93-100%	A	A
90-92.9%	A-	A-
87-89.9%	B+	B+

83-86.9%	B	B
80-82.9%	B-	B-
77-79.9%	C+	C+
73-76.9%	C	C
70-72.9%	C-	C
67-69.9%	D+	F
63-66.9%	D	F
60-62.9%	D-	F
0-59.9%	F	F

Late Work Policy

The UW MBA Consortium encourages a policy regarding late assignments, so here's mine: Research papers turned in late will be penalized at least one letter grade unless arrangements are made beforehand. I reserve some discretion in determining final course grades.

Consortium Excused Absence Policy

An absence will be considered excused or authorized according to the following institutional policies:

1. The student's home campus policy on excused absences will apply.
   - **UW – Oshkosh** ⤷ **(https://www.uwosh.edu/registrar/policies/attendance-policy)**
   - **UW – Parkside** ⤷ **(https://www.uwp.edu/learn/academiccatalog/2017-2019/policies.cfm)**

2. UW MBA Consortium students will follow the **[UW – Eau Claire Authorized Absence Policy.](https://www.uwec.edu/kb/article/class-attendance-and-authorized-absence-policies/#authorized-absences)** ⬈ **[(https://www.uwec.edu/kb/article/class-attendance-and-authorized-absence-policies/#authorized-absences)](https://www.uwec.edu/kb/article/class-attendance-and-authorized-absence-policies/#authorized-absences)**

If your absence falls into the excused absence category, please contact me as soon as possible. I may request that you provide documentation, and I may need time to make alternative assessments available to you.

Instructor Expectations

I typically visit the course site daily Monday-Friday. I often log in for a bit on Saturday and Sunday, but do not guarantee that I'll do so.

I strongly encourage you to post questions about course content or assignments to the course site rather than emailing me directly. Like you I get deluged with emails, and if you email me the message may get lost in the email blizzard. History suggests that you'll get a quicker response if you post your question(s) to the course site. By doing this you perform a service for the entire class. Depending on the day you post your question(s), you should get a response from me within 24 hours. That said, questions of a more personal nature should be emailed to me.

Barring unexpected emergencies, you should receive graded assignments within a week of the assignment due date.

If you haven't done so yet, please update your profile with your preferred name, and please "sign" your discussion posts so we know how to address each other.

Academic Conduct

To foster a productive learning environment, all students are required to accept and adhere to the Student Code of Conduct agreement in order to participate in this course.

Academic Integrity Policy

Academic dishonesty is not acceptable. The UW System subscribes to the definitions of academic dishonesty provided by the National Association of Student Personnel Administrators. These include:

- Cheating - Intentionally using or attempting to use unauthorized materials, information or study aids in any academic exercise.
- Fabrication - intentional and unauthorized falsification or invention of any information or citation in academic exercise.
- Plagiarism - intentionally or knowingly representing the words or ideas of another as your own in any academic exercise. Plagiarism is considered a form of theft and at the university is a serious violation. Penalties can range from a lowered grade to expulsion.

- Facilitating academic dishonesty - intentionally or knowingly helping or attempting to help another commit an act of academic fraud.
- Consulting resources to complete a graded course assessment other than those allowed in the assessment directions. If you are unsure what is considered as an authorized resource, consult with your instructor.

All quotes and direct references (in papers or otherwise) must include citations. I am pretty flexible on referencing format, but I know that American Psychological Association (APA) is something of a default for a lot of folks among faculty and students in the program.

Any investigation into any form of academic misconduct will result in a report to the dean of students and in student academic disciplinary sanctions as established by the UW System Board of Regents (**UWS Chapter 14** ⮡ **(https://docs.legis.wisconsin.gov/code/admin_code/uws/14.pdf)**). Disciplinary procedures from the student's home campus dictate the disciplinary action against students who engage in academic misconduct.

Accommodation for Students with Disabilities

In order to ensure that all of our students have equitable access to our online course materials, we strive to meet the guidelines set by Section 508 of the Rehabilitation Act, which requires the public to provide reasonable accommodations to individuals with disabilities when posting web-based materials. Canvas is **compliant with W3C's Web Accessibility Initiative** ⮡ **(https://community.canvaslms.com/docs/DOC-2061-accessibility-within-canvas)** and with **Section 508** ⮡ **(https://www.section508.gov/)** guidelines. Additionally, Canvas was certified as a **substantially conformant LMS** ⮡ **(https://webaim.org/services/certification/canvas)** by WebAIM, a third-party authority in web accessibility. If you find that course materials are not posted in a format that meets your needs, or you need testing accommodations, please contact Online Course Support at **BIZHelp@uwec.edu (mailto:bizhelp@uwec.edu)** and we will work with you to find a reasonable accommodation.

