

**BUSINESS ETHICS – BUAD 210**  
**Spring 2019 – Dr. Grant J. Rozeboom**

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**GOALS:** The main goal of this course is to prepare you for articulating and enacting your core moral values in common business contexts. We all tacitly rely on moral values, but what are they, at bottom? And how should they shape our thinking in different business roles and situations? This class will equip you to better articulate what your key moral values are, to figure out how they apply to the sorts of issues you're likely to encounter in the business world, and to creatively generate options that promote your values. This is preparation for *moral integrity* in your business life.

These goals figure into the larger effort of the Donald J. Schneider School of Business and Economics to develop ethical business leaders through a challenging and engaging educational experience in the Catholic, liberal arts tradition. Here, "ethical" means that you recognize and acknowledge ethical issues and possess the confidence necessary to make ethical business decisions. Our use of texts/materials from the liberal arts tradition will be directed towards enhancing these ethical decision-making abilities.

**OUTCOMES:** We will pursue our goals with an eye to the following outcomes:

- Articulation of Values: You will be able to clearly articulate your core moral values using the moral theories we study in class, in both writing and verbal discussion.
- Recognition of Challenges & Opportunities: You will be able to analyze a wide range of business-related cases that raise issues of *trust, honesty, conflicts of interest, situationism and character, and social responsibility and justice* by clearly and thoroughly explaining, in both writing and verbal discussion, how your moral values might be challenged or promoted in these cases.
- Exploration of Options: You will be able to identify the morally relevant aspects of challenging business situations and, on this basis, creatively generate some potential responses to these situations that best promote your values.
- Analytical Thinking, Writing, and Discussion: The above outcomes will entail sharpening many of your thinking, writing, and discussion skills, which will be evaluated using rubrics available on our Google Classroom site.

**COURSE REQUIREMENTS:** To achieve the goals of this course, you will need to write focused, values-based essays and conduct professional, values-based conversations. You also will need to actively contribute to class discussions and activities on the basis of carefully studying the assigned materials. In-class contributions will sometimes include short written reflections that must be turned in for credit. Here are the specifics:

- Values-Based Essays: You will compose two reflective essays geared toward preparing you for engaging in values-based conversations (see below). In each essay, you will identify and explain a specific moral challenge in a business context, articulate your pertinent core values, and propose a values-based response to the challenge. A rubric for these essays is on Google Classroom.
- Values-Based Conversations: You will lead two values-based conversations in which you take the perspective of an employee or manager in two of the cases we discuss in class. The conversations will take place during ten-minute meetings with me, during which I will pose questions related to the case and your values. You will submit a short write-up for each conversation, and the conversations will be evaluated using a rubric available on Google Classroom.
- Visitor Questions and Write-Up: In the last week of class, we will have a visitor from the local business community. Prior to the visit, you will turn in a set of questions and accompanying explanations that will inform our class discussion with the visitor. Following the visit, you will compose an essay analyzing the visitor's approach to a specific moral challenge they discussed.
- Class Contributions: In order for you and your peers to succeed in this course, you will need to actively contribute to each class. This normally will require participating in large- and small-group discussions, sharing your reflections about readings and other course materials (sometimes by turning in answers to reading questions), and completing short in-class writing exercises.

**GRADING INFORMATION:** Your grade will be determined by how well you satisfy the course requirements, with 20% of your grade coming from the Values-Based Essays (10% each), 40% from the Value-Based Conversations (15% from the first, 25% from the second), 5% from the Visitor Questions, 15% from the Visitor Write-Up, and 20% from your Class Contributions. Some further grading details and policies:

- Grading Scale: A = 93%-100%, AB = 88%-92%, B = 83%-87%, BC = 79%-82%, C = 74%-78%, CD = 70%-73%, D = 65%-69%, F = 0%-64%
- Late/Re-Do Policy: You are expected to complete all of your coursework on time. Late work will receive a grade reduction, and some assignments will receive no credit if they are late. But life is hard, and so for one (and only one) of your values-based essays or conversations, you can re-do it for no penalty. You must complete the re-do within one week of the original deadline.

If you encounter a personal emergency/illness or feel that your St. Norbert-sanctioned activity (concerts, sporting events, etc.) requires you to turn complete an assignment late, you must let me know at least 24 hours in advance (in the case of participating in St. Norbert activities) or within 24 hours following the deadline (in the case of a personal emergency or illness). I will let you know if and to what extent your circumstances warrant avoiding the late penalty.

