# Wayland Logo

WAYLAND BAPTIST UNIVERSITY

VIRTUAL CAMPUS

SCHOOL OF BUSINESS

SYLLABUS

# 1. UNIVERSITY 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.

# 2. COURSE NUMBER & NAME: BUAD 5304 – {VC02}, Ethics

# **3. TERM**: Summer, 2020

# **4. INSTRUCTOR**: Dr. Vernon Swinton, AA, AS., BS., MBA, PHD, PMP

# **5. CONTACT INFORMATION**: WBU Email: [Vernon.swinton@wayland.wbu.edu](mailto:Vernon.swinton@wayland.wbu.edu)

# **6. OFFICE HOURS, BUILDING & LOCATION**: 24/7/Virtual

# **7. COURSE MEETING TIME & LOCATION**: Asynchronous/Online

# **8. 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.

# 9. PREREQUISITE: None.

# **10. REQUIRED TEXTBOOK AND RESOURCE MATERIAL**:

| **BOOK** | **AUTHOR** | **ED** | **YEAR** | **PUBLISHER** | **ISBN#** | **UPDATED** |
| --- | --- | --- | --- | --- | --- | --- |
| Business & Professional Ethics for Directors, Execs & Accountants | Brooks/Dunn | 8th | 2018 | Cengage | 9781-30597-1455 | 5/4/17 |

***NOTE:****VitalSource etextbook.*

Please keep in mind that VitalSource has to work with publishers to get your copy so check your Wayland email daily!! A link may be provided in just a few hours, or it may take a few days.

For Learner access:

1. Every Course in Blackboard has a link to eTextbook [Vital Source] embedded in the course menu, with basic instructions.

2. I encourage you to use this etextbook. Printed copies will NOT be available through WBU bookstore. You can purchase via Amazon or similar vendor, but the cost is usually substantially more expensive.

3. Learners are required to “register” to access their library.

4. The book(s) can be read and allows interaction with the etextbook from that location.

# 11. OPTIONAL MATERIALS: In addition to the main course textbook, there are many websites with supplemental information topics on business ethics which are timely because of the focus on the recent scandals noted in domestic and global business. Here are just a few web sites to review for additional information:

http://www.scu.edu/ethics/articles/articles.cfm?fam=BUSI

http://en.wikipedia.org/wiki/List\_of\_business\_ethics,\_political\_economy,\_and\_philosophy\_of\_business\_topics

http://management.about.com/od/businessethics/

http://www.web-miner.com/busethics.htm

http://smallbusiness.chron.com/causes-ethical-dilemma-conducting-business-23439.html

# **12. COURSE OUTCOMES AND 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.

# 13. ATTENDANCE REQUIREMENTS:

As stated in the Wayland Catalog, students enrolled at one of the University’s external campuses should make every effort to attend all class meetings. All absences must be explained to the instructor, who will then determine whether the omitted work may be made up. When a student reaches that number of absences considered by the instructor to be excessive, the instructor will so advise the student and file an unsatisfactory progress report with the campus executive director. Any student who misses 25 percent or more of the regularly scheduled class meetings may receive a grade of F in the course. Additional attendance policies for each course, as defined by the instructor in the course syllabus, are considered a part of the University’s attendance policy.

# **14. STATEMENT ON PLAGIARISM & ACADEMIC DISHONESTY**: Wayland Baptist University observes a zero tolerance policy regarding academic dishonesty. Per university policy as described in the academic catalog, all cases of academic dishonesty will be reported and second offenses will result in suspension from the university.

# **15. 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 Coordinator of Counseling Services serves as the coordinator of students with a disability and should be contacted concerning accommodation requests at (806) 291-3765. Documentation of a disability must accompany any request for accommodations.

# **16. 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. In addition, each week Learners are to post a brief 50-100 word summary of a recent business ethics article germane to each week’s topic. The summary should include in-text citation (s) and reference(s). 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.

