**Course Title:** BUS 2010 Professional Ethics and Social Responsibility

**Course Objectives:** Students learn the relationship between law and morality, develop individual core values, and study various business decision-making models. This course examines major ethical theories and explores the application of those theories to current organizational, economic, and social issues. Case studies and critical thinking are used to enable the student to apply concepts learned to moral issues raised by contemporary professional practices.

**Semester:** Spring 2020, Term II

**Course Start:** Tuesday, March 17, 2020

**Class Hours:** 6:00-10:15 p.m.

**Location:** Opera House Building, 902 Central Ave., Suite 1 Tracy, CA 95376 Room: TBA
TEL: 209-833-5020


**Instructor:** Dr. Luis Reynoso is a local University Lecturer on Business and Workplace Ethics. He is also an elected School Board Member, assisting the management of Finances and Human Resources. He has consulted and instructed legal counsel and accounting personnel in the area of Corporate and Retail Lease Financials for international and domestic corporations. At this time his work focuses on global economic research for sustainable communities in development. He is sought after by community organizers and corporate business leaders to present on practical solutions to administrative and financial problems derived from theoretical business frameworks.  
**Telephone:** (510) 274-1807  **Email:** LReynoso@NDNU.edu

**Office Hours:** 30 minutes prior to the start of each class or by prearranged appointment.

**Student Success Center** 650-508-3696
The Student Success Center (SSC), located in the Campus Center, is dedicated to supporting students’ academic success at NDNU. The SSC provides writing and subject tutoring, test proctoring for students with accommodations, facilitates the math placement test (MPT), and is open for students from 8:00 a.m. – 10:00 p.m. with business hours from 9:00 a.m. – 5:00 p.m.

For more information, see: [https://www.ndnu.edu/academics/student-success-center/](https://www.ndnu.edu/academics/student-success-center/)

The goal of the Student Success Center is to promote student learning and academic innovation. Professional staff members, peer tutors, academic advisors, and faculty work together to promote a supportive educational environment. Writing and subject tutoring schedules are forwarded directly to students' NDNU e-mails and are included in the Student Weekly Update circulated by NDNU's Communications Department.

Writing labs are offered in lower and upper division English courses. Writing tutoring is available on a drop-in basis and virtual writing tutoring is by appointment for our off-campus sites. Basic English language assistance is provided to international students who may need support writing papers or with general English. A writing lab dedicated to both APA and MLA writing styles is also offered. Math, computer science, and the sciences subject tutoring are led by peer tutors and a professional math tutor. Subjects, schedules, and tutor details are available at the Student Success Center.
Disability Resource Center
The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Students with disabilities, whether physical, learning, or psychological, who believe that they may need accommodations in this class are encouraged to contact the Disability Resource Center as soon as possible to ensure that such accommodations are implemented in a timely fashion. Please meet with the DRC staff to verify your eligibility for any classroom accommodations and for academic assistance related to your disability. Accommodations are not provided retroactively. The Disability Resource Center is located at St Joseph Hall, 117. Please contact the DRC by email at DRC@ndnu.edu or by phone at 650-508-3670.

Counseling Services  (650) 508-3714 Counselingservices@ndnu.edu New Hall E18 / E19
The mission of Counseling Services is to promote and enhance the overall wellbeing of students so that they may reach their potential for personal growth and academic success. Counseling Services is open Monday-Friday from 9am to 5pm, and currently enrolled students are welcome to call, email or drop-by to schedule an appointment.

Course Evaluations/Teaching Effectiveness Surveys: Term 2 and Full-Semester
Spring 2020 Full-semester and Term 2 courses
Teaching Effectiveness Surveys (course evaluations) will be available online through Campus Portal from April 27 – May 15, 2020. Your feedback regarding courses and faculty is very important to Notre Dame de Namur University, to your faculty, and to me as the instructor for this course. Your feedback helps us review and improve their teaching, helps departments/programs review and improve program content, and is used by the university in making decisions about tenure, promotion, and hiring decisions for part-time faculty.

Directions: To access, please enable pop-ups in your browser (uncheck pop-up blocker), then in Campus Portal look for the "You have an active survey" link in the left sidebar. Click that link to open the Course Evaluation Surveys page, which has a link to a survey for each course in which you're enrolled. Your feedback is very important! Please complete your evaluations for all your courses promptly. Remember: Your responses are anonymous.

Academic Honesty
NDNU’s core values include learning, integrity, and honesty, values we live out in all areas of our learning community. Academic honesty means you are able to demonstrate your own knowledge and skills and receive feedback on your learning that can help you improve. By taking responsibility for your own work and avoiding actions that could give you an unfair advantage over others, you are contributing to the NDNU learning community and developing professional skills and values that will serve you well into the future. Academic honesty is one of the most important values of a university community, and breaches of this trust have serious consequences. Please see the Student Handbook for a detailed discussion of Academic Conduct expectations.

