**Wayland Mission Statement**

Wayland Baptist University exists to educate students in an academically challenging, learning-focused, and distinctively Christian environment for professional success, and service to God and humankind.

**Contact Information**

**Course**

: BUAD 4334 VC01 – Business Ethics

**Campus**

: WBUonline

**Term/Session**

**:** Fall 1 2025

**Instructor**

**:** Dr. Vernon Swinton, PHD, MBA, PMP, FACHE

**Office Phone Number/Cell #**

**:**

**WBU Email Address**

**:** Vernon.swinton@wayland.wbu.edu

**Office Hours, Building, and Location**

**:** Asynchronous

**Class Meeting Time and Location**

**:** Asynchronous

**Catalog Description**

**:**

In-depth investigation of ethical management and leadership styles, including context of a Christian worldview. Ethical reasoning for application to a variety of business situations.

**Prerequisite:**

None

**Textbook Information**

**Required Textbook(s) and/or Required Materials**

**:**

| **BOOK** | **AUTHOR** | **VER** | **YEAR** | **PUBLISHER** | **ISBN#** |
| --- | --- | --- | --- | --- | --- |
| Business Ethics: Ethical Decision Making & Cases with MindTap | Ferrell, Fraedrich  Ferrell | 14th | 2026 | Cengage | 9798-21404-3111 |
| **\*\* AND \*\* \*\* Both Books Are Required** | |  | | | |
| Ethics on the Job | Pfeiffer | 4th | 2014 | Cengage | 9781-28541-5598 |

*This course is part of the* ***Pioneer Academic Access Program****. You will have access to an eBook, access code, and interactive learning material on the first day of class through your Blackboard course site. You will be notified via email with access instructions and additional information. If the course requires a physical book you can order at bookstore.wbu.edu. You can choose to opt-out, however if you do you will lose access to* ***EVERY******class/material*** *and have to source through third party vendors.*

**Optional Materials**

**:** None

**Course Outcome Competencies**

**:**

* Discuss business ethics issues and definitions, theories, and frameworks important to organizational ethical decision making;
* Recognize ethical issues in business;
* Identify means to resolve ethical disputes in business;
* Understand the role of corporate governance and corporate culture in ethical decision making;

# Discuss moral philosophies in relation to business and the Christian Ethic

**Attendance Requirements**

WBUonline

Students are expected to participate in all required instructional activities in their courses. Online courses are no different in this regard; however, participation must be defined in a different manner. Student “attendance” in an online course is defined as active participation in the course as described in the course syllabus. Instructors in online courses are responsible for providing students with clear instructions for how they are required to participate in the course. Additionally, instructors are responsible for incorporating specific instructional activities within their course and will, at a minimum, have weekly mechanisms for documenting student participation. These mechanisms may include, but are not limited to, participating in a weekly discussion board, submitting/completing assignments in Blackboard, or communicating with the instructor. Students aware of necessary absences must inform the professor with as much advance notice as possible in order to make appropriate arrangements. Any student absent 25 percent or more of the online course, i.e., non-participatory during 2 or more weeks of an 8-week session, may receive an F for that course. Instructors may also file a Report of Unsatisfactory Progress for students with excessive non-participation. Any student who has not actively participated in an online class prior to the census date for any given session is considered a “no-show” and will be administratively withdrawn from the class without record. To be counted as actively participating, it is not sufficient to log in and view the course. The student must be submitting work as described in the course syllabus. Additional attendance and participation policies for each course, as defined by the instructor in the course syllabus, are considered a part of the university’s attendance policy.

**University Policies**

**Academic Integrity**

**:**

[Link to Statement on Academic Integrity](https://www.wbu.edu/academics/writing-center/Academic%20Integrity%20Statement%20Pol%208.4.1%20Attch%20Oct%2020222.pdf)

**Artificial Intelligence:** **No use of any generative AI tools permitted.**

* + 1. Students are required to create and produce all work themselves or with assigned group members. Any work submitted that has used an AI generative tool like ChatGPT will be in immediate violation of the academic integrity policies for the course and WBU.
    2. All assignments must be fully created, designed, and prepared by the student(s).
    3. Any work that uses generative AI will be treated as plagiarism.

