

Syllabus for  
**BUS 372 02 -- Business Ethics**  
3 credit hours  
8 week

**I. COURSE DESCRIPTION**

This course is a study of the interrelationships among individuals, business firms, service industries, non-profit organizations, churches, and government in American society. It focuses on the issues and problems that confront the leaders exercising social responsibility and examines the nature and objectives of selected public policies impinging on business. It includes a comprehensive analysis and synthesis of philosophies that determine cultural values and an evaluation in terms of the student's own personal value system. Addresses management's role in upholding Christian principles as it interacts with government and society.

The material covered in the text, lectures, and class discussions will cover a wide range of issues of concern to business people. Implicit in each subject being studied will be the questions, "What does this say to the Christian business leader?" and "How should I respond to this issue?"

This course will begin an in-depth examination and analysis of various ethical issues in the world of business, which, we hope, will continue with you for the rest of your career.

Ethics is the systematic attempt to make sound and consistent sense of social and moral experience in such a way as to determine the rules, principles, codes, and norms, etc. that ought to cover human conduct, the values worth pursuing, and the character traits that deserve development in life.

Business ethics is therefore the application of the ethical concerns mentioned above to the complexity of the business environment and its socio-cultural contexts. Topics covered include the logic of moral reasoning and its relationship to managerial decision making in the context of organizational behavior and complex organizations; the nature and structure of the corporation, the conceptual analytic of corporate social responsibility; the relationship between morality, the social life-world, and the American economic system; consumerism, product safety, and the ethics of advertising and marketing; the morality of employee--employer relations; the business world and its relation to global ecology and the natural environment.

**II. COURSE GOAL**

The purpose of this course is to enable students to do the following:

- A. Develop Christian leadership skills in their many spheres of influence as business professionals.
- B. Study central ethical concepts and theories;
- C. Develop the reasoning and analytical skills needed to apply ethical principles to specialized problems in the business context, and apply them in a manner consistent with a Christian worldview;

- D. Study and perform critical analyses of case studies and real-life moral dilemmas faced by actual businesses and business people;
- E. Gain an understanding of the centrality and importance of social responsibility for both prosperity and the environment in economic life and relationships.

## II. STUDENT LEARNING OUTCOMES FOR THIS COURSE

Upon successful completion of the course, the student will be able to do the following:

- A. Explain Christian professionalism and inculcate the attributes of a Christian professional.
- B. Describe ways that a mature faith is manifested in the workplace.
- C. Take and defend a position on the question, “Do you have to cheat to win?”
- D. Articulate a Christian business ideology.
- E. Assume the responsibilities of Christians in a free marketplace.
- F. Formulate a Christian response to ethical questions and issues, utilizing a Christian worldview.
- G. Discuss and explain contemporary viewpoints with regard to the following issues.
 

1. Economic Justice	5. Reverse discrimination
2. Corporate governance	6. Consumerism
3. Environmentalism	7. Employee rights & duties
4. Hiring practices	8. Multinational business

## IV. TEXTBOOKS

### **Required:**

*Business Ethics*—BUS 372 ebook from McGraw-Hill, Primis Online, ISBN 0-390-86905-8.

Nash, Ronald. (1992). *Worldviews in conflict: Choosing Christianity in the world of ideas*. Grand Rapids, MI: Zondervan.

## V. POLICIES AND PROCEDURES

- A. Use of Desire2Learn  
This course makes extensive use of the Desire2Learn learning management system. The student will be notified of their Desire2Learn account login information through their ORU email address at the beginning of the course.
- B. University Policies and Procedures
  - a. Students and faculty at Oral Roberts University must adhere to all laws addressing the ethical use of others’ materials, whether it is in the form of print, video, multimedia, or computer software. By submitting an assignment in any form, the student gives permission for the assignment to be checked for plagiarism, either by submitting the

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- work for electronic verification or by other means.
  - b. By submitting an assignment, the student gives permission for the assignment to be assessed electronically for quality, authenticity, originality and other traits as deemed necessary or desirable by the instructor.
- C. Students are to be in compliance with University, school and departmental policies regarding Whole Person Assessment requirements. Students should consult the Whole Person Assessment handbooks for requirements regarding general education and the student's majors. The penalty for not submitting electronically or for incorrectly submitting an Whole Person Assessment artifact is a zero for that assignment.

