

Course: BUS 447, Section 4 (Business Ethics)

Semester: Spring 2022

Instructor: Dr. In-Ki Joo

Meeting Time: Thursday 10:30 am – 1:20 pm

Location: A 117

Instructor Contact Information: inki.joo@sunykorea.ac.kr

Instructor Office Hours: Thursday 1:30 om – 3:30 pm (or by appointment)

Course Description: This course will study business ethics through practical cases that most people will encounter during the course of their careers. Through this study, students are expected to learn to develop their perspectives about ethics. They will also think about the ethical dilemma managers will face in organizations and how they might solve them. We will also examine how managers can influence employees' behavior and corporate culture through ethical leadership. The discussion includes Corporate Social Responsibility and International Business Ethics.

Course Overview: This course is structured with lectures, case studies, exercises, and presentations. The purpose of this course is to enable you to understand the importance of ethics not only in individual daily life but also in professional life. By proactively thinking about ethical dilemmas you may encounter in your business life, you will be prepared to be a competent and honorable professional from a long-term perspective.

Required Texts & Other Course Materials

Course Textbook: "Managing Business Ethics" 7th Edition, authored by Linda K. Trevino & Katherine A. Nelson. Wiley Custom.

Readings: (1) "Principles" authored by Ray Dalio. Simon & Schuster (2) "Skin in the Game" authored by Nassim Nicholas Taleb. Random House. (3) "No Rules" authored by Reed Hastings & Erin Meyer

Blackboard: All assigned chapters and homework will be posted on Blackboard.

Note: You must read the assigned material thoroughly *before* class.

Student Learning Outcomes

College of Business Program Learning Goals and Objectives

ETHICS

GOAL: Students will recognize the ethical issues and corporate social responsibilities of an organization

Objective: Identify ethical and corporate social responsibility issues in organizations

Objective: Recommend a solution to ethical and corporate social responsibility issues

CRITICAL THINKING AND ANALYSIS

GOAL: Students will demonstrate the ability to think critically and to support decisions using analytical methods

Objective: Think critically

Objective: Use analytical methods to support decision making

COMMUNICATION SKILLS

GOAL: Students will demonstrate the ability to communicate effectively and efficiently

Objective: Produce well-written documents

Objective: Deliver effective presentations

Course-Specific Learning Outcomes

This course is designed to provide you with the knowledge and skills to do the following.

1. Express and understand ethical approaches and values as related to the business enterprise.
2. Recognize ethical issues in business and ethical responsibilities of business.
3. Analyze ethical dilemmas applied to Business Ethics, including the relationship between business and society, accountability, human rights, business-stakeholder interactions, and ethics in the workforce.
4. Understand your values, motives, and moral philosophy.

Course Structure (Weekly Schedule)

Each week there will be a major theme or topic (e.g., corporate social responsibility, whistleblowing). Most weeks will have the following structure:

A typical three-hour class meeting will be divided into the first half class (75 minutes) and the second half class (75 minutes). The first half will feature a combination of lecture and Discussion Questions at the end of each chapter, which will cover key concepts relevant to the topic of the assigned chapter. This session will provide the foundation for a lively and

productive discussion of the case for the second-class.

How to Prepare: Before class, you should read the assigned chapter so that you are prepared to contribute to the class discussion. Be prepared to summarize the critical points of the assigned chapter and discuss how the concepts and issues covered in the readings might apply to your future professional career.

The second half (75 minutes): During the second- half class meeting, we will analyze a case. The case of the week will typically draw on concepts reviewed during the first half class or, last week class meeting.

How to Prepare: You should come to class prepared to summarize the key points of the case and to contribute to the case analysis. As you complete the readings beforehand, ask yourself:

- What is the main ethical issue?
- What are the fundamental concepts/principles, and how do they relate to the concepts covered in the first half class (or during other classes).
- How does this matter for the individual, organization, and market?
- What are the implications for the kinds of challenges I may face in my career?