**Disability Statement:** In compliance with the Americans with Disabilities Act of 1990 (ADA), it is the policy of Wayland Baptist University that no otherwise qualified person with a disability be excluded from participation in, be denied the benefits of, or be subject to discrimination under any educational program or activity in the university. The Disability Services Coordinator and Academic Coach serves as the coordinator of students with disabilities and must be contacted concerning accommodation requests. Office: (806) 291-1057. Documentation of a disability must accompany any request for accommodations.

**Course Requirements and Grading Criteria**

Weekly Reading: Students will be required to read the textbook as assigned.   
  
Threaded Discussion Board (Graded, 5-points per week): No later than **Thursday**, learners are required to post an initial response to the topic question(s) directly to Blackboard—please **do not attached** word documents! Learners are required to post at least **three (3)** times **throughout** week. This requirement is considered “active discussion!” **Learners must directly answer at least one (1) weekly discussion question and respond to at least two (2) other learners’ posts throughout the week.** Ensure to track closely your comments, as your professor expects follow up responses to any clarifying questions on your responses.

Note: Please state the **name** of your fellow learners in your response.

**Three (3)** post are the **minimum** required for full credit consideration. Although several questions may be posed per week, learners are only required to respond to one (1). **I am not necessarily impressed by the answering of all questions!** I prefer a response to one question fraught or rich with details, practical examples and/or critical thinking vice all questions addressed superficially. **Please write concisely!**

**Posts made ALL on ONE or LAST day of the week will not earn full credit!** Posts after the week of assignment are **ineligible** for credit. In fact, the weekly forum closes once the week is over and becomes “read only.” Therefore, **posting early and throughout** the week is critical! Course participation is based on assigned weekly discussion board activity.   
  
**Case Report/Analysis** (Graded, 40-points): Students will complete a case report/analysis in week 4 based on the chapter readings. Please read the “Assignment” Link for specific information. **My expectation is a scholarly report!** An entire week is provided for a product that should reflect an outstanding and corresponding effort! Please use your time wisely draft, proofread, review and then submit! **Working ahead bodes well with this assignment**. Submit assignment to the Assignment link as a Microsoft Word document (emphasis added) labeled, "Last Name”.

**Please observe and comply with APA guidance, which includes, but not limited to, an appropriate cover page, abstract (key words, etc.), well formatted paragraphs, in-text citation, and corresponding alpha ordered references, etc. (tabbing and spacing).**

**Midterm Exam** (Graded, 50-points): Learners will complete a midterm exam encompassing the first half of the course material, chapters 1-4. The exam will be a combination of short answer and multiple choice questions and a comprehensive essay. With respect to the essay, please demonstrate command or an understanding of the subject. My evaluation of the essay is critical. The midterm does not require a proctor, but has a 2-hour time limit.  The exam must be taken in one sitting.It will be available **Monday, 8 September – Sunday, 14 September 2025.**

**Final Exam** (Graded, 50-points): Students will complete a final exam encompassing the second half of the course material, chapters 5-7, and 10. The exam will be a combination of short answer and multiple-choice questions and a comprehensive essay. With respect to the essay, please demonstrate command or an understanding of the subject. **My evaluation of the essay is critical.** The exam does not require a proctor, but has a **2-hour time limit**.  It will be available **Monday, 29 September – Saturday, 4 October 2025.**

**Note:** Open book or exams that do not require a proctor are inherently difficult compared to routine exams. **The midterm and final require students to read the questions and responses carefully, make logical decisions based on preparation, process of elimination and intellectual inferences. There are no “trick questions!”** Study guides are Not provided for either exam. An entire week is allotted for exam preparation! Please use the time to study!! Each exam must be completed in its entirety in one sitting. Avoid taking exams at the end of the week, as technical or scheduling problems can arise.

**Pray! Study! Use your book when necessary!!**

**LATE ASSIGNMENT**: A Case posted late will receive a **10-point** deduction. **Additionally, your case must be submitted no later than week 7 for credit! A case will not be eligible for credit after week 7!** Discussion forum responses must be posted during the week assigned. After a week of discussion ends--again, access to that forum becomes “read only”. **Discussion work cannot be made up**. The **midterm** and **final** exams MUST be taken during the week scheduled, NO exceptions. **The exams cannot be made up!** Plan accordingly.

**Grading Criteria**

**Threaded Discussion Board** (5 points per week): No later than Thursday, learners are required to initially respond to weekly discussion questions posted on the discussion board section when discussion is assigned for that week. Course attendance will be based on weekly discussion board activity (except when chapter reading is the only assignment; also see attendance policy for this course).

