



**QUINLAN**  
SCHOOL of BUSINESS

Schreiber Center-16 E. Pearson St.  
Water Tower Campus-Chicago, IL 60611  
LUC.edu/Quinlan

## **MGMT 441: BUSINESS ETHICS**



**Dr. Theodora Bryan**

**Fall Quarter 2018**

### **OFFICE HOURS AND CONTACT INFORMATION:**

**Location:** Schreiber Center Office # 529

**Office Hours:** Wednesday 2-5 Friday 2-5 By appointment only

**Phone:** (312) 420-1165 **Email:** [tbryan@luc.edu](mailto:tbryan@luc.edu)

### **COURSE DESCRIPTION:**

This course examines the ethical aspects of corporate and individual decision making in business and the importance of making ethical decisions within the context of managerial practice.

### **COURSE OVERVIEW:**

**I The Shareholder Value Strategy**

**II The Stakeholder Strategy**

**III The Respect for Persons Framework**

**IV Ethical Integrity**

**V Self-Perception**

**VI Social Psychological Factors**

## **COURSE OBJECTIVES:**

1. Understanding and evaluating two different business management strategies in light of their ethical and risk management implications
2. Developing ethical reasoning skills
3. Developing a clearer understanding and commitment to ethical values
4. Raising awareness of social psychological influences operative within organizations

## **REQUIRED MATERIALS AND ARTICLE READINGS:**

**Course Packet (Fall 2018 edition):** The course packet will be available at the downtown Loyola bookstore. The course packet consists of the course lecture notes. Bring the packet to each class in order to follow the lecture, discussions and to take additional notes.

### **Article Readings and Videos:**

The article readings and video/podcast links are listed in the syllabus and posted on Sakai. To access materials on the Sakai site click “**Resources**” from the main menu to access the folders for weekly materials. The “**Course Documents**” folder will include other important information.

## **GRADED COMPONENTS:**

1. **9 Analysis Papers 50%** Paper Details are on Sakai in “Course Documents” folder.
2. **Final Exam 50% Tuesday October 30 6-9 p.m.**

The exam must be taken at the scheduled time. Only under very extreme circumstances (needing verification) will a make up be allowed. The school has specific days and times for make-ups.

A **final exam guide** will be posted on Sakai no less than two weeks before the exam. The **grading formula** for the course is also on Sakai. **No extra credit options are available.**

## **ATTENDANCE , PARTICIPATION and PREPARATION:**

This course depends on student engagement and attention during the lecture, discussion and video presentations. Attendance is expected for the full class period. In the event that unavoidable emergencies or conflicts prevent you from attending class or having to leave early, please notify me **in advance**. Each student is responsible for anything that is missed during an absence and so having a class partner is advisable.

To prepare for each class, access Sakai for the weekly materials (articles, videos and podcast links) and read the designated course packet pages as listed on the syllabus.

## **USE OF TECHNOLOGY:**

In order to minimize distractions and be fully engaged in the class lecture and discussions laptops, tablets, cell phones etc., must be turned off during class.

## **ACADEMIC INTEGRITY:**

All members of the Quinlan School shall refrain from academic dishonesty and misconduct in all forms, including plagiarism, cheating., misrepresentation, fabrication, and falsehood...Plagiarism or cheating on the part of the individual student or group academic work or in exam behavior will result minimally in the grade of "F" for the assignment or examination. All instances of dishonesty must be reported to the department chairperson. Link to complete Honor code:

<http://luc.edu/media/lucedu/quinlan-graduate/pdfs/Honor-Code-Quinlan-July2012.pdf>

## **COURSE SCHEDULE:**

### **CLASS 1 (Aug. 28) The Shareholder Value Strategy PAPER #1 DUE**

**Course Packet: Pgs. 4-23**

#### **Articles and Video:**

The Shareholder Value Myth

Measuring the Economic Impact of Short-Termism (read Shareholder Value Myth first)

Video: Towards a Better Capitalism (2018 World Economic Forum) Link on Sakai

Podcast: Why Leaders Should Focus on Long Term Growth (or read the article) Link on Sakai

### **CLASS 2 (Sept. 4) The Shareholder Value Strategy PAPER #2 DUE**

**Course Packet: Pgs. 24-36**

**Articles or Videos: Videos on Enron and 2008 economic crisis are highly recommended over article readings**

Video (streaming available on Amazon or Netflix): "Enron: The Smartest Guys in the Room"

In place of video read the article--Enron: The CFO, Conflicts and Cooking the Books

Video (streaming available on Amazon): "Inside Job" (On the Global Financial Crisis)

In place of video read the article--The 2008 Global Financial Crisis

**CLASS 3 (Sept. 11) The Stakeholder Value Strategy PAPER #3 DUE**

**Course Packet: Pgs. 37-44**

**Articles:**

The Social Responsibility of Business is to Create Value for Stakeholders  
Stakeholder Strategy and Whole Foods

**CLASS 4 (Sept. 18) The Stakeholder Value Strategy PAPER #4 DUE**

**Articles:**

Johnson & Johnson CREDO  
The Shareholder Comes Last During Tylenol Crisis  
The Strategic Value of Company Values

**CLASS 5 (Sept. 25)**

**1) Stakeholder Strategy 2) The Respect for Persons Framework PAPER #5 DUE**

**Course Packet: Pgs. 45-60**

**Articles:**

The Respect for Persons Framework  
Accountability  
Well Fargo Case

**CLASS 6 (Oct. 2):**

**1) The Respect for Persons Framework 2) Ethical Integrity PAPER #6 DUE**

**Course Packet: Pgs. 61-82**

**Articles:**

Integrity  
Restoring Integrity at Starbucks: "We had to Own the Mistakes"

**CLASS 7 (Oct. 9): 1) Self-Perception 2) Social Psychological Factors: Authority**

**Course Packet: Pgs. 83-92 PAPER #7 DUE**

**Articles:**

When Good People Do Evil  
Questioning Authority (A recent modified version of the Milgram experiment)

**CLASS 8 (Oct. 16): PAPER #8 DUE**

**1) Social Psychological Factors: Sub-culture; Roles Corporate Culture 2) WorldCom Case**

**Course Packet: Pgs. 93-105**

**Articles:**

At WorldCom: Ordered to Commit Fraud

Voice is Silenced by Fear

Collusion, Culture and Bad Management

**CLASS 9 (Oct. 23) Maintaining Ethical Integrity PAPER #9 DUE**

**Course Packet: Pgs. 106-116**

**Articles:**

Giving Voice to Values

**CLASS 10: FINAL EXAM TUESDAY OCTOBER 30 6-9 p.m.**