PRIVACY and CONFIDENTIALITY: One of the highlights of the NDNU academic experience is that students often use real-world examples from their organizations in class discussions and in their written work. However, it is imperative that students not share information that is confidential, privileged, or proprietary in nature. Students must be mindful of any contracts they have agreed to with their companies.
SYLLABUS UPDATES: Refer to this syllabus for course assignments. However the course syllabus and schedule are subject to change in the event of extenuating circumstances. Your will be notified of any changes made to the syllabus. In all circumstances University policies will be strictly adhered to.

CLASS ATTENDANCE: Intensive courses have a maximum of 28 contact hours as opposed to the traditional 45 to 48 contact hours in a 15-week course. Therefore, all in-class time is utilized. A student who misses more than one class period or the equivalent (four accumulated hours) must withdraw from the class. The nature of accelerated classes requires a stringent absence policy since even once absence may significantly affect achievement of course learning objectives. A student who misses four hours or more will be assigned a failing grade for the course unless the student officially drops of withdraws from the course. It is the student’s responsibility to initiate the drop or withdrawal. There are no exceptions.

Notice regarding a missed class should be communicated to the instructor in advance whenever possible. Make arrangements to have a colleague collect the materials for the night that you missed.

WORKLOAD: In addition to class attendance, every Intensive class at NDNU includes assignments estimated to take approximately three (or more) hours per week per unit outside of class (14 hours). The distribution of average weekly hours of instruction/study for this class will follow that norm, equaling a total of 18 hours a week, generally in accordance with the following:

<table>
<thead>
<tr>
<th>Distribution of Average Weekly Hours of Instruction/Study = Total of 18 per week</th>
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<tbody>
<tr>
<td>Class Contact Hours: 4</td>
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<tr>
<td>Text Readings and Note Taking: 4</td>
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<tr>
<td>Research and Writing Assignments: 6</td>
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<td>Term Projects Research: 4</td>
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<tr>
<td>TOTAL NUMBER OF HOURS PER COURSE: 126</td>
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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.

LATE STUDENT WORK: Assignments are to be completed and turned in at each class meeting. Assignments not turned in on time are considered late. Late assignments will be accepted, but will be reduced in grade by 25% for each late week.

PARTICIPATION: Your active and authentic participation in this course is anticipated. Your participation will be evaluated through your comprehension of the material as well as your ability to discuss critical issues, ideas, and controversies in a professional manner.

Please be courteous and refrain from using cell phones or other electronic devices for messaging or conversation during class time. To protect the privacy of students and encourage class/group discussion participation, any audio recording of any of the lectures is not permitted. The objective is to maintain professional standards of decorum for the duration of the class, and to maintain a safe environment promoting exchange of scholarly knowledge.

EXTRA CREDIT: There are no extra credit assignments in this class.

COURSE MATERIAL: Published Textbook Information
In accordance with the federal Higher Education Opportunity Act, to the extent practicable, 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.

INTENSIVE BUSINESS ADMINISTRATION PROGRAM LEARNING OBJECTIVES (PLO):
Students will:
1. Acquire and demonstrate analytical and problem solving skills within various disciplines of business—accounting, economics, finance, management and marketing;
2. Learn to describe, discuss and analyze current events in American business with attention to the global, social and ethical dimensions of events;
3. Acquire the communication, research and technological skills needed to analyze a business situation, and prepare and present a management report;
4. Develop critical thinking abilities and a foundation of ethical principles that allows them to work effectively, respectfully, ethically and professionally with people of diverse ethnic, cultural, gender and other backgrounds.

LEARNING OBJECTIVES:
1. To understand basic concepts in the study of ethics (PLOs 1 and 2).
2. To develop reasoning and analytic skills needed to apply ethical concepts to human decisions (PLO 3).
3. To understand how the social, economic, organizational, cultural and natural environment impact moral issues in the professions (PLO 4).
4. To grow in the ability to identify moral issues involved in specific problem areas, and to develop strategies for dealing with these issues (PLO 4).

CLASS FORMAT: During the class period a combination of teaching and learning techniques will be utilized. Textbook lessons and theory will be covered in a variety of methods during the class sessions. Group work, case studies, and video recording might occur throughout the class sessions upon direction and approval of professor. It is understood that while the required reading is necessary, you will not receive a lecture on every chapter. Other lecture material such as essays or articles will be introduced when necessary by the professor to facilitate the further understanding of the course objectives.

ASSIGNMENTS VALUE & KEY DATES: (Course Work and Grading System in %)

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Value</th>
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<tr>
<td>Weekly assignments (first assignment due March. 17)</td>
<td>30%</td>
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<tr>
<td>Class participation, preparation for class</td>
<td>30%</td>
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<tr>
<td>PPT Presentation of Final paper topic + Reflection (Dec 16)</td>
<td>15%</td>
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<tr>
<td>Final Paper due (Dec. 16)</td>
<td>25%</td>
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GRADE/POINT CONVERSION:

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<th>Grade</th>
<th>Percentage</th>
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<tr>
<td>A+</td>
<td>100-97</td>
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<tr>
<td>A</td>
<td>96-94</td>
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<tr>
<td>A-</td>
<td>93-90</td>
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<td>B+</td>
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<td>D-</td>
<td>63-60</td>
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<td>F</td>
<td>59 or F &lt; 59</td>
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Course Schedule

Mar 17
-Read Chapters 1 Ethics: An Overview and Chapter 2: Moral Reasoning

Homework due the first night of class: For class discussion please be prepared to discuss why it is important to study ethics, both from what the book says and what you think, and what it means to be a critical thinker about ethical issues, as explained in Chapter 2 Moral Reasoning. Be familiar with the logical fallacies and defenses used by people to avoid critical thinking.

