INSTRUCTOR: William W. Sannwald

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Note: The following prerequisite must be met: Business Administration 651.

1. COURSE AND STUDENT LEARNING OBJECTIVES

Ethics of various issues in business, including social responsibility, environmental protection, privacy, individual rights, occupational safety and health, product liability, equality of opportunity, and the morality of capitalism.

After completing the course, you should be able to:

• Explain the philosophical arguments for and criticisms of 4-6 ethical theories. This may be measured by exam questions and/or classroom discussion.
• Apply 4-6 ethical theories to current business situations. This may be measured by essay exam questions, classroom discussion, or case analysis.
• Discern ethical content in current business news. This may be measured by providing pertinent news items for class discussion.

2. TEXTS AND WEB RESOURCE SITES


WEB Site for practice exams:
http://highered.mcgraw-hill.com/sites/0073524697/information_center_view0/


Also visit the McGraw Hill WEB site at www.mhcls.com/online/ for updates.

Black Board has the 6 ethical theories that you should use in making decisions in your cases and presentations

Three good WEB sources for business ethics that may be useful for your case presentation are the Corporate Responsibility Site, the Business Ethics Forum, the Complete Guide to Ethics Management, and An Ethics Toolkit for Managers:

http://www.thecro.com/index.php
http://www.managementlogs.com/business_ethics.html
http://www.managementhelp.org/ethics/ethxgde.htm
3. **GRADES:** Your scores on the following assignments will determine your grade:

- Individual Ethics Presentation; 1%. (Credit/No Credit)
- Written Case; 30%
- **ETHICAL TOPICS** Presentation; 4% (Credit/No Credit)
- Class Participation; 5%
- Team Case Presentation; 30%
- Exam; 30% from the *Ghillyer text*

**3.1. Grade Standards are as follows:**

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<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A</td>
<td>95 &amp; above</td>
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<tr>
<td>B</td>
<td>84 - 86</td>
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<tr>
<td>C</td>
<td>70- 78</td>
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<tr>
<td>D</td>
<td>60 - 69</td>
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</tbody>
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**3.2.** All grades will be used to distinguish levels of academic achievement. The grade for average graduate achievement in the management department is a “B” to a “B+”.

**3.3.** Out of fairness to other students, no one will be allowed “in and out” privileges during exams (i.e., no leaving the room and returning to continue working on the exam).

**3.4.** Please bring a desktop nametag (like an Avery Tent Card) to class. Print your name in large letters so that everyone in class will know who you are.

**4. Ghillyer, Business Ethics, a Real life Approach**

Please read the assigned materials before you come to class and be prepared to discuss the chapters. Each Chapter has a **Frontline Focus,** and **Discussion Exercises** that we will discuss in class, as well as small group activities. Reading the materials before we meet is critical for your success and understanding of managerial ethics.

We will discuss the material in the chapter during class. Questions from the *Ghillyer* text will be the source for the questions on the final exam.

**5. INDIVIDUAL ETHICS PRESENTATION:**

The purpose of this exercise is to allow you to present a personal ethical situation, and how it impacted your life. It will also give you an opportunity to gain experience in making a presentation to the class before your graded work begins, as well as to get to know your fellow classmates at an early point in the session.

Describe a work or personal situation in which you found yourself torn between behaving in an ethical and unethical manner. Please describe:

- Why did you consider the situation to be an ethical issue?
- What forces pulled you in each direction?
• What did you finally do?
• What might have led you to behave differently?
• What did you learn from the experience?
• Your presentation should take 5 minutes or less
• Please provide a one-page, double-spaced typed summary of your presentation

6. Individual Written Case

Cases are included in a case pack from Montezuma Publishing. You are required to submit one written case from the cases assigned in the schedule. Cases are due on the night that they will be discussed in class. Five cases will be discussed: and if your last name begins with an A to M, you must select one of the first three cases; if your last name begins with N to Z you must select one of the last three cases. In preparing your written case:

• Completely answer the questions at the end of the case
• Your case should be double spaced and not longer than 8 pages
• You may use bullet points and an outline form
• If you use outside sources, please cite them in a bibliography at the end of the case.
• The bibliography and any appendices may be in addition to the 8 page limit
• Each case is different, but you might want to ask these questions:
  - What are the most important ethical issues discussed in the case?
  - Why is it an ethical issue?
  - Why is the issue important now?
  - Who are the stakeholders, and are there conflicting stakeholder interests?
  - What ethical theories should be considered? Do any of the ethical theories conflict with other theories? For example, would the solution you suggest be different if you used Utilitarianism vs. Justice?
  - What are the short term and long term implications of the issue?
  - What would you recommend to resolve the issue and why?
  - What are the consequences of what you recommend for all the stakeholders?
  - How will you implement your case and who is responsible for the implementation?

