MGMT 341 Honors: ETHICS IN BUSINESS

Dr. Theodora Bryan

Spring Semester 2014

OFFICE HOURS AND CONTACT INFORMATION:

**Location:** 1 E. Pearson  Maguire Hall  **Office # 436**

**Office Hours:**  Wednesday 2:30-3:30  by appointment

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

COURSE DESCRIPTION:

This course focuses on ethical issues in the world of business. This course will address a number of interrelated questions: What are the rights and obligations of business in society? Can business “do good” and “do well”?

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 and its implications. Third, the concept of choice will be analyzed in light of individual decision making within the context of business. Fourth, the essential components in creating an ethical corporate culture will be delineated.

COURSE OUTCOMES:

1. Understanding different business paradigms and the implications of their application.
2. Developing a broader way of thinking as expressed by a stakeholder value strategy.
3. Developing a clearer understanding and commitment to your ethical values.
4. Understanding the influence of external and internal factors on decision making.
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 2014 version) consists of the course lecture notes. Bring the packet to each class in order to follow the lecture and take additional notes.

**Book** (Loyola Bookstore): *Emotionally Intelligent Leadership: A Guide for College Students*

**Article Readings and Videos:**
The article readings and videos for each class are listed in the course syllabus.
The article readings and videos are posted on Sakai. Click on “Resources” to access folders for each week. 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.

**GRADED COMPONENTS:**

1. **7 Analysis Papers** 30% Details on Sakai in “Course Document” folder
2. **Emotional Intelligence Analysis Paper** 40% Due April 16 Details on Sakai
3. **Final Exam** 30% Wednesday April 30 4:15-6:15

The **final exam guide** will be posted on Sakai no less than one week before the exam. The final exam must be taken at the scheduled time. Only under very extreme circumstances (needing verification) will a make up exam be allowed. The school has specific days and times for make-up exams. The grading formula for determining your course grade is on Sakai.

**ACADEMIC INTEGRITY:** For information about ethical expectations 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 whole class period. If you are going to be absent 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 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 allowed for taking notes (for 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 using cell phones in class. Your cooperation on these matters is greatly appreciated.

COURSE SCHEDULE  ** Extra Readings

WEEK 1 (Jan. 15)  Introduction
Course Packet (CP): pp. 2-3
Article (on Sakai):
Emphasis on Ethics at B-Schools
Flattery over Moral Instruction
Are Young Americans Less Ethical at Work?

WEEK 2 (Jan. 22)  The Concept of Ethics; Business Paradigms
CP: pp. 4-15  PAPER #1 DUE
Articles/Video
Whose Company Is It?
Ethics and the Manager’s Obligation
Video: John Mackey Presentation at Google
** Deloitte: Drivers of Long-term Business Value

WEEK 3 ( Jan. 29)  Business Paradigms; The Customer Stakeholder
CP: pp. 16-24  PAPER #2 DUE
Articles
J&J Credo
J&J Tylenol Crisis

WEEK 4 (Feb. 5)  The Customer Stakeholder
CP: pp. 24-28  PAPER #3 DUE
Articles/Videos
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
The Power of Viral Revenge
Videos (2): HP Customer Complains; HP Responds
** How to Save Your Brand in the Face of Crisis

**WEEK 5** (Feb. 12) **The Employee Stakeholder**
**CP: pp. 29-35** PAPER #4 DUE

**Articles/Videos**
U.S. Employers Unresponsive to Employee Needs
Dominos Social Media Crisis
Videos (2): Teachers Fired over Facebook content
Get Anti-social
Social Network “Snooping”
Hold that Password
Social Networking Online Protection Act

**WEEK 6** (Feb. 19) **Choice and Human Action**
**CP: pp. 36-43** PAPER #5 DUE

**Articles**
What Should We Teach Our Business Leaders?
Integrity
Integrity Earns Trust

**WEEK 7** (Feb. 26) **Choice and Human Action**
**CP: pp. 44-47** PAPER #6 DUE

**Articles**
When Good People Do Evil
** Questioning Authority (a recent redo of the Milgram experiment)

**WEEK 8** SPRING BREAK MARCH 3-8

**WEEK 9** (Mar. 12) **Choice and Human Action**
**CP: pp. 48-55**
**Article:** At WorldCom: Ordered to Commit Fraud
WEEK 10 (Mar. 19)  Choice and Human Action
CP: pp. 56-61  PAPER #7 DUE

Articles:  Giving Voice to Values
Arguing with the Boss
Effectively Influencing Decision Makers

WEEK 11 (Mar. 26)  Choice and Human Action
CP: pp. 62-66

WEEK 12 (April 2)  Choice and Human Action
CP: pp. 66-69

WEEK 13 (April 9)  Choice and Human Action
CP: pp. 70-75

Articles:
Lance Armstrong (extreme competitiveness, arrogance and reckless risk)
Flummoxed by Failure
Finding the Just-Right Level of Self-esteem

WEEK 14 (April 16)  Creating an Ethical Corporate Culture
EMOTIONAL INTELLIGENCE PAPER DUE
CP: pp. 76-83

Articles:
Leaders make Values Visible
Starbucks Crisis
Servant Leadership
First Among Equals

WEEK 15 (April 23)  Creating an Ethical Corporate Culture

WEEK 16  FINAL EXAM  Wednesday April 30  4:15-6:15

Please Note: The instructor reserves the right to make changes as needed to the course syllabus.