- **Attendance, Punctuality, & Technology:** You are expected to actively contribute to each class meeting. That being said, life is hard, and so you can miss one (and only one) class without a grading penalty (but not the visitor interview). *All other unexcused absences will lower your total Class Contributions grade by 20%.* Keep in mind that being on time matters, because it's a part of respecting one another. Showing up for class late will negatively impact your grade.

Staying engaged matters, because it's a part of respecting yourself and one another. So, *using your computer (cell phone, etc.) in class for things other than notes, in-class activities, and course readings will be counted as an absence.*

If you encounter a personal emergency/illness or feel that your St. Norbert-sanctioned activity (concerts, sporting events, etc.) requires you to miss or be late to a class, you must let me know in person or by email at least 24 hours in advance (in the case of St. Norbert activities) or within 24 hours following the missed class (in the case of a personal emergency or illness) in order to avoid lowering your Class Contributions grade. I will let you know if and to what extent your circumstances warrant avoiding a lowered grade.

**ACADEMIC ACCOMMODATIONS:** In keeping with the St. Norbert College mission to help students develop their full potential, and in compliance with the Americans with Disabilities Act, the College provides supportive services to students with disabilities. For inquiries and further details, please visit the Academic Support Services office located in Todd Wehr Hall Room 211 or contact the Director of Academic Support Services (403-1326), or visit: <http://www.snc.edu/academicsupport/accommodation>

**ACADEMIC HONESTY:** You are expected to adhere to the College's academic policies regarding academic integrity. Please refer to the "St. Norbert College Academic Honor Code" in *The Citizen* or see the Honor Code website for the text of the Honor Code process, procedures and penalties. For more information, see the link for *The Citizen* on the judicial affairs website ([www.snc.edu/judicialaffairs](http://www.snc.edu/judicialaffairs)) or contact the Honor Code Facilitator (403-3047) or the Assoc. Academic Dean's Office (403-4044).

**REQUIRED MATERIALS:** You must obtain *Honest Work: A Business Ethics Reader*, 3<sup>rd</sup> Edition (ISBN: 978-0199944200). Other materials will be on Google Classroom.

**SCHEDULE:** Note that the readings and assignments are listed with the class *by/before* which they need to be completed.

Class 1.1 (3/12): Using your moral values in business

- *Readings:* none, but bring your computer
- *Assignments:* Class 1.1 values-based reflection (in class)

Class 1.2 (3/14): What are your moral values? The Kantian Ideas

- *Readings:* Kant, *Groundwork*, pp. 37-42, 45-48
- *Assignments:* Kant Reading Guide

Class 2.1 (3/26): Upholding trust in business

- *Readings:* Blomqvist, “Faces of Trust”; cases: *Honest Work (HW)* 2.3 & KomTek
- *Assignments:* none (in-class group work on cases)

Class 2.2 (3/28): Rebuilding trust in business

- *Readings:* Pettit, “The Cunning of Trust”; *HW* Ch. 2 – Solomon & Flores
- *Assignments:* Values-Based Essay #1 (due 3/29)

Class 3.1 (4/4): How to be honest: disclosure

- *Readings:* Carson, “Deception and Withholding Information”; case – airline links
- *Assignments:* Airline Case Reading Guide

Class 4.1 (4/8-4/10): Values-Based Conversation #1

- *Readings:* none
- *Assignments:* write-up for Values-Based Conversation #1

Class 4.2 (4/11): Conflicts of interest: what are they, and why do we care?

- *Readings:* Davis, “Conflict of Interest”; case – “Medicine’s Middlemen”
- *Assignments:* none (in-class group work)

Class 5.1 (4/16): Situationism: the moral challenges of organizational life

- *Readings:* *HW* Ch. 3 – Aristotle; Harman, “Moral Philosophy/Moral Psychology”
- *Assignments:* none (in-class group work)

Class 5.2 (4/18): Articulating our values of justice in business

- *Readings:* Rawls, “Justice as Fairness”
- *Assignments:* Rawls Reading Guide

Class 6.1 (4/23): Applying our values of justice in business

- *Readings:* review Rawls, “Justice as Fairness”; article on *Hobby Lobby* case
- *Assignments:* Values-Based Essay #2 (due 4/26)

Class 6.2 (4/25): Visitor interview

- *Readings:* TBA
- *Assignments:* Visitor Interview Questions

Class 7.1 (4/30): Socially responsible corporate decision-making

- *Readings:* *HW* Ch. 6 – Friedman, Freeman; Smith, “Debate”; case – FV Foods
- *Assignments:* none (in-class group work)

Class 7.2 (5/1-5/3): Values-Based Conversation #2

- *Readings:* none
- *Assignments:* Conversation #2 write-up; Visitor Write-Up (due 5/7)