To: BAM 311 – Business Ethics Students

From: Elaine Allore, MBA
Adjunct Faculty

Date: April 15, 2008

Subject: Attached Packet

I would like to take this opportunity to welcome you to BAM 311 - Business Ethics! I am looking forward to working with you in this area. Included with this memo are the pre-class assignments that will help you to prepare for our first class meeting on May 17th. You will also find a copy of our syllabus for the course. Additional assignment sheets will be distributed during our class sessions.

The topic of business ethics is fascinating and challenging. In order for you to gain the most benefit from the class, I would encourage you to read through the material contained in this course pack as soon as you possibly can. Also, begin reading our two textbook assignments so that you can complete the written papers before classes begin.

Please contact me via email at emallore@yahoo.com with questions and/or concerns.

See you all on May 17th!
1. Thoroughly read the course syllabus and be prepared to discuss any questions that you may have about the class.

   - Prepare a two to three-page paper
   - In this paper, summarize the main issues that Perkins raises
   - Identify the ethical issues that you find
   - Describe why you think these are ethical issues
   - Propose one or more solutions to resolve each of the ethical issues that you describe

3. Read the Jennings book *Business Ethics: Selected Case Studies and Readings* - the Introduction and Units 1 and 2 (through page 60).
   - Prepare a two to three-page paper
   - Describe *in your own words* your understanding of each of the ethical theories the author describes on pages 4 through 9

4. Think of an ethical dilemma that you’ve experienced or witnessed. Be prepared to discuss the dilemma, your reaction and your response/solution to the situation.

5. Be prepared to respond to the questions posed in Cases 2.7, 2.8 and 2.9 in Section B near the end of Unit 2 in the Jennings text.

NOTE: This is a tentative plan for our first day of class – we may cover more or less material depending upon our individual areas of interest and experience, time, and other factors that may arise. Please be prepared to be in class for the full day. We’ll begin at 9:00 a.m. and end at 5:00 p.m. Plan on 45 to 60 minutes for lunch this week – you may want to bring your lunch since we don’t have any conveniently located food outlets or restaurants. In the future, lunch breaks will run approximately 30 to 45 minutes.
Elaine Allore, MBA, Instructor
Email: emallore@yahoo.com
734-426-5457 (after 7:00 p.m.)

LOCATION
James McDivitt JM 211

MEETING DAYS
Saturdays from 9:00 a.m. to 5:00 p.m.
May 17, May 31, June 14 and June 28, 2008

PREREQUISITE
MGT 302 or MKT 310
TEXT AND MATERIALS

BUSINESS ETHICS: Case Studies and Selected Readings, fifth edition
Marianne M. Jennings, © 2006; Thomson Higher Education, Mason, Ohio

CONFESSIONS OF AN ECONOMIC HIT MAN
John Perkins, © 2004; Berrett-Koehler, San Francisco, California

Additional materials will be distributed in class

COURSE DESCRIPTION

This course will describe the moral and religious influences that helped to shape the rise of modern American industry and will explore ethical frameworks for setting corporate social policy, and the setting of objectives for a meaningful social response from the private sector. Students will be helped to become aware of ethical categories for decision making and to develop critical thinking skills appropriate to making moral judgments in areas of business management.

STUDENT OUTCOMES

Achieve progress toward the established Business Administration Learning Outcomes as well as the General Education Learning Outcomes in
• Communication (the ability to express ideas clearly and concisely verbally, visually and in writing),
• Creativity (the ability to demonstrate problem solving skills by pursuing uncommon solutions),
• Analytical thinking (the ability to research, comprehend, analyze, and evaluate ideas) and
• Integrative thinking (the ability to integrate parts into a comprehensive whole.)

Become familiar with and understand major ethical theories and various philosophical issues related to moral reasoning.

Develop a consistent and coherent strategy for ethical decision-making.

Understand the evolution of ethical business theories in response to the varying problems and issues of different cultures and generations.