D. Course Policies and Procedures

1. Evaluation Procedures

Grade Distribution:

**Homework and/or other assignments:**

Reflection papers, case analyses, etc. 20%

**Discussion and participation:**

Relevant participation in discussions and case analyses 10%

**Quizzes:**

Class Quizzes 10%

Exam 1 10%

Synthesis & Application Paper 30%

Final Exam 20%

100%

2. Grading Scale:

90% - 100% = A

80% - 89% = B

70% - 79% = C

60% - 69% = D

Below 60% = F

3. Whole Person Assessment Requirements: None

C. Other Policies and Procedures

1. **Class Participation.**

Participation is meaningful contributions to online class discussions that demonstrate the student has read carefully and thought deeply about the concepts, controversies and arguments presented in the text and cases before submitting such contributions. You will write analyses of and then participate in threaded discussion forums concerning a number of case studies from the textbook. The specific participation assignments will be posted in Desire2Learn's Discussion section.

2. **Assignments**

A number of case studies and discussion questions will be assigned to you during the course. Details and due dates will be available in Desire2Learn. These will be submitted for grading using the Dropbox feature of Desire2Learn.

3. **Quizzes**  
Quizzes will be administered, generally using the Desire2Learn Quizzes section. Specific reading assignments and due dates for the quizzes will be posted in Desire2Learn.
4. **Major reflection/synthesis paper assignment**  
You will write a major synthesis and application paper. Details will be made available through the Desire2Learn course site.
5. **Final Examination**

VI. COURSE CALENDAR:

THIS COURSE IS EIGHT WEEKS IN DURATION

See the **D2l course** for the assignments and **due dates**. Basic calendar below

Week	Study topics	text pages
Week 1	Introduction to class Introduction to Business Ethics	Business Ethics pp. 1-61
Week 2	Worldviews foundation  Worldviews foundation	Worldviews in Conflict Chapters 1-3 Worldviews in Conflict Chapters 4-7
Week 3	Worldview exploration  Exam 1	Worldview in Conflict Chapters 8-10 Worldview in Conflict Chapters 1-10
Week 4	Ethics and the individual	Business Ethics pp. 62-113 Business Ethics pp. 114-173
Week 5	Ethics and the manager	Business Ethics pp. 174-265 Business Ethics pp. 266-321
Week 6	Ethics and the organization	Business Ethics pp. 322-376 Business Ethics pp. 377-406
Week 7	Ethics and the culture Case	Business Ethics pp. 441-499 Business Ethics pp.
Week 8	Synthesis/Reflection paper Final exam	Comprehensive

# Course Inventory for ORU's Student Learning Outcomes

## *Business Ethics BUS 372 02*

This course contributes to the ORU student learning outcomes as indicated below:

**Significant Contribution** – Addresses the outcome directly and includes targeted assessment.

**Moderate Contribution** – Address the outcome directly or indirectly and includes some assessment.

**Minimal Contribution** – Address the outcome indirectly and includes little or no assessment.

**No Contribution** – Does not address the outcome.

OUTCOMES and Proficiencies/Capacities		Significant Contribution	Moderate Contribution	Minimal Contribution	No Contribution
1	<b>Outcome #1 – SPIRITUALLY ALIVE</b>				
	<i>Proficiencies/Capacities</i>				
1A	Biblical knowledge		X		
1B	Sensitivity to the Holy Spirit			X	
1C	Evangelistic capability			X	
1D	Ethical behavior	X			
2	<b>Outcome #2 – INTELLECTUALLY ALERT</b>				
	<i>Proficiencies/Capacities</i>				
2A	Critical thinking	X			
2B	Analytical problem solving			X	
2C	Global and historical perspectives		X		
2D	Aesthetic appreciation			X	
2E	Intellectual creativity	X			
2F	Information literacy		X		
3	<b>Outcome #3 – PHYSICALLY DISCIPLINED</b>				
	<i>Proficiencies/Capacities</i>				
3A	Healthy lifestyle			X	
3B	Physically active lifestyle			X	
3C	Properly balanced nutrition plan			X	
4	<b>Outcome #4 – SOCIALLY ADEPT</b>				
	<i>Proficiencies/Capacities</i>				
4A	Communication skills	X			
4B	Interpersonal skills	X			
4C	Appreciation of cultural and linguistic differences	X			
4D	Responsible citizenship	X			
4E	Leadership capacity	X			

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