Course Requirements & Grading Information

Your final grade in this course will be calculated out of a total of **100 points** and will be based on the following components:

25 points (25%) Class Participation

25 points (25%) Short Case Notes

25 Points (25%) homework on Discussion Questions

15 Points (15%) Group presentation

5 points (5%) Professional Values Statement Part 1 (Due March 10)

5 points (5%) Professional Values Statement Part 2 (Due June 2)

Grading Policies

Each assignment has a specific due date. For many assignments (e.g., case notes), this will be **before class** on the day the assignment is due. The penalties for submitting an assignment late vary by assignment (e.g., late case notes will receive 1 point, as described below).

Your final grade will be based on a **100-point scale**, with letter grades being assigned using the following breakdown:

A = 94-100
A- = 90-93.99
B+ = 86-89.99
B = 83-85.99
B- = 80-82.99
C+ = 76-79.99
C = 73-75.99
C- = 70-72.99
D+ = 66-69.99
D = 63-65.99
F = 62.99 or below

Class Participation

A major component of this course is your active engagement in class. Your participation grade is based on your level of productive participation in class discussion. You should be prepared to share your ideas and listen to and interpret the issues presented by others. Comments or questions that lead a discussion in productive directions and/or relate the cases to the background readings will be particularly valued.

Please carefully review the readings/cases that are assigned for each class session. Most participation will be voluntary; however, in order to ensure that everyone has the opportunity to be involved, individuals may occasionally be "cold-called" upon.

Quality discussion comments possess one or more of the following features:

- Offer a relevant perspective on the issue
- Provide thoughtful analysis
- Apply the theory and concepts offered in the readings and lectures to real-world examples/scenarios.
- Provide insights that build on previous contributions (i.e., avoid repeating points already made by others)

Grading of Class Participation

To provide you with feedback on your participation before the end of the semester, your participation grade is divided into two parts: a grade for the first half of the semester (weeks 1 through 7) and a grade for the second half of the semester (weeks 8 through 14). Each grade is a single, holistic grade (i.e., you will not receive a grade for each class session).

Participation grades will be based on the following framework (provided as a rough guideline only). Additional points may be deducted for disrupting class (arriving late, using phones, laptops, etc.). The below guidelines represent major benchmarks.

Note: You cannot contribute to discussions if you do not attend class. This means that it is not possible to receive a passing score (i.e., higher than 7.8) if you do not attend class.

- **11.8 - 12.5 (94.4%-100%)** = Volunteered frequently in **all** (or nearly all) classes and provided substantive contributions.
- **11.3 - 11.7 (90.4% - 93.6%)** = Volunteered substantive comments/answers/questions during **most**, but not all, discussions.
- **10.8 – 11.2 (86.4% - 89.6%)** = Volunteered substantive comments/answers/questions during **some**, but not most, discussions.
- **10.7 (85.6%)** = Listened attentively but rarely responded with substantive contributions.
- **10 – 10.6 (80% - 84.8%)** = Was a participant—as a listener or a vocal contributor—for only some of class discussions.
- **7.9– 9.9 (63.2% - 79.2%)** = one of the following: (1) Was only a participant—as listener or vocal contributor—for a minority of class discussions, or (2) was inattentive or disrupted class (e.g., arrived late, used phone/laptop in disruptive ways).
- **0-7.8 (0% - 62.4%)** = Participated—as either an attentive listener or vocal contributor—in very few or no discussions (e.g., did not attend any classes).

Short Case Notes

We will read and analyze the short cases indicated in the syllabus below. To cultivate productive class discussion, you are required to submit case notes for **each case**.

For each case, your case notes should be between 100 and 200 words and should be submitted **before the start of the class period** when we are discussing that particular case. Case notes should include (a) your recommendation for how to address the primary ethical issue(s) raised in the case (e.g., What should the protagonist do? What can be done to prevent this problem in the future?), and (b) interesting points to discuss in class (e.g., connections to concepts covered in previous class discussions). Case notes should be submitted on the Blackboard site for the course. Case notes will be graded on the following 0-2 point scale.

- 0 = not submitted or submitted but you did not follow instructions (e.g., it is apparent that you did not read the case)
- 1 = submitted late or submitted on time but incomplete or inadequate.
- 2 = submitted on time and adequately meets the above requirements.