COURSE STRATEGY

A variety of tools and techniques will be used throughout the semester, including discussion, lecture, team assignments and problem solving, group practice work, individual homework, quizzes, exams, special projects and practical application of the text(s). The instructor strives to use a coaching/facilitating approach to help the student achieve mastery of the outcomes mentioned in the previous section.
ASSIGNMENTS
Assignments will be given for each class session. Some of these assignments will be found in (or attached to) the syllabus; additional assignments will be distributed in class. In order to fully participate in class discussions and gain the most from the lectures and in-class activities, you are expected to have your assignments completed before class. You have several pre-class assignments that are due at the beginning of our first class meeting!

PREFERRED COMMUNICATION METHODS
The best way to contact me during the week is via email. In an emergency, please call my home number and leave a message that identifies best times for me to return your call. I will respond at my earliest convenience. I am also available to meet with you either before or after class; you may contact me via phone or email to schedule a brief meeting.

ABSENCE AND ATTENDANCE POLICY
You are expected to attend all class sessions in order to successfully complete this course. This means arriving on time and being a present and an active participant for the entire class session. This class is being presented in an accelerated format; therefore, we’ll be covering a significant amount of material each week. If you are absent, you may be administratively withdrawn from the course. Homework assignments are due at the beginning of class unless otherwise noted. Be aware that late assignments will NOT be accepted. Rescheduling of presentations and exams will not be permitted.

ADDITIONAL INFORMATION/Written Assignments
Since this is an upper level college course, it is expected that all homework assignments will be word-processed and free of grammar, spelling, punctuation, and sentence structure errors. Include the following on each assignment: an assignment title, course number and title, your name, instructor’s name and date submitted. Please use 11 or 12-point Arial or Times New Roman font with 1-inch margins. Engage the assistance of a friend, colleague, or family member to proof your work. Your grade on the assignment will be reduced should an excessive number of errors be discovered.

GRADING
Your grade for this course will be based on the following:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Percent</th>
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<tbody>
<tr>
<td>Final Written Report</td>
<td>25%</td>
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<tr>
<td>Written Case Study Analyses (2 per student)</td>
<td>20%</td>
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<tr>
<td>Final Oral Presentation</td>
<td>15%</td>
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<tr>
<td>Oral Case Study – Student-led (2 per student)</td>
<td>15%</td>
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<tr>
<td>Attendance and Participation</td>
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<td>In-class Quizzes</td>
<td>10%</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
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SCALE

The following scale will be used for this course:

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<tr>
<th>Min % Achieved</th>
<th>Grade</th>
<th>Points</th>
<th>Min % Achieved</th>
<th>Grade</th>
<th>Points</th>
</tr>
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<tbody>
<tr>
<td>94%</td>
<td>A</td>
<td>4.00</td>
<td>75%</td>
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<td>69%</td>
<td>D+</td>
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<td>3.00</td>
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<td>63%</td>
<td>D-</td>
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<tr>
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<td>C+</td>
<td>2.33</td>
<td>Below 63%</td>
<td>U</td>
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ACADEMIC DISHONESTY

“Academic dishonesty is unethical behavior which in any way violates the standards of scholarly conduct. It includes such behaviors as cheating on assignments or examinations, plagiarizing, submitting the same or essentially the same papers for more than one course without the consent of all instructors concerned, misappropriating library materials, or the destroying of or tampering with computer files. Also included in academic dishonesty is knowingly or intentionally helping another violate any part of this policy.

“Plagiarism is the failure to give credit for the use of material from outside sources. It includes, but is not limited to, verbatim use of a quote without quotation marks and adequate documentation, submission of a paper prepared by another person as one’s own work, using the ideas, facts, words, or data of someone else and claiming them as your own, or not documenting ideas, facts, words, or data gathered during research.” (Please refer to Siena Heights University Undergraduate Catalog 2006-2008.)

ACADEMIC ACCOMMODATIONS (DISABILITY STATEMENT)

“Siena Heights University is committed to providing a learning environment that benefits all students. Pursuant to the Americans with Disabilities Act of 1990 all reasonable accommodations will be made to meet the documented needs of students. The Siena Accommodations Policy for Students with Disabilities requires a student to provide written documentation of his/her disability to the Academic Advising Office. If you require special accommodations, it is your responsibility to notify each instructor during the first two weeks of the semester.” (Please refer to Siena Heights University Undergraduate Catalog 2004-2006.)