The criteria for grading discussion below, is not limited to, but include the following:

|  |  |  |
| --- | --- | --- |
| **Needs Improvement** | **Meets Assignment Criteria** | **Demonstrates Excellence Exceeding Assignment Criteria** |
| Less than 2 Pts | 2-3 Pts | 4-5 Pts |
| Writing style has errors in grammar, spelling, and punctuation. The content does not demonstrate a clear understanding of the material. Limited use of applied learning and critical thinking. Citations are missing or not appropriately used. **Post all on one day/submitted late/after week of assignment.** | Writing style is appropriate for the assignment, few errors in grammar, spelling, and punctuation. Good use of critical thinking and applied learning. Citations used are adequate and appropriate. | Responds to topic and, initiates discussion well before required posting date. Writing style is superior for assignment, no errors in grammar, spelling, and punctuation. Remarkable critical thinking and applied learning. **Outstanding citation /reference of supporting material.** |

**Case Report** (40-points): Students will complete one case report in week 4. Learners who anticipate an “A” for this assignment must ensure their report is written in appropriate style APA, spell/grammar checked, and utilize good critical-thinking and applied learning skills. Please take pride in your product. **If you do not have an APA 7th Ed. guide—now is the time to obtain one!** The quality of an assignment trumps quality. Therefore, I do not require a specific page length. I'm constructively critical with these assignments. It is your opportunity to demonstrate reasonable command of the issues discussed. Poorly written assignments will receive commensurate grades. Read all assignment instructions carefully before drafting your assignment. **Pay very close attention when there is emphasis added in the assignment instructions!** A word of advice is to juxtapose the assignment instructions with your paper as part of your review and have someone you trust provide you feedback on your assignment before you submit the final. You have an entire week to accomplish these assignments. I expect your very best work. Thank you.

The criteria for grading case report, is not limited to, but include the following:

|  |  |  |
| --- | --- | --- |
| Needs Improvement | Meets Assignment Criteria | Demonstrates Excellence Exceeding Assignment Criteria |
| Less than 20 Pts | 20-34 Pts | 35-40 Pts |
| Writing style has errors in grammar, spelling, and punctuation. The content does not demonstrate clear understanding of case material. Limited use of applied learning and critical thinking. Format is not in standard APA or MLA. Citations are missing or not appropriate. Submitted after due date. **Assignment submitted late and appears to lack compliance with instructions—devoid thorough analysis/steps not treated in a comprehensive manner--and completed without the benefit of a week’s time/accomplished last minute!!!** | Writing style is appropriate for the assignment, few errors in grammar, spelling, and punctuation. Good use of critical thinking and applied learning for the case. Format is APA or MLA. Citations used are adequate and appropriate. | Writing style is superior for case assignment, no errors in grammar, spelling, and punctuation. Remarkable critical thinking and applied learning. Format is APA or MLA. Superior citation of addition supporting materials used beyond the course’s principle text to include practitioners, luminaries and biblical perspective. **Learner invested significant time to produce scholarly analysis, fraught with rich content and, command thereof, and exhaustive.** |

**Midterm Exam** (50-points): The exam will be a combination of true/false and multiple-choice questions and an essay.  
  
**Final Exam** (50-points): The exam will be a combination of true/false and multiple-choice questions and an essay. The essay requirement is extremely important. Draft it with care and exhaust your best effort.

**Grading Philosophy:** Grades are assigned based solely on performance and not on prevailing students' expectations, perceptions of their performance, or level of effort. The grading standards are developed based on course outcomes and reflect the appropriate level of content mastery, including the subject matter as well as core curriculum components deemed appropriate, such as effective writing and information literacy. **Grades are accumulative, meaning grades are earned throughout the course resulting in final letter grade/outcome!**

Grading Criteria/Scale is based on total points—**accumulative**--for the course assignments:  
  
A = 90-100% (**155-170**)  
  
B = 80-89% (**130-154**)  
  
C = 70-79% (**110-129**)  
  
D = 60-69% (**90-109**)  
  
F = < 60% (**0-89**)

I = An incomplete may be given to students who are passing but have not completed some of the course requirements for reasons **beyond the student’s control!** **There are no extra credit assignments in this course.**

**Student Grade Appeals**

**:** Students shall have protection through orderly procedures against prejudices or capricious academic evaluation. A student who believes that he or she has not been held to realistic academic standards, just evaluation procedures, or appropriate grading, may appeal the final grade given in the course by using the student grade appeal process described in the Academic Catalog. Appeals may not be made for advanced placement examinations or course bypass examinations. Appeals are limited to the final course grade, which may be upheld, raised, or lowered at any stage of the appeal process. Any recommendation to lower a course grade must be submitted through the Vice President of Academic Affairs to the Faculty Assembly Grade Appeals Committee for review and approval. The Faculty Assembly Grade Appeals Committee may instruct that the course grade be upheld, raised, or lowered to a more proper evaluation.