Homework on Discussion Questions

At the end of each lecture, the instructor will select two or three questions from the Discussion Questions at the end of each chapter. Your answer to each question should be between 50 and 100 words and should be submitted before the start of the class when we are discussing that particular questions.

The way of grading is the same as that of short case notes.

Professional Values Statement Part 1 (Due March 10)

In 250-500 words, describe your future professional self. Here are some questions to help guide your statement.

- What type of position/job do you envision holding?
- What are the principles and values that will guide your professional conduct?
- What does "professional responsibility" mean to you? Are there any principles or ideals that you can commit to now?
- Are there any professional role models you would like to emulate?

If you follow instructions and submit this assignment on time, you will receive full credit (5 points). If you submit the assignment late, you will receive 2.5 points (if you follow instructions).

Submit this assignment on Blackboard.

Group Presentation (slides due one week before the presentation day)

Groups will consist of 4-6 students and will be assigned (by the instructor, randomly) via Blackboard. Each group will be assigned to one of the four topics described in the syllabus for presentation. In your group, you will apply concepts from class to analyze a challenge or dilemma that a company is facing. As a group, you will present your analysis and recommendations to the class. Your group's presentation will receive **a single group grade**, which will be each student's grade on this assignment (unless a student is penalized for failing to contribute sufficiently to the project).

Details on the group presentation will be posted to the Blackboard website.

Professional Values Statement Part 2 (due June 2)

This is a follow-up to Part 1 of your professional values statement. In 250-500 words, answer the following questions: Given what you have learned in this course, what challenges might you face in trying to act in accordance with the ideals you described in Part 1? How might you use the principles and concepts covered in the course to overcome these challenges? For example, how will you avoid the various ethical traps and psychological biases that could cause you to violate your own stated values and ideals?

If you follow instructions and submit this assignment on time, you will receive full credit (5 points). If you submit the assignment late, you will receive 2.5 points (if you follow instructions).

Submit this assignment on Blackboard.

Academic Integrity

Each student must pursue his or her educational goals honestly and be personally accountable for all submitted work. Representing another person's work as your own is always wrong. Faculty is required to report any suspected instances of academic dishonesty to the Academic Judiciary. For more comprehensive information on academic integrity, including categories of academic dishonesty, please refer to the academic judiciary website at <http://www.stonybrook.edu/uaa/academicjudiciary/>

Academic Dishonesty

The College of Business regards any act of academic dishonesty as a major violation punishable by severe penalties, including dismissal from the University. University policy requires that instructors and GAs and TAs report all suspected cases of academic dishonesty to the appropriate Academic Judiciary Committee, which is empowered to take strong action against violators. Under no circumstances will the College of Business permit cheating of any kind. Many activities constitute academic dishonesty. The following list is not inclusive, only suggestive:

- Cheating on exams or assignments by the use of books, electronic devices, notes, or other aids when these are not permitted, or by copying from another student.
- Collusion: two or more students are helping one another on an exam or assignment when it is not permitted.
- Ringers: taking an exam for someone else, or permitting someone else to take one's exam. Submitting the same paper in more than one course without the permission of the instructors.
- Plagiarizing: copying someone else's writing or paraphrasing it too closely, even if it constitutes only some of your written assignments.
- Submitting the same paper in more than one course without the approval of the instructors.
- Falsifying documents or records related to credit, grades, status (e.g., adds and drops, P/NC grading), or other academic matters.
- Altering an exam or paper after it has been graded in order to request a grade change.
- Stealing, concealing, destroying, or inappropriately modifying classroom or other instructional material, such as posted exams, library materials, laboratory supplies, or computer programs.
- Preventing relevant material from being subjected to academic evaluation.

Americans with Disabilities Act

If you have a physical, psychological, medical, or learning disability that may impact your course

work, please contact Disability Support Services at (631) 632-6748. They will determine with you what accommodations are necessary and appropriate. All information and documentation are confidential.

