

CUMBERLAND COUNTY COLLEGE

Course: BU 121: Introduction to Business Ethics

Credits: 3

Prerequisites: RD 100, EN 060

Description

This course highlights the importance of business ethics. It examines issues and perspectives of right and wrong in American business through case studies; defines the criteria for ethical leadership and the decision making process; and illustrates methods to implement business ethics in a global community.

Learning Outcomes

At the completion of this course, students should be able to:

- Define ethics in terms of the principles, norms, and standards of conduct governing an individual or group.
- Apply the 8 step process to ethical decision making
- Define the ethical problems or organizations as it relates to consumers, employees, shareholders and communities.
- Evaluate the need for legal compliance within an organization
- Describe the importance of ethical leadership and a sound ethical culture.

Topical Outline

- The Importance of Business Ethics
- Stakeholder Relationships, Social Responsibility, and Corporate Governance
- Emerging Business Ethics Issues
- The Institutionalization of Business Ethics
- Ethical Decision Making
- Individual Factors: Moral Philosophies and Values
- Organizational Factors: The Role of Ethical Culture and Relationships
- Developing an Effective Ethics Program
- Managing and Controlling Ethics Programs
- Globalization of Ethical Decision Making
- Ethical Leadership
- Sustainability: Ethical and Social Responsibility Dimensions

Text: Ferrell, E.C., Fraedrich, John, Ferrell, Linda (2015). *Business Ethics: Ethical Decision Making and Cases* (10th ed.). Cengage Learning.

Student Assessment: Assessment may be accomplished through projects, portfolios, exams, presentations and/or papers.

Academic Integrity: Plagiarism is cheating. Plagiarism is presenting in written work, in public speaking, and in oral reports the ideas or exact words of someone else without proper documentation. Whether the act of plagiarism is deliberate or accidental [ignorance of the proper rules for handling material is no excuse], plagiarism is, indeed, a “criminal” offense. As such, a plagiarized paper or report automatically receives a grade of **ZERO** and the student may receive a grade of **F** for the semester at the discretion of the instructor.

Note: If you are having difficulty with work in this class tutoring is available through the Center for Academic & Student Success. If you think that you might have a learning disability, contact Project Assist at 856.691.8600 x 1282 for information on assistance that can be provided to eligible students.

Before Withdrawing From This Course

If a student experiences adverse circumstances while enrolled in this course and considers withdrawing, s/he should see an advisor (division or advisement center) **BEFORE** withdrawing from the class. A withdrawal may cause harmful repercussions to completion rate standards and overall GPA which can limit or eliminate future financial aid in addition to causing academic suspension.