Course-Related Links

To learn more about business ethics and organizational social responsibility, review the following Web sites:

- **Ethics Resource Center** ⮡ **(http://www.ethics.org/)**
- **Business Ethics Magazine** ⮡ **(http://www.business-ethics.com/)**
- **Markula Center for Applied Ethics** ⮡ **(http://www.scu.edu/ethics/)**
- **Business and Sustainable Development** ⮡ **(http://www.bsdglobal.com/)**
- **Corporate Governance** ⮡ **(http://www.corpgov.net/)**
- **The Aspen Institute Business and Society Program** ⮡ **(http://www.aspeninstitute.org/policy-work/business-society)**
- **Giving Voice to Values** ⮡ **(http://givingvoicetovalues.org/)**

Course Summary:

Date	Details	Due
Mon Mar 27, 2023	📅 **Complete the Student Code of Conduct** (https://uws.instructure.com/calendar?event_id=1255662&include_contexts=course_539643)	12am
	📄 **1.1 | Unit 1 Overview**	to do: 11:59pm
	🗨 **1.3 | Introduction Discussion Assignment** (https://uws.instructure.com/courses/539643/assignments/5434142)	due by 11:59pm
Wed Mar 29, 2023	📝 **1.4 | Ethical Lens Inventory (ELI) Assignment** (https://uws.instructure.com/courses/539643/assignments/5434143)	due by 11:59pm
Thu Mar 30, 2023	📝 **1.5 | Value Identification Exercise** (https://uws.instructure.com/courses/539643/assignments/5434144)	due by 11:59pm
	🗨 **1.6 | Unit 1 Discussion** (https://uws.instructure.com/courses/539643/assignments/5434141)	due by 11:59pm
Mon Apr 3, 2023	📄 **1.6a | Unit 1 Discussion Response**	to do: 11:59pm
Tue Apr 4, 2023	📄 **2.1 | Unit 2 Overview**	to do: 11:59pm
Fri Apr 7, 2023	📝 **2.6 | Billing Bind Case Analysis** (https://uws.instructure.com/courses/539643/assignments/5434145)	due by 11:59pm
Mon Apr 10, 2023	📝 **2.7 | 60 Minutes Baby Lab Assignment** (https://uws.instructure.com/courses/539643/assignments/5434146)	due by 11:59pm
	🗨 **2.8 | Unit 2 Discussion** (https://uws.instructure.com/courses/539643/assignments/5434140)	due by 11:59pm
Sun Apr 16, 2023	📄 **2.8a | Unit 2 Discussion Response**	to do: 11:59pm

Date	Details	Due
Mon Apr 17, 2023	📄 **3.1	Unit 3 Overview**	to do: 11:59pm
	📝 **2.9	Research Paper Topics** (https://uws.instructure.com/courses/539643/assignments/5434147)	due by 11:59pm
Fri Apr 21, 2023	📝 **3.3	The Trolley and Context Assignment** (https://uws.instructure.com/courses/539643/assignments/5434148)	due by 11:59pm
	📄 **Midterm Course Evaluation**	to do: 11:59pm
Mon Apr 24, 2023	📝 **3.4	Wells Fargo Vs Sears, Roebuck and Company Case Comparison** (https://uws.instructure.com/courses/539643/assignments/5434149)	due by 11:59pm
	💬 **3.5	Unit 3 Discussion** (https://uws.instructure.com/courses/539643/assignments/5434139)	due by 11:59pm
Sun Apr 30, 2023	📄 **3.5a	Unit 3 Discussion Response**	to do: 11:59pm
Mon May 1, 2023	📄 **4.1	Unit 4 Overview**	to do: 11:59pm
Fri May 5, 2023	📝 **4.3	Volkswagen Case Analysis** (https://uws.instructure.com/courses/539643/assignments/5434150)	due by 11:59pm
	💬 **4.5	Unit 4 Discussion** (https://uws.instructure.com/courses/539643/assignments/5434138)	due by 11:59pm
Fri May 12, 2023	📄 **4.5a	Unit 4 Discussion Response**	to do: 11:59pm
	📝 **4.7	Completed Team Research Papers** (https://uws.instructure.com/courses/539643/assignments/5434152)	due by 11:59pm
	📝 **4.8	Paper Group Critique** (https://uws.instructure.com/courses/539643/assignments/5434153)	due by 11:59pm
	📄 **Final Course Evaluation**	to do: 11:59pm

Date	Details	Due
	📝 **Final Grade** **(https://uws.instructure.com/courses/539643/assignments/5434154)**	

📝 **Final Grade**

(https://uws.instructure.com/courses/539643/assignments/5434154)