ASSIGNMENTS AND PROJECTS

Research/Analysis of Relevant Topics

Each member of the class will be expected to explore a topic of interest and importance in the field of Business Ethics. Your research will result in a written report and an oral presentation to the class. You are encouraged to find a topic of interest and relevance to you that will be useful in your professional development. A minimum of four to six academic and/or well-respected business references are required. A fully-annotated bibliography of all resources and references is required. Please use APA format when citing references.

For the final written report, an eight to ten-page word-processed paper (12-point font, double-spaced, with 1-inch margins) is expected. Please include a cover page with name of the assignment, student name, date submitted, name of the instructor, course number and course name. Additional details will be shared in class. This assignment counts for 25% of your final grade. Written reports are due at the beginning of class on June 28, 2008.
For the final oral presentation, please prepare and provide a single-sheet word-processed summary in outline form of the points you plan to cover during your presentation. Provide a copy of this summary for each member of the class. This assignment counts for 15% of your final grade. Final oral reports will be presented on June 28, 2008.

Case Studies
Case studies and their scholarly analysis will be an important component of this course. Each student will lead the discussion of one or more case studies during class. Two written analyses will also be handed in as assigned. Expectations for these assignments will be discussed in greater detail at our first class session. These combined written and oral assignments will contribute 35% toward your final grade.

Quizzes
Quizzes will be given on each of our meeting days. These quizzes will count for 10% of your final grade.

EXPECTATIONS FOR THIS CLASS

I strongly believe that an individual's participation in his or her learning process helps to reinforce the information presented. I try to keep lectures to a minimum and instead prefer to incorporate as many hands-on learning activities as I can. You will be asked to share anecdotes and examples from your lives that will help both you and your classmates to apply the concepts taught in class. The learning environment should be fun and interesting – we can all help to make sure that we create such an environment. I look forward to getting to know all of you and sharing this semester with you.

IMPORTANT NOTE!

This syllabus and attached course information is provided as a guideline for the course. Deviations or modifications may be necessary. You will be notified of any changes during class sessions.
### WEEKLY READING AND HOMEWORK ASSIGNMENTS

#### Pre-Class Assignment

*Refer to the separate assignment sheet included with this course pack for details concerning assignments due on the first day of class.*

<table>
<thead>
<tr>
<th>Class Date</th>
<th>Readings</th>
<th>Homework Due</th>
<th>In Class</th>
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| 05/17/08   | **Perkins**: Read Preface, Prologue and Part 1  
             **Jennings**: Read the Introduction, Unit 1 and Unit 2 (through page 60) | • Brief analysis of Part 1 of Perkins Book  
                                                                • Brief summary of Units 1 and 2 of Jennings Book | Icebreaker  
                                                        Introduction to course  
                                                        Introduction to textbook and other materials  
                                                        Discuss Perkins  
                                                        Discuss Jennings  
                                                        **Quiz #1** |
| 05/31/08   | **Perkins**: Read Part 2  
             **Jennings**: Read Units 3, 4 and 5 (pages 61 through 256) | • Written Case Analysis #1  
                                                                • Oral Case Study #1  
                                                                • Brief analysis of Part 2 of Perkins Book  
                                                                • Case studies as assigned from Jennings book | Oral case presentations  
                                                        Town Hall meetings  
                                                        Discuss Perkins  
                                                        Discuss Jennings  
                                                        **Quiz #2** |
| 06/14/08   | **Perkins**: Read Part 3  
             **Jennings**: Read Units 6, 7 and 8 (pages 257 through 480) | • Written Case Analysis #2  
                                                                • Oral Case Study #2  
                                                                • Brief analysis of Part 3 of Perkins book  
                                                                • Case studies as assigned from Jennings book | Case Study #2  
                                                        Discuss Perkins  
                                                        Discuss Jennings  
                                                        Ethical Debates  
                                                        **Quiz #3** |
| 06/28/08   | **Perkins**: Read Part 4 and Epilogue  
             **Jennings**: Read Units 9, 10 and 11 (pages 481 through 558) | • Brief analysis of Part 4 and Epilogue of Perkins book  
                                                                • Case studies as assigned from Jennings book  
                                                                • Final written reports  
                                                                • Final oral presentations | Final presentations  
                                                        Course evaluations  
                                                        **Quiz #4** |