**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 5304 VC01 – Ethics

**Campus**

: WBUonline

**Term/Session**

**:** Fall 1 2025

**Instructor**

**:** Dr. Vernon Swinton, PhD, MBA, CAAMA, 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**

**:**

Systematic overview of normative ethics and a comprehensive discussion of contemporary moral issues including analysis of case studies; ethical implications of employment law, diversity management and corporate sustainability.

**Prerequisite:**

None

**Textbook Information**

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

**:**

| **BOOK** | **AUTHOR** | **ED** | **YEAR** | **PUBLISHER** | **ISBN#** |
| --- | --- | --- | --- | --- | --- |
| Business & Professional Ethics for Directors, Execs & Accountants  | Brooks/Dunn | 9th | 2021 | Cengage | 9780-35744-1824 |

*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**

**:**

* Identify ethical issues and business solutions in developing a practical decision matrix.
* Apply ethical solutions to assets and personnel in a business setting.
* Communicate effectively in writing and orally, clearly and succinctly ethical decisions and the reasoning to all those who are or maybe impacted by your communication.

# Create, prepare, & produce an ethics program with all the components.

**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 Discussion:

Learners are required to answer all the discussion questions posted by the instructor. An initial response to the topic is required no later than **Thursday** of each week. Learners are encouraged to dialogue with each other in the discussion thread.

Below is the grading rubric for discussion participation:

|  |  |  |
| --- | --- | --- |
| Needs Improvement  | Meets Assignment Criteria  | Demonstrates Excellence Exceeding Assignment Criteria  |
| Less than 15 Pts  | 16-21 Pts  | 22-25 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.  | 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.  |

Threaded Discussions are designed for maximum student participation and engagement. It is critical to the success of these courses that Learners contribute to the Threaded Discussions in a timely manner. **Learners must post an initial post to the weekly questions before access is gained to the discussion forum!** Accordingly an initial post to the discussion board should be made no later than Thursday of each week. No late postings to the Threaded Discussions will be accepted without prior arrangement with the instructor.

Please be advised, 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**. Posts made all on one (1) or the last day of the week will not earn full credit! Posts after the week concludes will not earned credit! Discussion work cannot be made up!** When independent reading/the course project or exams are only assigned for a specific week, there is no requirement to post to the discussion board.

Assigned Case Reports:

Case reports are a major part of the graded assignments for this course. Three (3) cases are chosen by Learners from the course textbook. Each chapter, where reading is assigned, is followed by cases. When assigned, choose any case to accomplish. Student must answer the discussion questions that follow the case. Writing format must be in APA or MLA. A sample formatted APA formatted paper is found in the Course Info / Syllabus link. However, suffice it to mention here all manuscripts require a coversheet, an abstract and in-text citations and corresponding references. **Cases will not be graded sent to the instructor via email.** **Therefore, please ensure you are ready to submit your final case study to the assignment folder.**

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

|  |  |  |  |
| --- | --- | --- | --- |
| Needs Improvement  | Meets Assignment Criteria  | Demonstrates Excellence Exceeding Assignment Criteria  |  |
| Less than 15 Pts  | 16 - 21 Pts  | 22 – 25 Pts  |  |
| Writing style has errors in grammar, spelling, and punctuation. The content does not demonstrate a 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.**  | 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.  |  |

**Ethical Risk Manager Interview:** Week 7 an interview of an Ethical Risk Manager is required/Due! Learners should/must plan to schedule an interview with an ethical risk manager preferably from a past or current employer. If an interview is not possible from an aforementioned employer, a ethical risk manager of the learner’s choosing will suffice. **However, in the abstract the learner must convey the qualifications of the interviewee.** A previous or current supervisor may not meet the criteria based on the interview guide outlined in Table 7.7. Writing format must be APA or MLA. A sample formatted APA formatted paper is found in the Course Info / Syllabus link. Cases will not be graded that are sent to the instructor via email.

The criteria for grading Ethical Risk Manger Interview include, but are not limited to, as follows:

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| --- | --- | --- |
| **Needs Improvement**  | **Meets Assignment Criteria**  | **Demonstrates Excellence Meeting Assignment Criteria**  |
| **Less than 50 Pts**  | **51-80 Pts**  | **81-100 Pts**  |
| Writing style has errors in grammar, spelling, and punctuation. The content does not demonstrate a clear understanding of the 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. Manuscript lacks conversational tone.  | 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 appropriate for the case assignment, no errors in grammar, spelling, and punctuation. Good use of critical thinking and applied learning. Format is APA or MLA. Well cited materials used. Manuscript demonstrates effort above and beyond requirement/conversational in tone.  |

**Exams:**

This course includes two exams: (1) Midterm Exam (2) Final Exam. Both exams are based on course textbook material. Both exams are online, open book, and non-proctored. The midterm exam covers material for chapters 1- 4, whereas the final exam covers chapters 5 - 8. Learners are given a week to complete the exam. **Exams are located in the Weekly Lesson folder section of the course.** **There is a 1.5-hour time limit.** The exams must be completed in one session.

There are neither make up exams, nor exams scheduled for different dates unless approved in advance.

