



SCHOOL OF BUSINESS & ECONOMICS
BUS 390, ETHICS IN BUSINESS—SPRING 2016
Mondays and Wednesdays, 11:00 am – 12:15 pm, CCC Room 104

You are required to read, understand and apply the entire syllabus.

1. CONTACT INFORMATION

Dr. Lyna Matesi
Office: CPS, Room 409
Email address: lmatesi@uwsp.edu

Office Hours
Tuesdays 12:00 to 2:00 pm
Other appointments available upon request

For most purposes, the best way to contact me between class sessions is to send me an e-mail message. When e-mailing me, always include an informative subject line and section number. I will check my e-mail messages every weekday. I am also available for questions immediately before or after class.

I do want to know how you are doing as the course progresses, especially if any problems come up. Communication takes effort from both parties! Don't let a small problem become a major crisis because you haven't talked to me.

2. COURSE OVERVIEW

Materials: This course requires that you read the textbook, articles, handouts and various media.

- **Weekly Textbook Reading.** There is one required textbook: Ghillyer, Andrew W. *Business Ethics Now*, 3rd ed. Boston: McGraw Hill Education, 2012.
- **Weekly Articles, Handouts and Media.** Copies of class readings, handouts and media will be accessible via D2L. You will also subscribe to various ethics related newsfeeds.
- **Weekly Flipboard Reading.** I have a Flipboard magazine established for our course that consolidates current news articles related to our study. Flipboard is a smartphone application and a great tool for reading business related media.
 - Learn to Use Flipboard. Explore this site to learn about Flipboard: <https://flipboard.com/tutorials/>
 - FOLLOW the Bus 390 Magazine. To FOLLOW the magazine on your smartphone or tablet you can download the app "Flipboard" and then search for "Bus 390: Ethics in Business" or my name "Dr. Lyna Matesi" and then subscribe. Be sure you are subscribing to the Bus 390 magazine NOT all 18 of my magazines!
 - View the Bus 390 Magazine on your computer using the Chrome browser. You can also read the magazine on a computer via this direct link: <http://flip.it/PeV8h>
- **Daily Email Monitoring.** You are expected to have a current UWSP network login and to check your UWSP e-mail account daily.

SBE Mission: The UWSP School of Business and Economics educates and inspires students and prepares graduates for success in positions of leadership and responsibility. Our students achieve an understanding of regional opportunities that exist within the global economy. Evidence of our graduates' level of preparation is evident in their ability to:

- Analyze and solve business and economics problems
- Understand the opportunities and consequences associated with globalization
- Appreciate the importance of behaving professionally and ethically
- Communicate effectively

Purpose: Having insight into ethical decision-making can be a terrific advantage as you develop your professional career. This course will expose you to many different situations with ethical dimensions and ways that managers can make better decisions. You will have many opportunities to apply course concepts to real-life situations. Together we will: 1) explore principles of ethics and professional responsibility applied to specific workplace situations and business activities; 2)

examine the interplay between corporate culture, professional codes of conduct, and individual behavior; and 3) develop, clarify, communicate, and defend positions on corporate conduct.¹

We will have a small class with many opportunities for discussion and feedback to help you improve your writing. By the end of the course, I expect that every student will have improved their communication skills and will be able to write and present at an acceptable professional level.

Learning Outcomes:

Knowledge You Will Gain	Skills You Will Develop
<p>Ethical Principles and Professional Responsibility. The ability to recognize and critique the connections between ethics and professional responsibility. You will specifically learn to enter <i>ethical dilemmas</i>, conduct <i>stakeholder analyses</i> and apply <i>codes of conduct</i>.</p>	<p>Written and Verbal Communication. Enhanced writing and verbal skill so that you can present your ideas in a professional, coherent and persuasive manner.</p>
<p>Approaches to Ethical Decision-Making. The understanding of and the ability to use frameworks that support ethical decision making.</p>	<p>Critical Thinking. Better reasoning and analytical skills so that you can make solid arguments that affirm, critique and extend the data, situations or arguments that you have reviewed.</p>
<p>Organizational and Personal Application. The readiness to examine the interplay between corporate culture, professional codes of conduct, and individual behavior.</p>	<p>Teaming. Improved team-work skills that boost your effectiveness as you complete joint projects.</p>