Write a one (1) to two (2)-page paper providing an example from your own life (experience, analysis, and interpretation) of the Application of the Three-Step Pyramid of Analysis given in the book and explain what defenses and fallacies you are most likely to use as you move from experience to interpretation. Bring two printed copies to class for class/group discussion.

Class 1 Lecture and Discussion: Introductions and discussion on development of societal ethics, personally and socially.

Mar 24
-Read Chapter 4 Ethical Relativism.

Homework due: Find an article that resembles the assigned case study. Write a one (1) to two (2)-page Summary of the Article, its relevancy to the case study, and the theories of ethics associated with it. Bring two printed copies to class.

Class 2 Lecture and Discussion: moral standards, how we develop them and how they affect our resolution of moral dilemmas.

Mar 31
-Read Chapter 8 Utilitarianism: The Greatest Happiness Principle.

Homework due: Find an article that resembles the assigned case study. Write a one (1) to two (2)-page Summary of the Article, its relevancy to the case study, and the theories of ethics associated with it. Bring two printed copies to class. Choose ethics topic for the Final Paper.

Class 3 Lecture and Discussion: the Utilitarian approach

Apr 7
-Read Chapter 9 Natural Law Theory: Morality is Part of Rational Nature.

Homework due: Find an article that resembles the case study assigned by the professor. Write a one (1) to two (2)-page Summary of the Article, its relevancy to the case study, and the theories of ethics associated with it. Bring two copies to class.

Class 4 Lecture and Discussion: Natural Law

Apr 14
-Read Chapter 10 Deontology: The Ethics of Duty

Homework due: Find an article that resembles the case study assigned by the professor. Write a one (1) to two (2)-page Summary of the Article, its relevancy to the case study, and the theories of ethics associated with it. Bring two copies to class.

Class 5 Lecture and Discussion: Rights approach, Deontological approach, Rawls and his Theory of Justice.
Apr 21
-Read Chapter 11 Rights Ethics

Homework due:
Find an article that resembles the assigned case study. Write a one (1) to two (2)-page Summary of the Article, its relevancy to the case study, and the theories of ethics associated with it. Bring two printed copies to class.

Class 6 Lecture and Discussion: Rights and Duties, John Locke and Natural Rights

Apr 28

Class 7 Lecture and Discussion: Summary of Class Lectures

Final Paper, PPT Presentation, and Reflection of Impact are due.

- Application of the Three-Step Pyramid of Analysis due 03/17
Write a one (1) to two (2)-page paper providing an Example From your Own Life of the Application of the Three-Step Pyramid of Analysis given in the book (experience, analysis, and interpretation) and explain what defenses and fallacies you are most likely to use as you move from experience to interpretation. Bring two printed copies to class for class/group discussion. APA format, 12pt, 1-inch margins, double space, Font: Ariel, Helvetica, or Times New Roman is required.

-Summary of Article—due Weekly starting 03/24
Five (5) papers are required; one (1) due each week. You will find an article that resembles the assigned case study by the professor. Write a one (1) to two (2)-page summary of the article, its relevancy to the case study, and the theories of ethics associated with it. Bring two printed copies to class for group/class discussion. APA format, 12pt, double space, 1-inch margins, Font: Ariel, Helvetica, or Times New Roman is required.

-The Final Paper —due 04/28
You will communicate in writing about a selected ethical issue of interest to you, related to the class, and approved by the professor. Final papers end up being about 6-8 pages in length not including abstract, references, or reflection. APA format, 12pt, 1-inch margins, double space, Font: Ariel, Helvetica, or Times New Roman is required. Make sure that you do enough research to understand the facts that underlie the ethical issues and the application of ethics theories covered in class. Your grade will not depend on length but thoroughness. Remember that your opinion, supported by your analysis in applying theories of ethics is the most important part of the paper.

-The Powerpoint (PPT) Presentation—due 04/28
Create a 6-8 slide PPT and be ready to present it on the summary of your Final Paper on the last class meeting. Introduction and reference slides are required, but not included in the count. Also, if you choose to share your Reflection of Impact paper, you may do so at the conclusion of your presentation.

-Reflection of Impact—due 04/28
In addition to the 6-8 pages of your final paper, a one to the two-page reflection of the impact that the study of ethics has made on your personal life will be attached to your final paper. The paper is a narrative of your personal growth you have experienced during the study of ethics. 12pt, double space, 1-inch margins, Font: Arial, Helvetica, or Times New Roman is required.