• Please review and use the rubric on BB in writing your case - the most successful case papers typically organize based on the rubric
7. INDIVIDUAL ORAL PRESENTATION

- The purpose of this assignment is to allow you to evaluate a current issue in business ethics by presenting a discourse about the issue, and writing an essay on what the issue means to you. It is a credit/no credit assignment
- Please complete and turn in the Individual Topic Evaluation Rubric
- I have selected a variety of topics, and you will select one of the topics
- Your presentation should be approximately 7-10 minutes long and you should discuss what the issue means to you, and why it matters
- Using Power Point or other presentation software is recommended

8. TEAM CASE PRESENTATION

The purpose of this assignment is to allow you to work together as a team to analyze a contemporary social and/or ethical issue, and present a recommendation. At the first class session, you are to form teams of approximately three to four people, and select one of the case topics on BB under Course Documents. You may select another ethical topic with permission of your professor.

In analyzing the issue, use concepts and methods from the Ghillyer text, the WEB sites above, as well as information that you obtained through your research. The following guidelines may help in your analysis, but don’t use the suggestions as a rigid formula. Each question is intended to bring out information that may be helpful in analyzing and solving the case.

- What are the central facts of the case and assumptions you are making on the basis of the facts?
- What are the major overriding ethical issue(s) in the case?
- What sub-issues or related issues are present in the case that merit consideration and discussion?
- Who are the stakeholders in this case, and what are their stakes? Create a stakeholder analysis and map if useful. What challenges/threats/opportunities do these stakeholders pose?
- What economic/legal/philanthropic responsibilities does the organization have, and what is the nature of the responsibility?
- If the case involves an organization’s actions, evaluate what the organization did or did not do in handling the issue affecting it?
- What are the global implications of the issue?
- What recommendations would you make in this case? If an organization’s strategies or actions are involved, should the organization have acted in the way it did? What actions should the organization take now, and why? Be as specific as possible, and include a discussion of alternatives you have considered but decided not to pursue. Mention and discuss any important implementation considerations
• Include a discussion of how your analysis and recommendation(s) fit into one of the six ethical theories listed in course documents on Blackboard

**The following guidelines should be used in your team case presentation:**

• Presentations should last approximately 40 minutes

• Your case presentation should be interesting, informative, relevant and in good taste

• Creativity and good communications skills are vital to your success

• Paper case summaries are due on the evening that your team makes its presentation

• Paper summaries should be 2 typed, double spaced pages with a 1-page bibliography, and are an abstract of your team presentation

• The bibliography should have 20 references, with only 10 from the Internet

• Good grammar, spelling and interesting writing styles do count

• Bullet point presentations are acceptable

• Your instructor may retain your paper and if you want a copy, please make one before you hand in the paper
  
  • Please submit an electronic copy of any PP slides to your instructor before making your presentation
  
  • If you wish to give your instructor permission to use your PP slides or paper as a sample for future classes, please attach a letter or email from all the team members granting this permission

**Use the rubric on BB as a guide for both your written summary and your presentation.**

9. **EXAM**

Exam questions will come from the Ghillyer book, and the exam will be curved with the highest grade in the class resulting in a score of 100%, and other grades adjusted based on the curve.

10. **CLASS PARTICIPATION**

Your class participation is graded during discussions of cases, readings, and lectures. Participation is **not** graded during student presentations and evaluation is based on a combination of frequency and quality of comments. Please note that merely being present in class does not result in any participation points. Good comments need not be long in duration, but should introduce **new** viewpoints to the class discussion.

Before the end of the session, I will ask you to **grade yourself** on class participation and provide justification for your grade, and you may want to keep track of your contributions during the term. You will find a **Self Evaluation Form** on Blackboard under Course Documents, which is due along with an electronic photo the week
before the final exam. If in my opinion you overrate your performance, I will reduce your grade.

11. SEMINAR POLICIES

   a. Students are expected to behave like considerate, mature human beings
   b. Laptops, phones, iPads, etc. must not be used in class unless they are part of your presentation
   c. All reading materials are to be read before they are due to be discussed. Sufficient preparation is a commitment made by each student when he/she chooses to take this seminar, and therefore I feel comfortable calling on anyone to discuss readings and cases. If you have not been able to prepare, please let me know at the beginning of the class
   d. Please check Blackboard for announcements and seminar information. You may wish to communicate with other students through Blackboard
   e. All written assignments should be typewritten and professional in appearance (including being spell-checked). No email submissions of written work in place of typed reports will be accepted
   f. Please arrive on time. Note that student presentations will start on time even if all team members are not present
   g. I take an extreme view of plagiarism and other forms of cheating, especially in an ethics class. Therefore, pay close attention to the following guidelines:
      • In general, collaboration of all kinds is very much encouraged
      • Use of references with attribution is highly encouraged
      • Joint preparation of the individual written cases is encouraged. However, any writing of cases should be done individually
      • Cheating/plagiarism in any form is a grave offense. It will not be tolerated, and evidence of cheating/plagiarism by a student will result in an automatic “F” as that student’s grade for the seminar. For the University’s formal definition and discussion of plagiarism, refer to the Bulletin of the Graduate Division
## 12. CLASS SCHEDULE (may change based on a number of variables)

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<tr>
<td>1</td>
<td>07-08</td>
<td>Introduction</td>
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<td><em>Ghillyer</em> – Chapter 5</td>
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<td><em>Ghillyer</em> – Chapter 7</td>
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<td>08-05</td>
<td>Exam – Chapters 1 – 10 <em>Ghillyer</em> Book</td>
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