Weekly Case Reports:

Case reports are a major part of the graded assignments for this course. Seven (7) cases are chosen by Learners from the course textbook. Each chapter, where reading is assigned, is followed by cases. Per week 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 8 an interview of an Ethical Risk Manager is required/Due! Learners should/must plan in advance 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 student’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:

|  |  |  |
| --- | --- | --- |
| **Needs Improvement** | **Meets Assignment Criteria** | **Demonstrates Excellence Meeting 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 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. |

**Course Project:**

Learners will research and write a response to an ethical dilemma utilizing outside sources/research blended with a biblical perspective. Learners who aspire the best outcomes for this assignment must assure their reports are written in appropriate style (APA or MLA). A sample formatted APA formatted paper is found in the Course Info / Syllabus link. Assignment details are outlined in Course Information / Syllabus Link as well. I encourage you to review this information as soon as possible!

|  |  |  |
| --- | --- | --- |
| Needs Improvement | Meets Assignment Criteria | Demonstrates Excellence Meeting Assignment Criteria |
| less than 80 Pts | 80-94 Pts | 95-100 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 | 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. |

**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 are neither make up exams, nor exams scheduled for different dates unless approved in advance, nor extra credit work.

**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, and a 50 – 100 word summary of a current ethical dilemma. 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!

**Weekly 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 of the 7 weeks cases are 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: 25-points). Week 8 requires an interview of a risk manager (25-points) 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 8 ASAP to begin this work. Interviews submitted late will receive a 15-point deduction.

**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 **Thursday, 25 June – Sunday, 28 June 2020**. The exam is located in the lesson folder for that week! The midterm can only be made up for circumstances beyond the student’s control at my discretion.

**Course Project:** (Graded, 100-points). Learners will research and write a response to the Bernie Madoff Scandal—The King of Ponzi Schemes that concludes with fourteen (14) questions found in Chapter 2, pages 127 – 136 utilizing additional resources/research and biblical perspectives (emphasis added). Learners who aspire the best outcomes for this assignment must assure their reports are written in appropriate style (APA or MLA). Course projects posted late will receive a 25-point deduction.

**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, 3 August – Saturday, 8 August, 2020.** The exam is located in the **lesson** folder for that week! The final exam can only be made up for circumstances 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% (600 - 700)  
  
B = 80-89% (500 - 599)  
  
C = 70-79% (400 - 499)  
  
D = 60-69% (300 - 399)  
  
F = < 60% (0 - 299)  
  
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!

**17.1 Grade Appeal Statement:** “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/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.”

# 18. TENTATIVE SCHEDULE: (Calendar, Topics, Assignments)

All assignments, exams, and discussions are due on Sundays, NLT 11:59 PM (CST)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| WEEK | START  DATE | READING TOPICS | CHAPTER | ASSIGNMENTS | GRADED ASSIGNMENT  POINTS | DUE  DATE |
| 1 | May 25 | Ethics Expectations. | 1 | Discussion forum  Article Summary  Case #1 | 50 | May 31 |
| 2 | Jun 1 | Ethics & Governance Scandals | 2 | Discussion forum  Article Summary  Case #2 – Note: Bernie Madoff case is excluded among possible cases this week. | 50 | Jun 7 |
| 3 | Jun 8 | Philosophers' Contributions | 3 | Discussion forum  Article Summary  Case #3 | 50 | Jun 14 |
| 4 | Jun 15 | Practical Ethical Decision Making. | 4 | Discussion forum  Article Summary  Case #4 | 50 | Jun 21 |
| 5 | Jun 22 | Review Chapters 1 - 4 | | **Midterm Exam** | 100 | Jun 28 |
| 6 | Jun 29 | Corporate Ethical Governance & Accountability | 5 | Discussion forum  Article Summary  Case #5 | 50 | Jul 5 |
| 7 | Jul 6 | Professional Accounting in the Public Interest-Ethics Issues | 6 | Discussion forum  Article Summary  Case #6 | 50 | Jul 12 |
| 8 | Jul 13 | Managing Ethics Risks and Opportunities | 7 | Discussion  Article Summary  Real-world Risk Manager Interview. See Table 7.7 for interview principles/questions guide. | 50 | Jul 19 |
| 9 | Jul 20 | The Subprime Lending Fiasco | 8 | Discussion forum  Article Summary  Case #7 | 50 | Jul 26 |
| 10 | Jul 27 | Review Case | Ch. 2 | Bernie Madoff Dilemma Course Project | 100 | Aug 2 |
| 11 | Aug 3 | Review chapters 5 - 8 | | **Final Exam** | 100 | **Sat**, Aug 8 |
| Total Points | | | | 700 | | |

**18. Statement on Plagiarism and Academic Dishonesty:** Wayland Baptist University observes a zero-tolerance policy regarding academic dishonesty. Per university policy as described in the academic catalog, all cases of academic dishonesty will be reported and second offenses will result in suspension from the university.

**19. 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 among 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 an 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.**