

BUSINESS ADMINISTRATION (BA 242)
The Social and Ethical Environment of Business
Fall 2009

Professor: David F. Dieteman, Esq.

Office Location & Hours: REDC 264

- Tuesdays and Thursdays 9:30 a.m. to 10:45 a.m.
- Tuesdays 4:45 p.m. to 6 p.m.
- By appointment

Phone: 898-6506

Email: dfd12@psu.edu

Class Meetings: Tuesdays 6:00 p.m. to 7:40 p.m. in 002 REDC

Website: Course website will be managed using the ANGEL system. You can access ANGEL at the following URL ~ <http://cms.psu.edu>

Required Texts:

Desjardins, J. (2009). Business Ethics (3rd edition). McGraw-Hill. ("JD").

Richardson, J. E. (Ed.). (2009) Annual Editions: Business Ethics 09/10 (21st Edition). McGraw-Hill. ("AE").

There is a very useful companion site for our main text at:

http://highered.mcgraw-hill.com/sites/0073386588/student_view0/

The site has quizzes (true/false, multiple choice, and essay), as well as helpful chapter summaries.

Course Description and Objectives:

Modern businesses operate in an increasingly interdependent environment. The actions of businesses have major impacts on society. Conversely, society influences a wide range of corporate actions through laws and regulations as well as via public opinion and the media. With changes in information technology, corporate decisions that were once considered private are now subject to public scrutiny. Therefore, more than ever, these decisions must take into account the larger social environment. In this course, students will learn about a broad range of stakeholders and societal issues that affect corporate decision-making, and they will consider the corporation's responsibility to society. They will also learn to apply ethical decision-making frameworks to a variety of ethical decisions faced by corporate managers. This course is taught in the sophomore year and therefore lays a broad foundation for other core business courses. For example, other courses tend to focus on a single stakeholder group such as customers (marketing), employees (management), or

stockholders (finance). This course teaches students to think broadly about how a business fits into a more complex web of relationships within society.

After completing this course, you should:

- Understand key terms, concepts, and theories of business, government, society and ethics
- Know how organizations, stakeholders, and environments are interrelated
- Demonstrate an ability to analyze ethical dilemmas in business and society
- Consider the business, governmental, and societal impacts of managerial decision-making.

Course Requirements and Grading:

The University requires an average of forty (40) hours of work (in-class and outside of class) to gain one (1) academic credit. As this is a two-credit course, you will be required to perform an average of five (5) hours of work per week (two hours in class, and three hours outside of class) to reach the eighty (80) hours of work required for this course.

Your coursework will include the following:

Item	Description	Worth
In-class exams	Two closed book exams (essay and multiple choice) given in class (15% each).	30%
Final exam	A <i>comprehensive</i> closed-book final exam (essay and multiple choice) given during the final examination period.	25%
Group case analysis	Working in groups of 4-5 (you choose your own groups), you will analyze a case study (that I will provide) and write a 7-10 page paper.	20%
Case summaries	Five case summaries designed to help you think about and prepare for class discussions (3% point each).	15%
Class involvement	You are expected to <i>attend</i> class and <i>participate</i> in discussions/activities on a daily basis.	10%

In-class Exams (2 exams, each worth 15% of your total grade)

The exams will consist of approximately 20 multiple-choice questions and essays drawn from the readings and class lectures. The best way to study for these exams is to keep up with the assigned reading and take good notes.

Final Exam (1 exam worth 25% of your total grade)

The final exam will be comprehensive and consist of essay and multiple-choice questions.

Case Summaries (5 assignments @ 3% each = 15% of your total grade)

In order to stimulate thinking on particular topics and facilitate class discussion, I have assigned seven short (2 pages typed, double-spaced, 1 inch margins) case summaries throughout the semester. You choose any five to hand in. I'll only grade the first five summaries that you hand

in. Sorry, but no extra credit and no dropping low scores. Case summaries are due in class (no email submissions). You must be present for the entire class in order to submit a summary—no exceptions! Thus, if you miss class because of sickness, job interview, doctor’s appointment, car trouble, then please don’t submit the case study for that day.

Case Analysis (worth 20% of your grade):

Working in groups, I will provide you with an ethical dilemma/case that you must analyze drawing upon the material from the course. You will write a 7-10 page paper (no playing with fonts or margins~ double space, use 12-pt Times or Times New Roman font, and 1 inch margins please!). I will provide more details on this assignment at a later date.