Students who require assistance during emergency evacuation are encouraged to discuss their needs with their professors and Disability Support Services. For procedures and information go to the following website: <http://www.sunysb.edu/ehs/fire/disabilities.shtml>

Critical Incident Management

Stony Brook University expects students to respect the rights, privileges, and property of other people. Faculty are required to report to the Office of Judicial Affairs any disruptive behavior that interrupts their ability to teach, compromises the safety of the learning environment, or inhibits students' ability to learn. Faculty in the HSC Schools and the School of Medicine are required to follow their school-specific procedures.

Blackboard

You can access class information on-line at <http://blackboard.sunysb.edu>. If you have used Stony Brook's Blackboard system previously, your login information (Username and Password) has not changed. If you have never used Stony Brook's Blackboard system, your initial password is your SOLAR ID#, and your username is the same as your Stony Brook (sparky) username, which is generally your first initial and the first seven letters of your last name.

If you are having trouble logging into Blackboard, you will need to log into [SOLAR](#) to verify your **Net ID username & set your Net ID Security Question and Password**. For more information, visit: <http://clientsupport.stonybrook.edu/> If you are a student and continue to have a problem logging into Blackboard, you will need to bring photo ID to either the Melville Library SINC Site Room S1460 or the Union SINC Site Room 080 and speak to a Blackboard Administrator from Saturday - Friday from 9 am - 5 pm.

Policy on Collaboration

Students are encouraged to collaborate in preparing for class discussions. However, the written assignments should be undertaken by students individually and reflect entirely on their own work.

Class Schedule and Assignments

Week	Date	Topic	Reading	Assignment (Due at the beginning of class)
1	2/24	Introduction		
		Straight Talk about managing Business Ethics	Ch 1	
2	3/3	Ch1 Discussion Questions		Question 3,4,5,7,9,10
		Deciding What's Right: A Prescriptive Approach	Ch 2	
3	3/10	Ch2 Discussion Questions Group Discussion: Short Case (p70)		Question 3,5,6,7,8,9
		Deciding What's Right: A Psychological Approach	Ch 3	
4	3/17	Ch3 Discussion Questions Group Discussion: Short Case (p109)		Question 1,2,3,5,7,10
		Addressing Individuals' Common Ethical Problems	Ch 4	
5	3/24	Ch4 Discussion Questions Group Discussion: Short Case (p152)		Question 1,6,7,10,12,14
		Ethics as Organizational Culture	Ch 5	
6	3/31	Group Discussion: Short Case (pp206-213)		Short Case (pp206-213)
		Managing Ethics as Legal Compliance	Ch 6	
7	4/7	Ch6 Discussion Questions Group Discussion: Short Case (p252-253)		Question 3,4,7,10,14
		Managing for Ethical Conduct	Ch 7	
8	4/14	Ch 7 Discussion Questions Group Discussion: Short Case (p291-292)	Ch 7	Question 1,2,4,5
		Group presentation 1		Pinto Fires Case by Dennis A. Gioia pp.65-69 pp.99-104
9	4/21	Group presentation 2		Sears, Roebuck, and Co.: The Auto Center Scandal pp.289-291
		Ethical Problems of Managers	Ch 8	
10	4/28	Ch8 Discussion Questions Group Discussion: Short Case (p323-324)		Question 3,5,6,7,9,10
		Corporate Social Responsibility	Ch 9	
11	5/12	Ch9 Discussion Questions Group Discussion: Short Case (p357)		Question 1, 5, 6,7
		Ethical Problems of Organizations	Ch 10	
12	5/19	Ch10 Discussion Questions Group Discussion: Short Case (p392-394)		Question 1,2,3 Product Safety
		Managing for Ethics and Social Responsibility in a Global Environment	Ch 11	
13	5/26	Ch11 Discussion Questions Group Discussion: Short Case (p433)		Question 1,2,3
		Group presentation 3		Merck and River Blindness pp.355-357
14	6/2	Group presentation 4		Selling Medical Ultrasound Technology

				in Asia pp.433 436
		Review and Q&A session		
15	6/9	TBA		
		Final Exam		

The above schedule will be closely followed but is subject to change at the discretion of the instructor.