SALEM STATE COLLEGE
GRADUATE SCHOOL
COURSE SYLLABUS
BUS 850 Ethical Issues in Business
Spring Semester 2004
Tuesday 7:00 pm – 9:20 pm, CC 114 (Central Campus)

-Instructor-
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Office: Sullivan Building, Room 203B-5, North Campus
Office Hours: Mondays, Wednesdays and Fridays, 1:30 pm – 2:30 pm
The instructor will be available a half hour prior to class in the Central Campus by appointment only

Course Description

This graduate course explores the delicate balance between business profitability and ethical practices. It is focused specifically on government regulations, consumer welfare and protection, employee relations, environmental and ecological concerns. Current events combined with readings, text materials, and a variety of case studies will be utilized to provide a vehicle for discussion, analysis and understanding of the complex nature of the relationship between social responsibility and profit. The case will be made that the responsibility of business economically is inseparable from its obligation to society as a citizen.

The major purpose of this course is to provide students with those concepts and analytical skills that will enable them to grapple with broad ethical theory in attempting to resolve both personal and professional dilemmas, as well as to reflect on the moral issues facing society.

No prerequisites

Course Objectives

- To stimulate the moral imagination.
  Students will be encouraged to understand that there is a moral point of view (Kurt Baier’s phrase) and that humans live in a web of moral relationships.

- To assist the student in recognizing and dealing with ethical issues.
  To recognize that the many technical, social, psychological, and political problems current in business society raises fundamental questions of right and wrong, good and bad.

- To assist the student in the use of ethical decision making processes when dealing with the solution to business ethical problems.

- To enhance the capacity to sift out ethical issues and to see the moral implications of individual and collective decisions. (Go to other side)
• To assist in the development of participants’ analytical skills.
  
  To have an understanding of, and ability to analyze, ethical concepts in their full complexity (e.g., rights, justice, liberty, virtue, autonomy).

• To elicit a sense of moral obligation and personal responsibility and address the fundamental question: Why should I be ethical?

• To develop or enhance the ability to tolerate and resist disagreement and ambiguity.

Required Materials

Texts:

References: Wall Street Journal, Investors Business Daily. Students are encouraged to read other business publications such as: Business Week, Forbes or Fortune as well as keeping current through related media such as TV business news programming.

Pedagogy & Activities to Meet Course Objectives
The basic premise behind this course is that the major responsibility for learning rests with the student.

A serious effort will be made by the instructor to provide a suitable balance between theoretical material and practical business oriented issue and cases. As a course in applied ethics, this course will use a mix of the following instructional methods and materials:

  Lectures, discussions, media presentations, small group activities, simulations, debates, cases and research challenges.

Activities center around current practice in the field of business ethics and includes such activities and experiences as:

  Lectures with discussions including ethical theory with guides for analysis.
  Situational analysis of current ethical events.
  Case Studies.
  Videos.
  Group Ethics Exercises.
  Simulations with role play.
  Team exercises and presentations.
  Debates dealing with current ethical issues.

Exit Competencies
Upon completion of this course the student will be able:
To provide students with a general understanding of the field of Business Ethics.
To explore the field of theoretical ethics as applied to the profession of business.
To develop a personal business ethic.
To be able to identify and apply ethical principles to life situations through the use of simulations and case studies.
To be able to evaluate the level of ethics as perceived by a variety of individuals across disciplines.

Course Grading Policies

Assignments:
Each student is provided with a schedule of assigned readings and activities and is expected to keep current with the readings and discussion topics listed.
Written assignments are to be processed by typewriter or computer and stapled with numbered pages provided.

Papers should have the following cover sheet format:

BUS 850 Ethical Issues in Business Student Name
Submission date.

Assignment Title

Students are expected to be fully prepared for class in accordance with this syllabus. Preparation includes not only reading the material assigned but also being prepared to discuss the assigned readings and/or other material.

Each student must adhere to the highest degree of academic integrity which is the “Recognition of the need to be true to one’s own thinking; to be consistent in the intellectual standards one applies: to hold one’s self to the same rigorous standards of evidence and proof to which one holds one’s antagonists; to practice what one advocates for others; and to honestly admit discrepancies and inconsistencies in one’s own thought and action.”