3. RESPONSIBILITIES

This course requires that you: 1) Speak up frequently and consistently both in class and online, 2) manage your time wisely, 3) work effectively on your own and with a group to meet deadlines and assignment expectations and 4) use your mind and voice to explore philosophies, best practices, case studies and research. The key to being successful in this class is speaking up, being on time and being willing to explore sometimes complementary and sometimes contradictory points of view.

Your Teaming: Show up for your team. For various projects you will be organized into study teams. You will rely on your team members for help with both required course work and as an informal support network. Some class time will be made available for group work, but it will need to be supplemented by additional work together as a group outside of class. **Be sure that at least one member of your team is your study buddy. If you miss a class—this person is your FIRST POINT OF CONTACT for keeping on task and on schedule.**

Your Academic Success: Budget your time, invest in yourself. This is a junior level class, requiring that your writing skills be at the near professional level. In addition, the class requires a substantial commitment of your time. If you are an average student aiming to earn an average grade in this class, you should budget an average of about six hours per week outside of class time. To do well in this class, you should be sure to allow enough time in your weekly schedule.

You will be responsible for learning a substantial amount of the material on your own. This is a seminar class. Over the semester will be exposed to complementary and competing concepts, models or situations and asked to articulate and justify your own philosophy, point of view and sense of action. There will be very few lectures—instead we will have face to face discussions. You, your study buddy and your small group should consider working independently to:

¹ UWSP Catalog

- **Study** the week's readings before coming to class.
- **Review** your notes and the text after class.
- **Work** with a study partner or group.

Your Attendance: Participate consistently. Consistent attendance and class participation are crucial for doing well in this class. Participating in class sessions is a professional expectation of the course. Much of your learning will occur in class. If you are not in class, you are not learning.

You are expected to attend each scheduled class meeting, to be on time, and to be prepared for each session. If you do miss a class, it is your responsibility to get the notes and other information from another student. Be sure that you have a study buddy. If a test, presentation or exam is scheduled for a day you are going to be absent, you must call or e-mail me in advance. **If you are ill, please do not come to class!**

Your Presence: Make our time together worthwhile. I expect everyone to act in a professional, courteous manner in the classroom and during your team interactions. We should feel that our classroom is a comfortable learning environment, free of unnecessary distractions. Please dress appropriately and turn cell phones to silent. Laptop computers that are used to support in class activity are welcome. If you are not using your laptop to support an in class activity, please do not open it in class.

Your Assignments: Be on time. For those of you who come to class, assignments are only accepted up to 1 day past the assignment with a 10% penalty. Be sure to notify me by phone or email ahead of time if you need to miss class during a scheduled test, presentation or exam.

Your Academic Honesty and Classroom Expectations: Do not cheat or cut academic corners. This course is part of the UW-Stevens Point academic community, an academic community that is bound together by the traditions and practice of scholarship. Honest intellectual work – on examinations and on written assignments is essential to the success of this community of scholars. Using classmates' responses to answer exam questions or disguising words written by others as your own undermines the trust and respect on which our course depends.

The work in this course is challenging and will demand a good deal of each of you. I have every confidence that each of you can succeed. Doing your own work will enhance your sense of accomplishment when the semester comes to a close. **As a general rule all assignments should represent your original thinking and writing and any deviations from this must be properly cited.**

Classroom Conduct

Additionally, the classroom environment is a unique opportunity for students to share ideas, opinions, discuss classroom and course content. As each student is entitled to contribute in class, specific expectations are necessary to ensure a thriving classroom environment. Expectations include: dressing appropriately and muting your cell phones, as well as no loud shouting, excessive side conversations, arriving to class under the influence of any alcohol or drugs, profane language, verbal or physical threats, intimidation of any kind, or any other behavior that may be disruptive to the professor or other students. If any of this behavior is exhibited, you may be asked to leave the class for the day. Any continued disruptive behavior may result in a referral to the Dean of Students Office.