>>

**Student Grade Appeals**

**:** Students shall have protection through orderly procedures against prejudices or capricious academic evaluation. A student who believes that he or she has not been held to realistic academic standards, just evaluation procedures, or appropriate grading, may appeal the final grade given in the course by using the student grade appeal process described in the Academic Catalog. Appeals may not be made for advanced placement examinations or course bypass examinations. Appeals are limited to the final course grade, which may be upheld, raised, or lowered at any stage of the appeal process. Any recommendation to lower a course grade must be submitted through the Vice President of Academic Affairs to the Faculty Assembly Grade Appeals Committee for review and approval. The Faculty Assembly Grade Appeals Committee may instruct that the course grade be upheld, raised, or lowered to a more proper evaluation.

**Tentative Schedule**

<< Case analysis, discussions and Midterm exam are due on **Sundays**, NLT 11:59 PM (CST)

**WEEK 1 (11 – 17 Aug)** – Discussion

***Read Business Ethics*:** Introduction, Course Overview, & Read Chapter 1, The Importance of Business Ethics

**WEEK 2 (18 – 24 Aug)** – Discussion

***Read Business Ethics:*** Chapter 2, Stakeholder Relationships, Social Responsibility, and Corporate Governance

***Read Ethics on the Job:***Chapter 3, The RESOLVEDD STRATEGY OF MAKING ETHICAL DECISIONS

**WEEK 3 (25 – 31 Aug)** – Discussion

***Read Business Ethics***: Chapter 3, Sustainability: Social and Ethical Dimensions

**Read *Ethics on the Job:*** Chapter 4, The RESOLVEDD STRATEGY IN DEPTH

**WEEK 4 (1 – 7 Sep)** – Discussion

***Read Business Ethics:*** Chapter 4, The Institutionalization of Business Ethics

RESOLVEDD METHODOLOGY CASE ANALYSIS: *Choose Any Case from Chapter 6 from* ***Ethics on******the Job***

(click on the actual assignment link in the Week 4 Folder, scroll down to “Browse Computer” button to upload and submit)

**WEEK 5 (8 – 14 Sep)** – No Discussion

Midterm Exam **(Open Book)**

**WEEK 6 (15 – 21 Sep) --** Discussion

***Read Business Ethics*** Chapter 5, Emerging Business Ethics Issues; Chapter 6, Ethical Decision Making

**WEEK 7 (22 – 28 Sep)** -- Discussion

***Read Business Ethics***: Chapter 7, Individual Factors: Moral Philosophies and Values; Chapter 10, Global Ethics Issues

**WEEK 8 (29 Sep – 4 Oct, Saturday)** – No discussion

Final Examination **(OPEN BOOK)**

**Additional Information**

<< a. I will make every attempt to reply to your questions within 24 hours. An exception to this timeframe will occur on weekends (Saturday and Sunday), where it will be NLT 48 hours.  
  
b. I expect that you will manage your time to accomplish assignments, which includes case studies and posting to discussion board. All assignments are provided in the syllabus, and further specifications will be placed in assignment area or announcement section of course.  
  
c. Read the book/E-book! Questions on the exams will be from the book. Please ask questions if you don't understand content.   
  
**d. Late assignments/exams: 10-point reduction in score.**

e. I realize many learners will have other priorities. However, if you find yourself having problems, **please communicate with me immediately – not after the fact/past deadlines!**  
f. Label all assignments with your last name, Assignment number or type.  
  
g. Always review course Announcements as course changes may occur at any given time. I will attempt to remind students of any deviations from the syllabus.  
  
h. Instructor reserves the right to modify the course syllabus.

**2 Timothy 2:2 (KJV): And the things that thou hast heard of me among many witnesses, the same commit thou to faithful men, who shall be able to teach others also.**