All work must be that of the individual student and documentation provided when outside sources are used in all cases and for all assignments)

APPROPRIATE BIBLIOGRAPHIC REFERENCES

Please use the following format for citation in all written assignments:

For alphabetically arranged bibliography/reference list found at the end of paper:
If you are citing a book or article in general, no page numbers are necessary. If you are quoting just once from the book or article, or using specific ideas, please include pages on which the quote or ideas appear.

Articles: Last name, first name, “Title of the Article,” Title of the Journal, v.__, no.__ (date) pp.__.

(Go to other side)
**Books:** Last name, first name, *Title of the Book* (Place of publication: Publisher, copyright year) pp.___.
**Web Page** Author (if given), “Title of page,” http address (date of access)
**Footnotes or endnotes** (either is acceptable), you must include page number and complete reference that first time a citation is made. For subsequent references, you can include merely a simplified reference that directs the reader to the appropriate reference in the bibliography, such as: Mallick, K (2003), pp. 203-206.

All work must be done by the individual student unless an assignment is a group effort. In the case of group projects, each group member is expected to contribute to the completion of the group project to the best of the student’s ability. Resources are bound by the above statement concerning *ACADEMIC INTEGRITY* as are all students. As *participation* in class discussion is necessary to the student’s understanding of the issues discussed in this course, adequate participation is required.

**Attendance:**
*CLASS ATTENDANCE IS REQUIRED*  
Students are responsible for keeping current with all reading and assignments.

**Grading:**
Grading will be determined according to the following weights:

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<thead>
<tr>
<th>Component</th>
<th>Weight</th>
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<tbody>
<tr>
<td>In-class quizzes</td>
<td>20 points</td>
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<tr>
<td>Session IV (February 10) &amp; VII (March 2)</td>
<td></td>
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<tr>
<td>Two individual in-depth written cases</td>
<td>20 points</td>
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<tr>
<td>with application of ethical theories</td>
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<tr>
<td>Team Simulations/Debates on controversial</td>
<td>30 points</td>
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<tr>
<td>issues in business</td>
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<tr>
<td><strong>Mid Term &amp; Final Exam.</strong></td>
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<tr>
<td>Session VIII Mid-term (March 9)</td>
<td>30 points</td>
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<tr>
<td>Session XV Final (May 4)</td>
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All materials are due on date assigned and will not be accepted at any other time. **NO MAKE UP tests or quizzes will be provided.** The instructor reserves the right to give individual consideration to each student’s circumstances.

*It is strongly recommended that the student keep a photocopy of all written assignments so that he/she will have a backup copy in case of loss.*
College Policy Statement

Salem State College is committed to equal access to the educational experiences of all students in compliance with Section 504 of The Rehabilitation Act of 1973 and The American with Disabilities Act and to providing all reasonable academic accommodations, aids and adjustments. Any student who has a documented disability requiring an accommodation, aid or adjustment should speak with the instructor immediately so that appropriate provisions can be made. Students with Disabilities should provide documentation to and schedule an appointment with the Office for Students with Disabilities.

THE INSTRUCTOR RESERVES THE RIGHT TO ALTER THE COURSE TOPICS AS NEEDED TO COVER THE MATERIAL. NOTICE WILL BE GIVEN TO THE STUDENT PRIOR TO ANY CHANGES IN THE SYLLABUS.

Reading and Class Assignments
Subject to revision

Session I
Tuesday, January 20, 2004
Introduction to Course with Overview and personal background.
Definition of Morality/Ethics/Business Ethics w/discussion.

Video/discussion: Meet the Press/Moral Issues: Dr. Laura Schlessinger, Mario Cuomo, Congressman/Reverend Jesse Jackson, Jr., & Reverend Jerry Falwell

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Reflect on the following issues raised in the video:
Does U.S. lack a moral foundation?
What is the role of religion in society?
What is a FAMILY?
Can society be changed? Should it be changed?
What role should government play in society?
Is there an arrogance among the leadership in U.S. society?
What impact does society have on the ethics of business?
How can there be opposing views on moral issues?

Session II
Tuesday, January 27, 2004
Discuss Chapter 1 Lecture/discussion
Ethical Theories: Ethical Egoism, Utilitarianism, Deontological Kantian Ethics… (Go to other side)
Review current literature for articles dealing with current Business topics.

Session III  Tuesday, February 3, 2004

Continuation of discussion of Chapter 1
Ethical Theories: Aristotle’s Virtue Ethics
Discussion of Milton Friedman’s article, “The Social Responsibility of Business is to Increase its Profits.”