Safety Statement

I will immediately notify the authorities about any student who threatens or perpetrates psychological or physical harm to any person (including the student himself or herself).

Electronic Devices

Electronic devices (phones, tablets, laptops) are to be used for class work only; similarly, in an office meeting, employees might use smart phones to respond to important customers but not to text their friends. If a personal or work issue requires your attention during class time, you may step outside the classroom to respond. I will deduct **5 points** for in-class texting, ringing cell phones or similar disturbances.

Course Academic Standards

Cheating in any form, including plagiarism, will not be tolerated. **Any academic misconduct will result in a failing grade for the course.**

All written assignments are to follow the American Psychological Association (APA) style guidelines for documentation, grammar, spelling, and punctuation. Points will be deducted for those deviating from APA style. Use the *Publication manual of The American Psychological Association* (6th ed.) for all writing projects you do for this class.

While completing your individual writing assignments, you may consult your books and notes and discuss ideas with your fellow students. The assignments are then to be written individually.

While completing your team assignments, you are to make your best effort at contributing towards the team's success.

Using D2L, you will be required to post a copy of some assignments to the anti-plagiarism web site turnitin.com.

University Academic Standards

As noted on the Dean of Students website, UWS 14 is the chapter of the University of Wisconsin System Administrative code that regulates academic misconduct. UW-Stevens Point implements the rules defined in UWS 14 through our own "Academic Misconduct Campus Procedures." UWS 14.03 defines academic misconduct as follows: Academic misconduct is an act in which a student:

- seeks to claim credit for the work or efforts of another without authorization or citation;
- uses unauthorized materials or fabricated data in any academic exercise;
- forges or falsifies academic documents or records;
- intentionally impedes or damages the academic work of others;
- engages in conduct aimed at making false representation of a student's academic performance;
- assists other students in any of these acts.

Examples include but are not limited to: cutting and pasting text from the Web without quotation marks or proper citation; paraphrasing from the Web without crediting the source; using notes or a programmable calculator in an exam when such use is not allowed; using another person's ideas, words, or research and presenting it as one's own by not properly crediting the originator; stealing examinations or course materials; changing or creating data in a lab experiment; altering a transcript; signing another person's name to an attendance sheet; hiding a book knowing that another student needs it to prepare an assignment; collaboration that is contrary to the stated rules of the course, or tampering with a lab experiment or computer program of another student.

Academic integrity is critical to maintaining fair and knowledge-based learning at UW-Stevens Point. Academic dishonesty is a serious violation: it undermines the bonds of trust and honesty between members of our academic community, degrades the value of your degree and defrauds those who may eventually depend upon your knowledge and integrity. Examples of academic misconduct include, but are not limited to: cheating on an examination (copying from another student's paper, referring to materials on the exam other than those explicitly permitted, continuing to work on an exam after the time has expired, turning in an exam for re-grading after making changes to the exam), copying the homework of someone else, submitting for credit work done by someone else, stealing examinations or course materials, tampering with the grade records or with another student's work, or knowingly and intentionally assisting another student in any of the above.

For further information on UWSP policy, please see Chapter 5, **Section 02**, Student Academic Disciplinary Procedures, in the online version of the University Handbook: <http://www.uwsp.edu/AcadAff/Handbook/CH5-6%2011-12.pdf>.

Reporting Misconduct

If you see incidents of misconduct, you should tell me about them, in which case I will take appropriate action and protect your identity. The School of Business & Economics will inform the Dean of Students as required and additional sanctions may be applied. You could also choose to contact the Assistant Dean of Students (Shawn Wilson at swilson@uwsp.edu) and your identity will be kept confidential.