**Grading:**

**Threaded Discussion Board** (Graded: 25-points per week). **No later than Thursday** (emphasis added), learners are required to initially respond to a weekly discussion question posted in the weekly folder section. Because this is a graduate course, I expect substantive and critical responses. Neither rote nor general commentary that tacitly agrees or disagrees with me or others are appropriate at this level. Apply yourself! Note: Please use salutations/name of your classmate or me in your response and observe on line etiquette! Course attendance will be based on weekly discussion board activity (see attendance policy for this course). Discussion work cannot be made up!

**Case Reports:** (Graded: 25-points per week). Learners will choose one case report at the end of the chapter in our course textbook to complete for each week a case is assigned. Learners who aspire the best outcomes for these assignments must assure their reports are written in appropriate style (APA or MLA), spell/grammar checked, and utilize good critical-thinking and applied learning skills. **Cases posted late will receive a 15-point deduction.** Cases cannot be resubmitted for an improved grade once submitted/graded!!

**Ethical Risk Manager Interview:** (Graded: 100-points). Week 7 requires an interview of a risk manager from preferably from a past or current employer who **best meets the qualifications** (**emphasis added**) to address the principles in Chapter 7, Table 7.7. **Revise the UN GLOBAL COMPACT’S TEN PRINCIPLES as guide to construct a questionnaire.** This will require planning in terms of scheduling the interview and posting the final manuscript. Recommend reviewing requirements for week 7 ASAP to begin this work. Interviews submitted late will receive a 15 -point deduction.

Note. There are no other assignments this week. Therefore, you will have ample time to accomplish a scholarly interview.

**Midterm Exam:** (Graded, 100 points). Learners will complete a midterm exam encompassing the first half of the course material, chapters 1-4. **The link can be found in the “lesson” folder on the date it is available!** The exam will be a combination of true or false and multiple-choice questions. The midterm does not require a proctor but has a 1-hour time limit.  The exam must be completed after the first launch. It will be available on **Monday, 1 Sep – Sunday, 7 Sep 2025**. The exam is located in the lesson folder for that week! The midterm can only be made up for circumstance beyond the student’s control at my discretion.

**Final Exam:** (Graded, 100 points). Learners will complete a final exam encompassing the second half of the course material, chapters 5-8. The exam will be a combination of true or false answer and multiple-choice questions. The exam does not require a proctor, but has a 1.5 hour time limit.  The exam must be completed after the first launch. It will be available **Monday, 29 Sep – Saturday, 4 Oct 2025.** The exam is located in the **lesson** folder for that week! The final exam can only be made up for circumstance beyond the student’s control at my discretion.

**Note:** Open book or exams that do not require a proctor are inherently difficult compared to routine exams. **The midterm and final require Learners to read the questions and responses carefully, make logical decisions based on preparation, process of elimination and intellectual inferences.** 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!!**

**Grading Criteria/Scale is based on accumulative total points for course participation/assignments:**

A = 90-100% (400 – 500)

B = 80-89% (300 - 399)

C = 70-79% (200 - 299)

D = 60-69% (100 - 199)

F = < 60% (0 - 198)

I = An incomplete may be given to Learners who are passing but have not completed some of the course requirements for reasons beyond the student’s control.

**Grading Philosophy:** Grades are assigned based solely on performance and not on prevailing Learners' 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. Accordingly, final course grades are Not negotiated -- they are earned!

**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**

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| --- | --- | --- | --- | --- | --- | --- |
| WEEK  | **START** **DATE**  | READING TOPICS  | CHAPTER  | ASSIGNMENTS  | GRADED ASSIGNMENT POINTS  | **DUE** **DATE**  |
| 1  | Aug 11  | Ethics Expectations. Ethics & Governance Scandals | 1 2 | Discussion forum Case #1  | 50  | Aug 17 |
| 2  | Aug 18  | Ethical Behavior --Philosophers' Contributions  | 3  | Discussion forum  | 25 | Aug 24 |
| 3  | Aug 25  | Practical Ethical Decision Making.  | 4  | Discussion forum Case #2  | 50 | Aug 31 |
| 4  | Sep 1  | Review Chapters 1 - 4  | **Midterm Exam**  | 100  | Sep 7 |
| 5 | Sep 8 | Corporate Ethical Governance & AccountabilityProfessional Accounting in the Public Interest | 5 6 | Discussion forum Case#3 |  50 | Sep 14 |
| 6 | Sep 15  | Managing Ethics Risks and Opportunities  | 7  | Real-world Risk Manager Interview. See Table 7.7 for interview principles/questions guide.  | 100 | Sep 21 |
| 7  | Sep 22 | The Subprime Lending Fiasco – Ethical Issues | 8  | Discussion forum  |  25 | Sep 28 |
| 8  | Sep 29  | Review chapters 5 - 8  | **Final Exam**  | 100  | **Sat**, Oct 4 |
| Total Points  | 500  |

**Additional Information**

* The course load in this class is demanding! Therefore, I recommend working ahead of schedule if you have competing priorities that will prevent you from accomplishing an assignment by its due date! Examine the schedule carefully in that regard.
* During this semester, this course should be one of your priorities! While I understand learners may have other course work, my net concern is your ability to demonstrate competency in my course. Moreover, if you have extenuating matter(s) that is/are beyond your control it is incumbent to communicate with me in advance or ASAP!! I will have a modicum of empathy or less consideration for matters communicated after the fact. Please know as WBU instructors we subscribe to grace; however, with emphasis added inform me in advance if it is at all possible.
* **There are no extra credit assignments in this course!**

**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.**