BUS 1008 Building Business Values
Notre Dame de Namur University
Fall 2015
James F. Kelley

Course Description:
Law and morality share concerns over matters of basic social importance and often have in common certain principles, obligations and criteria of evaluation. Students learn the relationship between law and morality, and develop individual core values and look at business decision-making models.

Instructor Contact Information:
Office phone 508-3724; office is Cuvilly 16

Office hours:
Tuesday and Thursday from 3:20-4:30 or by appointment.

Instructor Biography:
I am an attorney practicing in San Jose, CA. as well as a professor at Notre Dame. I hold a B.S. degree from the US Military Academy, an MBA from the Wharton Graduate Division of the University of Pennsylvania, and a JD from Santa Clara. I have concentrated my practice in corporate and business law, although I also spent 5 years in complex commercial litigation.

You may call me Dr., Mr., or Professor Kelley.


Program Level Learning Outcomes:
1. Students will be able to understand, analyze and communicate economic, legal, and ethical aspects of business.
2. Students will be able to demonstrate written and oral communication competencies that support the effectiveness of strategic planning and operational activities.
3. Students will develop comprehensive solutions to business problems by synthesizing and evaluating information using qualitative methods of reasoning and analysis.

Course Learning Objectives
Objectives:
Recognize the relationship between law and morality
Discover individual core values and understand the stages of responsibility and accountability
Be able to explain responses to business problems from a legal and ethical perspective.
Be able to apply the Josephson Institute’s Model of Ethical Decision-making
Analyze the stakeholders and social interests related to a social/legal issue facing a business, and formulate strategies for response. Identify ethical issues that may affect a business, apply ethical theory to evaluate the ethical consequence of different response options.

WORKLOAD: In addition to class attendance, every class at NDNU includes assignments estimated to take approximately six (or more) hours per week outside of class. The distribution of average weekly hours of instruction/study for this class will follow that norm generally in accordance with the following:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class Contact Hours</td>
<td>45</td>
</tr>
<tr>
<td>Text Readings and Note Taking</td>
<td>45</td>
</tr>
<tr>
<td>Research and Writing Assignments</td>
<td>18</td>
</tr>
<tr>
<td>Analyzing and briefing cases</td>
<td>25</td>
</tr>
<tr>
<td>Studying for quizzes and exams</td>
<td>10</td>
</tr>
<tr>
<td><strong>TOTAL NUMBER OF HOURS PER COURSE</strong></td>
<td><strong>135+</strong></td>
</tr>
</tbody>
</table>

WRITTEN ASSIGNMENTS: The School of Business and Management requires the use of the American Psychology Association (APA) publication guidelines as a standard for all papers. If you need help with your writing or need more information about writing in the APA format, please make an appointment at the NDNU Writing Center. You can also visit the APA Style webpage at [www.apastyle.org/previoustips.html](http://www.apastyle.org/previoustips.html).

LATE HOMEWORK: Case briefs and short article reviews are to be completed by the start of each class meeting. Assignments not turned in when requested cannot be turned in later. This policy does not apply to Projects.

PARTICIPATION: Both lecture and classroom activities (both in-class and online) are organized to maximize student involvement in the learning process. You will be evaluated on your comprehension of the material as well as your ability to discuss the relevancy of what was noteworthy in context of this class.

COURSE MATERIAL - Published Textbook Information

In accordance with the federal Higher Education Opportunity Act, to the extent practicable, NDNU makes textbook information available as part of its class schedule. NDNU makes every effort to ensure the accuracy of the textbook information provided. Due to issues such as textbook availability, errors, and academic reasons, NDNU may need to change textbook information that has been published. NDNU cannot take financial responsibility when a student purchases a non-refundable textbook and a change occurs to published textbook information. Students wishing to avoid this risk, should purchase textbooks from sources that allow returns for refunds, such as the NDNU Bookstore managed by Follett.
AS **Attendance policy:** Regular attendance is expected and grades will be affected by attendance as participation is expected. It does not matter whether the absence is excused or unexcused, after missing part or all of eight classes your grade cannot exceed a “C.” More than eight absences may lead to failure of the course.

**Grading criteria and instructor expectations:**
Grades will be provided in accordance with the student handbook. This is a discussion class and 20 points of your grade will depend on your active participation in class discussion (quality and quantity) both in small group and large group; in addition 20 points are for homework Exceptional performance will be considered along with numerical scores in determining the final grade. Please note that no ‘extra credit” projects are allowed. Case briefs and commentary papers count as class participation, all homework is subject to being collected.

There is a take-home midterm (50 points) and an in-class final (50 points). In addition there are three papers due in the course, each paper is worth 25 points.

<table>
<thead>
<tr>
<th>Score Range</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>&gt;94-100%</td>
<td>A</td>
</tr>
<tr>
<td>&gt;91-94</td>
<td>A-</td>
</tr>
<tr>
<td>&gt;88-91</td>
<td>B+</td>
</tr>
<tr>
<td>&gt;84-88</td>
<td>B</td>
</tr>
<tr>
<td>&gt;81-84</td>
<td>B-</td>
</tr>
<tr>
<td>&gt;78-81</td>
<td>C+ and so on</td>
</tr>
</tbody>
</table>

**Assignment Schedule**
For the following a name is the name of a case and you should brief all cases in the case brief format taught in class.

- **Sep3** Introduction
- **Sep8** Novak 1-40; From Novak reading pick two statements that made you think and write two paragraphs on each of those two statements. You will be required to speak about your impressions in class.
- **Sep10** No class. Find an article for Project I and bring it to class on Sep15.
- **Sep15** Halbert 1-19 Yania (3); Rewrite the first 14 lines of “On Liberty” (p5) in your own terms and bring it to class.
- **Sep17** Halbert 32-44 Citizens United (p35)
- **Sep22** Halbert 11-32
- **Sep24** Halbert 49-64 Milton (p50); Pierce (p57). Bring outline of Project I to class
- **Sep29** Halbert 65-80 Garcetti
- **Oct1** Project 1 due; In class exercise—bring 5 copies of your paper)
- **Oct6** Novak 41-77; write two paragraphs each on two ideas you thought were important
- **Oct8** Novak 78-116; Pick two statements and write two paragraphs on each.
- **Oct13** Halbert 87-102, Smyth (p88); State of NY (p99)
- **Oct15** Halbert 125-140; City of Ontario (104); Hallowich (p119)
Oct20  Work on midterm—no class, I will be in the classroom to answer questions
Oct22  Midterm due NLT 3:15

N.B. On any paper written outside of class, other than case briefs, mere paragraphs, or the midterm, if you are unhappy with your grade you may rewrite the paper within two class sessions of when the paper is returned to you. Only one rewrite per project is allowed. You cannot get a lower grade on a rewrite, but neither is there a guarantee of an improved grade.

**Learning and Other Disabilities**
If you have a learning disability or other condition or circumstance that requires accommodations in this class, you must bring it to the instructor’s attention as soon as possible. Appropriate accommodations (evidence of a disability must be in writing) can be written through the office of PASS. Please contact Peggy Koshland-Crane at 508-3670. The student will bring letters to each instructor specifying the accommodations. No accommodations will be allowed without a letter from PASS.

**Written Assignments:** The School of Business and Management requires the use of the American Psychology Association publication guidelines as a standard for all papers.

**Plagiarism:** NDNU takes plagiarism, representing someone else’s work as your own, very seriously. Consult the NDNU Student Handbook regarding consequences of misrepresenting your work. Turning in the same paper for two courses is also plagiarism.