

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 VC02 – Ethics

Campus: WBUonline

Term/Session: Fall 1 2026 (10 Aug – 3 Oct 2026)

Instructor: Dr. Ernie Rahn

Office Phone Number/Cell #: (912) 655-5036

WBU Email Address: Ernest.Rahn@wayland.wbu.edu

Office Hours, Building, and Location: Virtual office hours: Mon-Fri, 8:00 AM - 5:00 PM

Class Meeting Time and Location: On-line through Wayland Baptist University Virtual Campus

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#
<u>Business Ethics: Ethical Decision Making & Cases with MindTap</u>	Ferrell/Fraedrich	14 th	2026	Cengage	9798-21458-2214
<u>Pitch Vantage</u>					9780-69293-3008

*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: American Psychological Association. (2020). *Publication manual of the American Psychological Association* (7th ed.). Author. (ISBN: 978-1433832154)

APA Website: <http://www.apastyle.org/pubmanual.html>

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

You 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.

The Census Date for the Fall 1 2026 term is August 14, 2026. 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 (Required First Assignment). 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](#)

Artificial Intelligence: Generative AI tools permitted in specific context and with proper citations.

1. are allowed to use, reference, or incorporate generative AI tools into specific assignments for this course. When used, students must properly cite the generative AI tool in their

submitted work.

2. While there is no true substitute for direct help and instruction for your instructor, students may be allowed to use generative AI tools to provide further explanations of course content, readings, and other assignments. Any use of generative AI tools to help further explain or translate content must be properly referenced and cited.
3. Specific parameters for generative AI usage are provided by the instructor.
4. Any use of generative AI tools outside of the approved instructor parameters will be considered a form of plagiarism and academic dishonesty.

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

Course Assessment Activities: Throughout this course, you will demonstrate your mastery of the concepts covered by participating in discussion board threads, conducting case studies, completing a research paper, and accomplishing a mid-term and final exam.

Discussion Boards: Each week a discussion board prompt will be posted within Discussion Board. You will respond to each discussion board prompt during the associated week. Follow the instructions in the forum for the required material. Initial posts are due NLT Thursday, 11:59 p.m. CT, of the associated week. Additionally, you are required to respond substantively to a minimum of two initial posts made by classmates and/or the instructor for each discussion and respond to any questions posted to your posts by 11:59 p.m. CT of the associated week. The quality of your responses within these weekly discussion board sessions will be assessed.

Discussion Board Participation contributes 24% toward your final grade.

Writing Assignments: You will review 4 assigned case studies (due weeks 2, 3, 5, and 7) based on the course materials, and 1 short paper (Due week 6) Each case study should have 5 sections: (1) Summary, (2) identification of the problem, (3) your recommendations, (4) reflections on the case, and (5) answers to any case study questions (appendix). The short paper will address Faith/Biblical integration into Business Ethics. Assignments should have at least 3 pages of narrative and include at least 3 scholarly references, to include the course text.

Writing Assignments contribute 30% toward your final grade.

Research Paper: An 8 to 10 page research paper, excluding the title page, abstract, and references, will be developed to examine Business Ethics through the lens of a single, real, well-documented organization. The paper should incorporate at least six scholarly sources and draw on concepts from the assigned textbook chapters to analyze an organization that experienced ethical concerns, explain how the organization recovered or what could have been done differently, and present actionable recommendations for restoring trust and reputation. Students should follow the detailed research paper requirements and are encouraged to use the provided template, which offers structural and APA formatting support. Proper APA format is required. **Research Paper contributes 18% toward your final grade.**

Exams: Two exams will be given throughout the course (in Weeks 4 and 8). The exams will be a mix of mostly multiple choice (1 correct answer) questions with a few multiple guess (1 more correct answers). Exam 1 will cover Chapters 1-6 from the text and Exam 2 will cover Chapters 7-12. Each exam has 25 questions and you will have 4 hours to complete each. **Exams contributes 28% toward your final grade.**

Procedures Used to Compute Final Course Grade:

Evaluated Area	Percentage
1. Discussion Board Posts and Substantive Peer Interaction	24%
2. Writing Assignments	30%
3. Research Paper	18%
4. Exams	28%

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

This course outline serves merely as the anticipated roadmap to be used during this 8-week program. However, due to circumstances and the dynamic nature of this course, there may be some changes in the schedule. Should this happen, you will be advised via your WBU email, and we will discuss it as a class.

Templates: All writing assignments have a template attached to the assignment. This is a powerful tool provided to guide you through the assignment requirements as well as assist you with APA formatting (much of which will already be in place). You are highly encouraged to take advantage of these provided tools as part of your tool kit for success in the class.

