

**SYLLABUS**  
**BPS 6305 – Spring 2005**  
**Ethical Issues in Business**

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**REQUIRED TEXT/CASES:**

- Business Policy & Strategy: Ethical Issues in Business, Post-Lawrence-Weber, McGraw Hill, 10<sup>th</sup> Ed. (Custom Text, McGraw-Hill/Primis, soft cover), ISBN 0-390-51843-3
- One (1) case in text (Shell Oil in Nigeria). Three (3) additional cases (Parable of Sadhu, Levi Strauss and Company in China, and British Petroleum and Economic Redevelopment in South Wales) and five (5) readings (The Discipline of Building Character, The Next Wave of Corporate Community Involvement, The Best of the Good, Why People Follow the Leader: The Power of Transference, and The Path of Corporate Responsibility) are to be purchased separately.

The text and the additional cases and readings are available @ the UTD Bookstore and Off Campus Books.

**COURSE OVERVIEW:**

This course will examine ethical concepts as they relate to the business environment, domestically and globally. A study of ethics must begin by exploring the historical and philosophical basis for values in American business. Multinational cultural diversity as it relates to corporate America business ethics will be the framework of the issues explored. Global ethical business issues and cases will be discussed.

**CLASS FORMAT:**

Class will center around lectures, group case discussions, guest lecturers, videos, and in-class exercises. A mid-term exam and an individual issue paper will be required, and several case presentations will be required. Group members will be graded by fellow group members, based on preparation and participation and as a group by instructor.

Week 3	Case: Parable of Sadhu
Week 4	Case: Levi Strauss and Company in China
Week 6	Article: The Best of the Good
Week 8	Case: British Petroleum & Economic Redevelopment in South Wales
Week 10	Case: The Path to Corporate Responsibility
Week 11	Case: Shell Oil in Nigeria
Week 14	Article: Why People Follow the Leader: The Power of Transference

**GRADING SYSTEM:**

A **mid-term exam** (short answer, essay) will be given – 35% of grade.

An **ethics issue research paper** on a specific topic of international business ethics will be required. Each student must choose a topic and submit a draft of one page (300 words) for this paper to the instructor or before Thursday, March 17th. The final issue paper should be approximately 10-12 pages long and is due by **Thursday, April 28th**. This assignment is 35% of grade.

Active **class participation** is strongly encouraged. Participation contributes to a better understanding of the readings. Part of this experience is learning from other class participants and applying this understanding to the research paper and class discussions – 30% of grade.

**Final Grade calculations based on:**

Mid-Term Exam	35%
Ethics Issue Paper	35%
Class attendance, participation in group case presentation; written case preparations	30%

## **ACADEMIC DISHONESTY:**

### **A. Student Conduct and Discipline**

The University of Texas System and The University of Texas at Dallas have rules and regulations for the orderly and efficient conduct of their business. It is the responsibility of each student and each student organization to be knowledgeable about the rules and regulations which govern student conduct and activities. General information on student conduct and discipline is contained in the U.T. Dallas publication, A to Z Guide, which is provided to all registered students each academic year.

The University of Texas at Dallas administers student discipline within the procedures of recognized and established due process. Procedures are defined and described in the Rules and Regulations, Board of Regents, The University of Texas System, Part 1, Chapter VI, Section 3, and in Title V, Rules on Student Services and Activities, Chapter 49 of the university's Handbook of Operating Procedures. Copies of these rules and regulations are available to students in the Office of the Dean of Students, where staff is available to assist students in interpreting the rules and regulations (SU 1.602, 972/883-6391).

A student at the university neither loses the rights nor escapes the responsibilities of citizenship. He or she is expected to obey federal, state, and local laws as well as the Regents' Rules, university regulations, and administrative rules. Students are subject to discipline for violating its standards of conduct whether such conduct takes place on or off campus, or whether civil or criminal penalties are also imposed for such conduct.

#### **1. Academic Dishonesty**

The faculty expects from its students a high level of responsibility and academic honesty. Because the value of an academic degree depends upon the absolute integrity of the work done by the student for that degree, it is imperative that a student demonstrate a high standard of individual honor in his or her scholastic work.

Scholastic dishonesty includes, but is not limited to, statements, acts or omissions related to applications for enrollment or the award of a degree, and/or the submission as one's own work of material that is not one's own. As a general rule, scholastic dishonesty involves one of the following acts: cheating, plagiarism, collusion and/or falsifying academic records. Students suspected of academic dishonesty are subject to disciplinary proceedings.

Reference: UTD 2004-2006 Graduate Catalog, Appendix I, Rules, Regulations, and Statutory Requirements

## **WEEKLY SUMMARY:**

[Due to guest lecturer schedules some material and lecture topics may move back by a week. Mid-term date will remain the same.]