Your Growth: Be determined to improve. During in-class writing labs and as part of team presentations you will be providing and receiving a great deal of peer feedback. Your ability to openly and honestly deliver and receive feedback is essential to success in this class. If you embrace: a) listening to feedback, b) asking clarifying questions, and c) applying your colleague's suggestions you will experience substantial growth over the semester.

You will also be challenged to apply several high order learning tasks including applying, creating, evaluating and analyzing (see figure on next page). Learning at these levels is challenging, rewarding and most important of all, critical for your workplace success.

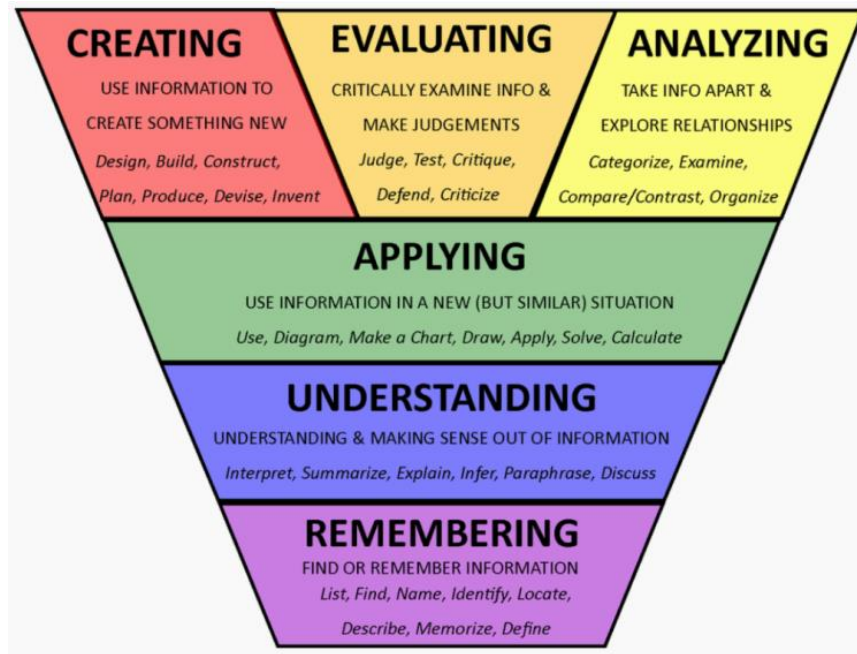


Figure 1: Bloom's Taxonomy of Learning Objectives

4. ASSIGNMENTS & GRADING

Keep a copy of all written work for your records.

Individual Assignments: Your individual assignments make up over 65% of your overall grade. Individual assignments focus on writing, reflection, learning terms and demonstrating comprehension.

Group Assignments: Your group assignments make up just over 35% of your overall grade. Group assignments focus on discussing, writing and presenting.

Earning Your Grade: You have the ability to earn 900 points. This may change as the semester progresses.

Assignments (Subject to Change)	Points
Individual/Group, Online Discussions, Class Assignments and Reading Quizzes	330
Individual Moral Intelligence Assessment and Summary	40
Individual, Final Exam	100
Team, Case Analysis-Presentation #1	100
Team, Case Analysis-Presentation #2	110
Team, Case Analysis-Presentation #3	120
Total	800

5. MISCELLANEOUS

ADA: If you need accommodations or services to achieve course objectives, please see me and/or contact the Disability Services Office (346-3365) as soon as possible.

Permissions: I may wish to use a sample of your work or some of the feedback you share with me in future teaching or research activities. Examples: showing students an example of a well-done assignment; analyzing student responses on a particular question; discussing teaching techniques at a conference. Of course, if I used some of your work, I would conceal your identity. If you prefer not to have your work included in any future projects, please send me an e-mail indicating that you are opting out of this request. Otherwise, your participation in the class will be taken as consent to have portions of your work or feedback used for teaching or research purposes.