MGMT 441: BUSINESS ETHICS

Dr. Theodora Bryan

Spring Quarter 2014

OFFICE HOURS AND CONTACT INFORMATION:

Location: 1 E. Pearson  Maguire Hall Office  # 436
Office Hours: Thursday 4:00-5:30 by appointment only
Phone: (312) 642-1636  Email: tbryan@luc.edu

I will be checking and responding to e-mail a few times a day Monday through Friday.

COURSE DESCRIPTION:
This course examines the ethical aspects of individual and corporate decision making in business and provides resources for making ethical decisions within the context of managerial practice.

COURSE OVERVIEW:
Recent business scandals reveal the implications of ignoring the human side of business. This course will focus on the importance of ethics in business as it relates to the individual employee and also to the organization. First, the concept of business ethics will be defined in light of a stakeholder strategy. Second, several cases will be discussed to illustrate stakeholder impact (harm) and its implications. Third, the concept of choice and the influence of external and internal factors will be analyzed in light of individual decision making within the context of business. Fourth, two decision making frameworks will be presented, applied, and evaluated from an ethical and risk management point of view. Fifth, the essential components in creating an ethical corporate culture will be delineated.
**COURSE OBJECTIVES:**
1. Developing a broader and long term way of thinking as expressed by a stakeholder strategy.
2. Understanding the influence of external and internal factors on decision making and behavior.
3. Developing a clearer understanding and commitment to your ethical values.
4. Gaining knowledge of decision making frameworks and their implications when applied to a business context.
5. Increased knowledge on how to create an ethical corporate culture.

**REQUIRED MATERIALS AND ARTICLE READINGS:**

**Course Packet:** Only available at Loyola Bookstore. The Course Packet (Spring Quarter 2014 version) consists of the course lecture notes. Bring the packet to each class in order to follow the lecture and take additional notes.

**Article Readings and Videos:**
The article readings and related videos are posted on Sakai.

Sakai can be accessed through Loyola’s website. Go to “Links” and click on Sakai. To access Sakai you must be registered for the course. The article readings and videos for each class are listed in the course syllabus.

**GRADED COMPONENTS:**
1. **8 Short Papers** 50% Details are on Sakai. To access, click “Resources” on menu bar and open “Course Documents” folder.

2. **Final Exam** 50% Thursday May 1 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. The final exam guide will be posted on Sakai no less than one week before the exam. The grading formula for the course is also on Sakai.

**ACADEMIC INTEGRITY:**
For information about expectations and sanctions for violations, consult the complete Honor code on the Quinlan School of Business website below:

ATTENDANCE AND PARTICIPATION:
This course depends on student engagement and attention during the lectures and multi-media presentations. Attendance is expected for the full class period. If you miss an entire class or need to leave class early due to unavoidable circumstances, 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.

During the lectures and class discussions, I will be assuming that students have read the articles and watched the related videos for each week and that there is a willingness to contribute to class discussion. Your thoughts and ideas bring value to me and to the other students.

USE OF ELECTRONIC EQUIPMENT:
Computers are minimally allowed for taking notes (those who do not want to write notes in the course packet). Computer usage should not be a distraction to you, fellow students, or to me. Please refrain from texting in class. Your cooperation on these matters is greatly appreciated.

COURSE SCHEDULE: ** Extra Readings

CLASS 1 (Feb. 20): Introduction; Business Paradigms   PAPER #1 DUE
Article/Video:
Emphasis on Ethics at B-Schools
Whose Company is it?
Ethics and the Manager’s Obligation
John Mackey on Conscious Capitalism
Video: John Mackey Presentation at Google
** Deloitte: Drivers of Long-term Business Value

CLASS 2 (Feb. 27): The Stakeholders: Customers   PAPER #2 DUE
Articles/Videos:
J&J Credo
J&J Tylenol Crisis
Patients versus Profits at Johnson & Johnson (J&J’s recent crisis)
Videos(3): Part 1&2 William Weldon Apologizes; CEO Should Resign
J&J’s New CEO Emphasizes Credo
How the Mighty Fall
When Unhappy Customers Strike Back on the Internet
** How to Save Your Brand in the Face of Crisis

CLASS 3 (March 13): The Stakeholders: Employees; Community   PAPER #3 DUE

Articles/Videos:
U.S. Employers Unresponsive to Employee Needs
Domino's Social Media Crisis
Videos (2) Teachers Fired over Facebook
In the Age of Leaked Memos
Get Anti-social
Social Network “Snooping”
Hold that Password
Social Networking Online Protection Act
BP Oil Spill
Risky Business

CLASS 4 (March 20): Choice and Human Action   PAPER #4 DUE

Articles:
What Should We Teach Our Business Leaders?
Integrity
Integrity Earns Trust
When Good People Do Evil
** Questioning Authority (A recent redo of the Milgram experiment)

CLASS 5 (March 27): Choice and Human Action   PAPER #5 DUE

Articles:
Don’t Mention It
At WorldCom: Ordered to Commit Fraud
Collusion, Culture and Bad Management
** The Escalation of Deception in Organizations
CLASS 6 (April 3):  Choice and Human Action    PAPER # 6 Due

Articles:
Giving Voice to Values
Arguing with the Boss
Effectively Influencing Decision Makers
Flummoxed by Failure (self-esteem)
Lance Armstrong Case (arrogance and reckless risk)

Class 7 (April 10):  Decision Making Frameworks:  Utilitarianism    PAPER #7 DUE

Articles:
Pinto Madness
Reflections on the Pinto Fires (written by the Ford Recall Coordinator)
The Pinto Case and Utilitarianism

Class 8 (April 24):
Decision Making Frameworks:  Utilitarianism;  Respect for Persons

Articles/Videos:
The Respect for Persons Framework
Accountability
The Gadget and the Bad Samaritan
Video: Milton Friedman debates with University Student on Pinto Case
A Cure for the Common Corporation
Video: Why HOW We Do Anything Means Everything
** The HOW Report

CLASS 9 (Saturday April 26 1:00-4:00 p.m.): Creating an Ethical Corporate Culture
PAPER # 8 DUE

Articles:
The Strategic Value of Values
Leaders Make Values Visible
Starbucks Crisis: We Had to Own the Mistakes
Servant Leadership
First Among Equals
** Humble Leader Behaviors

CLASS 10: FINAL EXAM  May 1  6-9 p.m.