## **PART I: HISTORICAL PERSPECTIVE OF CORPORATION & SOCIETY**

### **Thursday, January 13<sup>th</sup> – Week 1 - Introduction**

Lecture:       \*Introduction to Course  
                  \*Values Cycle  
                  \*Historical Perspective

### **Thursday, January 20<sup>th</sup> – Week 2 - Corporation and Stakeholders**

Lecture:       \*Corporate Stakeholder Theory: Public Policy Process  
                  \*Social Responsibility/Socially Responsive Management

In Class:       Video – Dateline: MILL OWNER

Readings:      Text - Chapters 1 & 2

### **Thursday, January 27<sup>th</sup> – Week 3 – Corporate Accountability/Social Responsibility**

Lecture:       \*Introduction & Definition of Ethics  
                  \*Socially Responsible Strategies (continued)  
                  \*Relationship of Social Responsibility/Ethics  
                  \*Accountability

Readings:      Text – Continue Chapters 1 & 2

Case:           Parable of Sadhu – Group Presentation

## **PART II: BUSINESS AND ETHICS**

### **Thursday, February 3<sup>rd</sup> – Week 4 – Exploration of Ethics in Business**

Lecture:       \*Does Ethics Really Matter?  
                  \*Ethical Dilemmas in Business  
                  \*Global Issues of Human Rights

Reading:       Text – Chapter 3

Case:           Levi Strauss and Company in China – Group Presentation

## **PART III: GLOBAL CHALLENGES TO ETHICS**

### **Thursday, February 10<sup>th</sup> – Week 5 – Ethical Leadership**

Lecture:       \*Ethical Reasoning & Corporate Programs  
                  \* Ethical Decision Making/Ethical Leadership  
                  \*Are there ethics in multinational business transactions?

## **Thursday, February 10<sup>th</sup> (Continued)**

\*Understanding Cross-Cultural Values/Ethical Systems

Readings: -Text – Ethical Reasoning and Corporate Programs  
-“The Discipline of Building Character”, *Harvard Business Review*

In Class

Discussion: Blue’s Ethical Dilemmas (No Group Presentation)

## **Thursday, February 17<sup>th</sup> – Week 6 – Global Ethical Dilemmas**

Lecture: \*Global Aspects of Business  
\*Conflict Between Trade and Ethics

Article: “The Best of the Good” - Group

## **Thursday, February 24<sup>th</sup> – Week 7**

**MID-TERM EXAM**

## **Thursday, March 3<sup>rd</sup> – Week 8 – Community Responsibility**

Lecture: \*The Community & The Corporation  
\*Issue: Community Responsibility  
\*Ethics of Plant Closures/Layoffs/Mergers & Acquisitions

Readings: -Text – Community of the Corporation  
-“The Next Wave of Corporate Community Involvement”,  
*California Management Review*

Case: British Petroleum & Economic Redevelopment  
in South Wales – Group Presentation

## **March 7<sup>th</sup>-11<sup>th</sup> – Week 9**

**SPRING BREAK – NO CLASS**

## **Thursday, March 17<sup>th</sup> – Week 10 – Accountability and Ethics**

Lecture: \*Governance and Ethics

Case: “The Path to Corporate Responsibility”

**ONE PAGE DRAFT OF ETHICS TOPIC DUE (On or before 3/17)**

**Thursday, March 24<sup>th</sup> – Week 11– Ethical Problems/Solutions**

Lecture:       \*Global Issue: Bribery/Corruption  
                  \*Caux Principles

Case:           Shell Oil in Nigeria (text) – Group Presentation

No other readings this week.

**Thursday, March 31<sup>st</sup> – Week 12 – Technology & Ethics**

Lecture:       \*Technology as a Social Force  
                  \*Technology & Ethics

Reading:       Text – Technology: An Economic Social Force

**Thursday, April 7<sup>th</sup> – Week 13 – The Future**

Lecture:       \*Future of Global Business and Ethics  
                  \*Governance/Ethics

**Thursday, April 14<sup>th</sup> – Week 14**

Concluding

Remarks:      \*Future of U.S. Business Ethics in Global Endeavors

Article:        “Why People Follow the Leader: The Power of Transference”

**Thursday, April 21<sup>st</sup> – Week 15**

**NO CLASS**

**Thursday, April 28<sup>th</sup> – Week 16**

**\*ETHICS PAPER DUE\* (On or before 4/28/05)**

**Papers may be turned in to SM 4.618 or electronically to  
[mbechtol@utdallas.edu](mailto:mbechtol@utdallas.edu).**

**PAPER OUTLINE**  
**Paper Due On or Before April 28, 2005**

I. TOPIC

Statement of ethical issue or topic to be developed. If you are developing an issue, then develop the current status of the issue. The paper should consider including a 'business' dimension; an 'international' dimension; and an 'ethical' dimension. It will be evaluated according to the following criteria.

- A. Choice of topic
- B. Ethical problem addressed
- C. Clear concepts: issues of ethical significance
- D. Consistent structure: business, ethical, and international dimension
- E. Personal or corporate view and/or experience, if applicable\* (see note below)
- F. Reference to periodicals, literature, etc.
- G. Conclusion
- H. Bibliography

II. ANALYSIS OF ETHICAL ISSUE

III. CORPORATE ANALYSIS (if appropriate)

If the ethical issue is being developed from a company and/or industry basis, then this section should develop the industry position briefly.

IV. REGULATORY ENVIRONMENT

How topic applies to existing and/or pending legislation, law, court decision, or public opinion.

V. DEVELOPMENT OF ETHICAL IMPLICATIONS

Discuss the stakeholder position on ethical issues.

VI. RESOLUTION STRATEGIES

What are the political/policy implications?  
How can the ethical dilemma be resolved?

VII. CONCLUSION/RECOMMENDATIONS

VIII. BIBLIOGRAPHY \*\* (see note below)

\*Most issues have some relevance to business or industry. Students can use one or more companies to demonstrate how that company responded to an issue.

\*\*References to information, whether electronic or not, must be cited either by a text reference or a footnote and cited in the Bibliography. Failure to do so and to include a Bibliography will lower paper grade significantly. Chicago Style book is recommended.