Week	Dates	Topic/Activities/Discussions
1	10 Aug 2026 to 16 Aug 2026	Ethics, Compliance, and Organizational Accountability Read: Ferrell, et al., Chapter 1 Participate: Discussion 1
2	17 Aug 2026 to 23 Aug 2026	Stakeholders, Responsibility, and Sustainable Business Read: Ferrell, et al., Chapters 2 and 3 Participate: Discussion 2 Submit: Week 2 Case Study
3	24 Aug 2026 to 30 Aug 2026	Ethics, Compliance, and Organizational Accountability Read: Ferrell, et al., Chapters 4 and 5 Participate: Discussion 3 Submit: Week 3 Case Study

4	31 Aug 2026 to 6 Sept 2026	Ethical Decision Making in Action Read: Ferrell, et al., Chapter 6 Participate: Discussion 4 Complete: Exam 1 (Chapters 1-6)
5	7 Sept 2026 to 13 Sept 2026	Moral Reasoning and Ethical Culture Read: Ferrell, et al., Chapters 7 and 8 Participate: Discussion 5 Submit: Week 5 Case Study
6	14 Sept 2026 to 20 Sept 2026	Ethics Programs in a Global Business Context Read: Ferrell, et al., Chapters 9 and 10 Participate: Discussion 6 Submit: Week 6 Short Paper (Faith/Biblical Integration Assignment)
7	21 Sept 2026 to 27 Sept 2026	Ethical Leadership in a Technology-Driven World Read: Ferrell, et al., Chapters 11 and 12 Participate: Discussion 7 Submit: Week 7 Case Study
8	28 Sept 2026 to 3 Oct 2026	Reflection, Synthesis, and Course Completion Participate: Discussion 8 Submit: Research Paper Complete: Exam 2 (Chapters 7-12)

Note: Changes in the Syllabus: Although this course is expected to follow the syllabus as written, the instructor reserves the right to adjust the syllabus. The instructor will inform the students of all major changes in a reasonable and timely manner.

Additional Information

Student Responsibilities: You are responsible for reading, understanding, and obeying all academic policies appearing in the Wayland Baptist University *Academic Catalog* applicable to their curriculum and/or program of study.

Assignment Submission: All assignments will have due dates and late penalties. Failure to submit assignments on time will result in a 10% grade reduction per 24-hour period following the due date. No assignments will be accepted more than 7 days late without prior coordination.

Information/Notification: Any directives concerning class will be sent to your Wayland email account. It is imperative that you check the course blackboard information throughout the semester.

Classroom Courtesy: Exhibit courtesy to everyone in your class by posting initial discussion responses in a timely manner and substantively interacting with one another. Keep discussion content in line with the course instructions and expectations.

Format of Course Deliverables: All course assignments must be submitted no later than the assignment due date. Written assignments must be constructed in Times New Roman, 12 pt. font, double spaced, and submitted following APA (7th Edition) guidelines using Microsoft Word.

Specific Parameters for Generative AI Use in This Course: Students may use generative AI tools, such as ChatGPT, Claude, or Gemini, only for limited support tasks such as the following:

1. Summarizing or explaining course concepts, theories, or terminology for personal understanding
2. Brainstorming topics, generating ideas, or creating a preliminary outline
3. Reviewing your own writing for clarity, organization, grammar, or style
4. Generating sample questions for self-study or review

Students may not use generative AI to do the assigned intellectual work for them. Prohibited uses include, but are not limited to, the following:

1. Writing full paragraphs, discussion posts, papers, case analyses, or other submitted assignments
2. Generating thesis statements, claims, analyses, or conclusions that the student submits as original work
3. Producing citations, references, or source material that the student has not personally located, read, and verified
4. Paraphrasing scholarly articles, textbook material, or other sources that the student has not personally read and understood
5. Uploading course materials, assignment instructions, classmates' work, or instructor feedback into an AI tool if doing so would violate course expectations, privacy, or institutional policy

All submitted work must reflect the student's own thinking, understanding, and writing. Students are responsible for the accuracy, originality, and integrity of anything they submit, including any content that was revised with AI assistance.

Disclosure Requirement for AI Use: If a student uses a generative AI tool in any capacity while preparing an assignment, the student must include a brief Use of Generative AI statement immediately after the final reference entry on the References page and before any appendices, if applicable.

Example Disclosure Statement: I used ChatGPT on April 8, 2026, to help brainstorm an outline and to explain the differences between Maslow's hierarchy of needs and Self-Determination Theory. I verified the information independently, wrote the final response myself, and personally reviewed and verified all cited sources.

***Failure to include this disclosure, or use of generative AI beyond these parameters, may be treated as a violation of the academic honesty policy.**