Class Involvement (worth 10% of your grade):

You are expected to be an active participant in class. By coming to class and participating in class discussions/activities, you are helping to make this a richer learning experience for all of us (you, me, and your classmates). I will assess class contribution with your help based on a system of self-reporting participation slips that you will hand in to me at the end of each class meeting. You will earn points for attendance and participation (significant contributions). If you don’t come to class, you will not earn any points. Failing to pay attention during class (e.g. sleeping during class, doing homework for other classes, playing with your cell phone, talking to your neighbor, etc.), will also hurt your class involvement grade. At the end of the semester, I will examine the distribution of points and determine your grade accordingly. I will explain this policy on the first day of class and remind you of it throughout the semester. It is important to note that you have almost complete control over your own involvement grade! If you *always* come to class and *always* participate, you will receive an “A” for participation. If you miss some class and/or don’t participate when you are in class, your participation grade will suffer. I try to take into account valid reasons for missing class (i.e. documented medical reasons, death of family member, participation in school sponsored event, etc.). If you have a legitimate excuse for missing class please let me know ahead of time.

Grades: Grades will be assigned on the following scale.

A = 93-100	B- = 80-82
A- = 90-92	C+ = 77-79
B+ = 87-89	C = 70-76
B = 83-86	D = 60-69
F = 59 and below	

Academic Integrity:

Academic integrity is a basic guiding principle for all academic activity at the University, and all members of the community are expected to adhere to this principle. Specifically, academic integrity is the pursuit of scholarly activity in an open, honest, and responsible manner. It includes a commitment not to engage in or tolerate acts of falsification, misrepresentation, or deception. Such acts violate the fundamental ethical principles of the University community and undermine the efforts of others.

Violations of academic integrity are not tolerated at Penn State Erie. *Violators will receive academic and may receive disciplinary sanctions, including the awarding of an F or XF grade (I typically give F's for the course to students who violate academic integrity).* An XF grade is recorded on the transcript and states that failure of the course was due to an act of academic dishonesty. All acts of academic dishonesty are recorded so that repeat offenders can be sanctioned accordingly.

Such violations of academic integrity include but are not limited to:

- **Cheating:** Using crib sheets; using notes or books during a closed book exam.
- **Copying on a test:** Looking at other unsuspecting students' exams and copying; copying in a complicit manner with another student; exchanging color-coded exams for the purpose of copying; passing answers via notes; discussing answers in exam.
- **Plagiarism:** The fabrication of information and citations; *copying from the Internet or submitting the work of others from professional journals, books, articles and papers*; submission of other students' papers (in part or total) and representing the work as one's own; fabricating in part or total, submissions and citing them falsely.
- **Acts of aiding or abetting:** Facilitating academically dishonest acts by others; unauthorized collaboration of work; permitting another to copy from exam; writing a paper for another; inappropriately collaborating on home assignments or exams without permission or when prohibited.
- **Unauthorized possession:** Buying or stealing exams; failing to return exams on file; selling exams; photocopying exams; any possession of an exam without the faculty member's permission.
- **Submitting previous work:** Submitting a paper, case study, lab report, or any assignment that had been submitted for credit in a prior class without the knowledge and permission of the instructor.
- **Tampering with work:** Changing one's own or another student's work product such as papers or test answers; tampering with work either as a prank or in order to sabotage another's work.
- **Ghosting or misrepresentation:** Having another student take a quiz, an exam, or perform an exercise or similar evaluation in one's place.
- **Altering exams:** Changing incorrect answers and seeking favorable grade adjustments when instructor returns graded exams for in-class review and subsequently collects them, asserting that the instructor made a mistake in grading; other forms may include changing the letter and/or the numerical grade on a test.
- **Computer theft:** Electronic theft of computer programs or other software, data, images, art, or text belonging to another.

Learning Resource Center:

The Learning Resource Center (LRC) is very helpful, whether you find yourself having difficulty in this course or whether you merely wish to sharpen your study skills. They can assist you in taking better notes, and may be able to provide a tutor that can help you to understand material that you find to be difficult. The LRC is located in the Library, Room 203. Call 898-6140 to make an appointment.

Career Development Center:

The Career Development Center (CDC) can assist students with the process of career and life planning through a full range of programs and services. You may schedule appointments with the CDC staff to discuss issues including interests, skills, values, and goal setting, as well as how to find career information, internships, full-time jobs, and graduate schools. You are encouraged to utilize the services of the CDC every year from your first semester to graduation.