Session IV  Tuesday, February 10, 2004
7 pm – 8:15 pm
Quiz
Discussion of IF ARISTOTLE RAN GENERAL MOTORS, Introduction and chapter 1.

Session V  Tuesday, February 17, 2004
7:00 pm – 8:45 pm
Discussion of IF ARISTOTLE RAN GENERAL MOTORS, chapters 2, 3, 4 and 5.
Breakout session to prepare for the debate on Johnson Controls case in the next class.

Session VI  Tuesday, February 24, 2004
Debate: Johnson Controls case

Assignment for the next few weeks will be given by February 24, 2004
## Session VII

**Tuesday, March 2, 2004**

Discussion of *IF ARISTOTLE RAN GENERAL MOTORS*, chapters 6, 7, 8 and 9.

**Quiz** related to the video *NOT FOR SALE* shown in class.

Review of Mid term scheduled for next class.

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## Session VIII

**Tuesday, March 9, 2004**

**Mid-Term Examination**

Roles for the Clone Trial is given before the end of the class.

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## Session IX

**Tuesday, March 23, 2004**

Discussion of *IF ARISTOTLE RAN GENERAL MOTORS*, chapters 10, 11 and 12.

See the video on Wal-Mart in class, followed by discussion.

**Get approval of the current case from the instructor for the in-depth paper.**

Preparation for **Clone Trial** scheduled for April 13, 2004

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(For the rest of the content, please refer to the document's continuation.)
SESSION X  Tuesday, March 30, 2004

Discussion of Chapter 2, BUSINESS ETHICS FOR THE 21st CENTURY

Be prepared to discuss Mark Pastin & Michael Hooker’s article, “Ethics and the Foreign Corrupt Practices Act,” and Robert E. Frederick’s article, “Bribery and Ethics: A Reply to Pastin and Hooker.” Read the other articles on this chapter also.

See a video on Multinationals followed by discussion

Preparation of Clone Trial

In-depth paper on a current case of your choice is due in class.

Trial of the Century: Let the Clones Com in…

People versus Clone Exploration Inc.

The trial pits the Plaintiff group: The National Organization Opposed to Clone Research and Experimentation against the Defendant group: Clone Exploration Inc.

Scenario

Clone Exploration Inc. is a recently incorporated company dealing in the area of clone research and development. It is made up of internationally known researchers and practitioners in the field of clone research. The company plans to be at the forefront of research and experimentation in this field and is highly thought of throughout the medical and research community.

The National Organization Against Clone Research and Experimentation is an international interest group with a mission to end all clone research and experimentation. It is made up of highly respected activists from many backgrounds and professions. The court challenge is to prevent the continued research in cloning and to have the courts issue a cease and desist order.

Each party in the case has lawyers to argue the case with witnesses to offer testimony for adjudication of this question.

Participants are to play their role as defined.

The case is to be presented before a judge in the manner of a typical court case with a judgment will be determined.
Session XI  
Tuesday, April 6, 2004

Discussion of chapter 3, **BUSINESS ETHICS FOR THE 21st CENTURY**

Preparation for Clone Trial

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Session XII  
April 13, 2004

Clone Trial

Assignment for the rest of the semester will be given by April 13, 2004.
BUS 850: Ethical Issues in Business
Dr. Krishna Mallick
Spring Semester 2004

Session XIII
Tuesday, April 20, 2004

PowerPoint presentation on the Chipko movement of India

Review/Discussion of chapter 9, Business and the Environment, BUSINESS ETHICS FOR THE 21st CENTURY

Be prepared to discuss William Baxter’s article, “People or Penguins,” W. Michael Hoffman’s article, “Business and Environmental Ethics,” and Ramachandra Guha’s article, “Radical American Environmentalism and Wilderness Preservation. Read the other articles on this chapter also.

Session XIV
Tuesday, April 27, 2004


Be prepared to discuss Bill Gates’ article, “Information and Our Interactive Future,” Jeremy Rifkin’s article, “Will There Be a Job for Me in the New Information Age?” and Richard A. Spinello’s article, “Privacy in the Information Age.” Read the other articles on this chapter also.

In-depth analysis of a case study handed out in the previous class is due.

Session XV
Tuesday, May 4, 2004
7 pm – 9:10 pm

FINALEXAMINATION