

LINCOLN UNIVERSITY
BA 19 FUNDAMENTALS OF ETHICS
COURSE SYLLABUS
Department of Business and Economics
Fall, 2024

Lecture Schedule: Wednesday, 3:00 – 6:15 PM (10 min late is an absence) !!!!
Credit: 3 units
Level: Introductory (I)
Instructor: Prof. Ken Germann, MBA, JD
Office Hours: TBA
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Textbook: **AN INTRODUCTION TO BUSINESS ETHICS**
5th Edition, by Joseph Desjardins, McGraw Hill 2014
ISBN: 978-0-07-803832-7

CATALOG DESCRIPTION

The course is an introduction to basic ethical theories and value systems. Topics include moral issues; codes of ethics; conflict of interest; social and fiduciary responsibilities; the work ethic and other situations which arise within the business environment. (3) units.

STUDENT LEARNING OBJECTIVES

- Students will understand nature of business ethics. PLO 1, ILO 1A and 2A
- Students will understand the importance of ethics. PLO 2, ILO 7A
- Students will learn how ethics impact decision making. PLO 4, ILO 4A and 5A
- Students will learn to develop control systems. PLO2, ILO 2A and 7A
- Students will learn the meaning of work ethics. PLO 2, ILO 2A

PROCEDURES AND METHODOLOGY

Lecture method is used in combination with case studies. The emphasis will be on learning by doing. Students will be using the internet for online research. Every student must participate in an intensive preparation and classroom activity.

COURSE PROJECT

Every student, working with a team, will develop a plan for setting up a business operation for. The final project will be presented by the group to the class orally on the last day of class.

REQUIREMENTS

Continuous assessment is emphasized. Written assignments will be given every week. Reading, writing and “business case study” assignments are scheduled throughout the course. Students must complete all assignments and take all exams on the dates scheduled. Plagiarism will result in the grade “F” and a report to the administration.

ATTENDANCE AND HOMEWORK

Students are expected to attend each class session. If you cannot attend a class due to a valid reason, please notify the instructor prior to the class. There will be four questions posted on the white board which you will be expected to word process the answers for the next class. This is an individual assignment.

EXAMS

Both midterm and final exams are structured as written essays to answer the given questions. Examples to illustrate; and references to statute and case law are mandatory. Exams will cover all assigned chapters, any additional readings or supplementary materials covered in class.

GRADING

Homework	100 points
Case Studies	100 points
Mid-term exam	100 points
Final exam	100 points
Course Project - Written 50	
Oral 50	<u>100 points</u>
Total	500 points

470-500	A	365-384	C
450-469	A-	350-364	C-
435-449	B+	335-349	D+
415-434	B	315-334	D
400-414	B-	300-314	D-
385-399	C+	299-below	F

COURSE SCHEDULE

Week	Section	Chapter	Cases (Page)
1	Why study ethics	1	2
2	Ethical Theory	2	21
3	Social Responsibility	3	49
4	Corporate Culture	4	80
5	Value of Work	5	98
6	Moral Rights	6	120
7	Review Chapters 1-6 and take- home midterm		
8	Employee Responsibility	7	146
9	Marketing	8	174
10	Advertising	9	194
11	Environment	10	216
12	Diversity	11	234
13	Globalization	12	261
14	Review Chapters 7-12 and take-home final		
15	Final and Group Project due		
	Oral Presentation of Group Project		

COMMENTS

- * Participation is required. What you put into the class will determine what you get out of it - and what others get out of it.
- * Please come on time. Late arrivals disturb everyone else.
- * If you miss a class, you are responsible for getting notes on the material covered from a classmate.
- * To avoid distracting noise in class, cellular phones must be turned off or the ringing mode silenced.
- * Questions and comments during the class are welcome. Do not hesitate to ask questions - do not leave anything unclear for you.

MODIFICATION OF THE SYLLABUS

The instructor reserves the right to modify this syllabus at any time during the semester.

Announcements of any changes will be made in class.

INSTRUCTOR BIO

My first career was in operations for manufacturers. I worked as an expeditor, quality control inspector, junior chemist, front line supervisor and plant manager. I was lucky enough to be a poverty attorney during the “War on Poverty”. My third career was as a producer, director, script writer and actor for a murder mystery company. For the past thirty years I have had a consulting firm, specializing in management and marketing problems.

Like many students, I pursued four degree programs while working full time. My passion is teaching. I have over thirty years of teaching graduate and undergraduate business classes. My other interests are family and travel. I have had an opportunity to work and travel to 171 countries.

Syllabus Revised 08/04-25