CDC Location: First Floor – Reed Building

CDC Phone: 898-6164

CDC Web Site: <http://pennstatebehrend.psu.edu/cdc>

Penn State’s Nondiscrimination Policy:

The Pennsylvania State University is committed to a policy that all persons shall have equal access to programs, facilities, admission, and employment without regard to personal characteristics not related to ability, performance, or qualifications as determined by University policy or by Commonwealth or Federal authorities. Penn State does not discriminate against any person because of age, ancestry, color, disability or handicap, national origin, race, religious creed, sex, sexual orientation, or veteran status.

Three Last Thoughts: 1) You are responsible for managing your own grades. I will not chase you down and hassle you about missing classes, failing to turn in assignments and/or poor grades. You are welcome to stop by after class or come by my office to discuss your progress and any concerns you have about this course. I am here to help you learn and I want all of you to do well in this course; 2) Deadlines for exams and assignments are firm but if you can’t meet an assigned deadline for an exam or assignment, please let me know ahead of time and I’ll do my best to make an accommodation depending on the circumstances of your situation; 3) You are attending one of the best universities in the world. Please read the Penn State Principles (available at <http://www.psu.edu/ur/principles.html>) for more information on how to conduct yourself appropriately.

Course Schedule

Date	Topic	Readings and Assignments
TU 8/25	Course Introduction	
TU 9/1	The Study of Business Ethics Case Study: Enron	JD Ch. 1 AE Articles 1 & 2 CS #1 <i>Due in class</i>
TU 9/8	Ethical Theory and Business Case Study: Executive Compensation	JD Ch. 2 AE Articles 6 & 7
TU 9/15	Corporate Social Responsibility Case Study: Wal-Mart	JD Ch. 3 AE Articles 3 & 8

		CS #2 Due in class
TU 9/22	Corporate Culture, Governance, & Ethical Leadership Case Study: Our Credo	JD Ch. 4 AE Articles 4, 5, & 17 CS #3 Due in class <i>Pick any company and go to its website. Read the company's mission statement (or statement of values or vision). What ethical outlook is the company presenting to the world? Be prepared to discuss in class.</i>
TU 9/29	EXAM #1	
TU 10/6	The Meaning & Value of Work Case Study: Great Jobs, Meaningful Jobs	JD Ch. 5 AE Articles 23, 24, & 48
TU 10/13	Moral Rights in the Workplace Case Study: Employee Rights & Wrongs	JD Ch. 6 AE Articles 9, 22, & 47 CS #4 Due in class
TU 10/20	Employee Responsibilities Case Study: Professional & Managerial Responsibility at Enron & Arthur Andersen	JD Ch. 7 AE Articles 20 & 21
TU 10/27	Marketing Ethics: Product Safety & Pricing Case Study: Pharmaceutical Industry	JD Ch. 8 AE Articles 37, 39, 44, & 45 CS #5 Due in Class
TU 11/3	EXAM #2	
TU 11/10	Marketing Ethics: Advertising & Target Marketing	JD Ch. 9 AE Articles 26, 38, 40, & 41
TU 11/17	Environmental Responsibility Case Study: Interface Corp.	JD Ch. 10 AE Articles 29 & 31 CS #6 Due in class
	<i>Thanksgiving Break (11/23 – 11/29)</i>	
TU 12/1	Diversity & Discrimination Case Study: Sexual Harassment	JD Ch. 11 AE Articles 14 & 35 <i>Group Case Analysis Due</i>

TU 12/8	Globalization Case Study: Sweatshops SRTE's	JD Ch. 12 AE Articles 33 & 36 CS #7 Due in class
	<i>The final exam will be held during exam period at a time assigned by the College Registrar. You are expected to take the exam at the scheduled time unless you have filed for a conflict (see Registrar for more information).</i>	

The schedule may change during the semester. Any changes will be announced in class.

How to Calculate your Grade:

1) Fill in your scores below:

Exam #1 Score: _____ * .15 =

Exam #2 Score: _____ * .15 =

Case Summaries: _____ @ 3 pt/each =

Case Analysis: _____ * .20 =

Class Involvement: _____ * .10 =

Final Exam Score: _____ * .25 =

2) Add them up TOTAL =

AN ILLUSTRATION:

Exam #1 Score: 85 * .15 = 12.75 out of 15 possible

Exam #2 Score: 80 * .15 = 12.0 out of 15 possible

Case Summaries: 5 summaries @ 3 pt/ each = 15.0 out of 10 possible

Case Analysis: 80 * .20 = 16.0 out of 15 possible

Class Involvement: 80 * .10 = 8.0 out of 10 possible

Final Exam Score: 80 * .25 = 20.0 out of 25 possible

TOTAL = 83.75(B) out of 100 possible