

**Nashville State Community College  
Business, Management and Hospitality  
Business**

**2018 Master Course Syllabus**

***BUSN 2300 Business Ethics***

*(This master course syllabus template is a general guide for providing an overview of each course offered at Nashville State. Each instructor will further clarify specific criteria for grading, classroom procedures, attendance, exams and dates, etc. on his/her individual course syllabus. Prompts for individual adaptations are italicized and in parentheses; faculty should remove or replace these prompts when creating master syllabi and their own individual syllabi if they have not been removed previously.)*

**Course Information:**

**Course Title:** BUSN 2300 Business Ethics

**Credits:** 3

**Class Hours:** 3

**Course Description:**

An introduction to basic ethical theories and value systems. Topics include application of these perspectives including moral issues, problems, and situations which arise within the business environment. Topics include codes of ethics, conflict of interest, social responsibility, the work ethic, and fiduciary responsibilities. **Prerequisite(s):** [Level 2 placement in English and Reading](#) .

**Instructor Information:**

**Name:**

**Email:**

**Office Phone:**

**Office Location:**

**Office Hours:**

**Required Textbook(s) & Other Materials:**

**Textbook(s):** Law & Ethics in the Business Environment, Halbert, 9<sup>th</sup> Edition  
**ISBN: 9781305972490**

There is an Ebook through the Nashville State's Bookstore. There is also a "Bundle" option from the publisher, Cengage ISBN# 978-133-7744-508. See below three different options.

**Option 1:** Halbert/Ingulli - Bundle: Law and Ethics in the Business Environment, Loose-leaf Version, 9th + MindTap Business Law, 1 terms (6 months) Printed Access Card ISPN #9781337744508.

**Option 2:** Mindtap Digital code only: Includes the Mindtap platform with eBook and Mindtap mobile app (no physical book) ISBN #9781305972506.

**Option 3:** Cengage Unlimited Subscription: Get access to ALL Cengage textbooks and digital platforms across all disciplines in a one-time fee “Netflix style” subscription of \$119.99 per semester. \*best value\* ISBN #9780357700006

If you have your Mindtap code or Cengage Unlimited subscription, log into your course shell in D2L and click on the Mindtap link in the content section to register.

If you need additional help in registering your code, click here:

<https://play.vidyard.com/wkPs9copPEcx7KqMQMKi4y>

**Access Code:** None

**Reference Materials:** FREE Supplemental Pass Out Booklet at NSCC Bookstores

**Supplies:** None specific

Once enrolled, all students should verify that they have the correct textbook and materials information by consulting the D2L/NS Online shell for the course. If you are registered with the Access Center and require an alternate format for the textbook and other course materials, please contact the Access Center at 615-353-3721, 615-353-3741, or [accesscenter@nsc.edu](mailto:accesscenter@nsc.edu).

#### **Course Outcomes:**

Upon successful completion of this course, students should be able to:

Course outcomes will be pursued through a combination of lecture, class discussion, student presentations of selected cases or topics, and written assignments. Students will participate in activities designed to enhance their abilities in communication, critical thinking, and problem solving.

After completing BUS 2300, students should be able to:

1. Describe the differences between the law and ethics in the business environment.
2. Define the ethical and legal of employment-at-will in the context of whistleblowing and the duty of loyalty.
3. Define and explain diversity in the workplace in terms of discrimination, accommodation, and affirmative action.
4. Identify the issues concerning health and safety in the workplace.
5. Formulate risk allocation as to products liability.
6. Describe ownership and creativity of intellectual property within the basis of laws concerning copyright, trademark, and trade secrets.

### **Course Competencies:**

The following are detailed course competencies intended to support the course outcomes:

Utilize methods of logically thinking to arrive at legal and moral decisions.

- Ascertain the legal context for making decisions.
- Determine what, if any, duties businesses have in a moral context.
- Contrast employment-at-will with the rights and duties possessed by both the employee-employer, and protection for "whistleblowers".
- Weigh the conflicts of interest and loyalties within a business setting.
- Illustrate legal arguments on the issue of wrongful discharge.
- Determine if there is a right of privacy in the workplace and its extent covering such topics as email privacy, drug testing, privacy of medical information, and HIV/AIDS testing.
- Research and identify problems of privacy in the digital age.
- Locate cases in a law library and present briefs of cases.
- Explain the current legal context for affirmative action and compare it to reverse discrimination.
- Develop the corporation's role in eliminating sexual harassment in the workplace and contrast it with the government's (E.E.O.C) role.
- Analyze current law and ethics concerning sexual harassment in the workplace.
- Show how the American with Disabilities Act is implemented.
- Critique the movement for gender pay equality, and family-center (day care) policies and the Family Leave Act.
- Expand on the government's role in implementing a safe workplace through Worker Compensation and O.S.H. A. laws.
- Analyze the Workers Compensations laws within the United States and business' duty to provide a safe workplace.
- Assess ethical considerations for advertising in business.
- Generalize the legal context of the First Amendment and commercial advertisement.
- Critique corporate responsibility for unsafe products.
- Analyze the debate over Tort Reform in context of the Firestone tire and Ford Pinto cases.
- Research and determine "Fair Use" laws of copyright in the context of the Internet and Napster.
- Explain "Intellectual Property" along with corporate responsibility under misappropriation, trade secrets, and patent laws.
- Prepare a research document on a legal-ethical problem.

The following are general education competencies intended to support the course outcomes:

Given a business topic, prepare and deliver a well-organized oral presentation.

Given a business issue, participate with team members to solve the assignment.

Given a business problem, apply critical thinking skills to discuss and support a solution.

### **Topics to Be Covered:**

#### I. Law, Ethics & Business: An Introduction

- A. Freedom vs. Responsibility: A Duty to Rescue?
- B. Ethical Decision Making: A Toolkit
- C. Corporate Governance
- D. Corporate Social Responsibility as Creation of Shared Value

## II. Whistleblowing: Conflicting Loyalties

- A. The Legal Context: Employment-At-Will Doctrine and Exceptions
- B. "Whistleblowers": Who are they?
- C. Wrongful Discharge from Employment Act, Montana's Act
- D. Sarbanes-Oxley and the Corporate Whistleblower
- E. Public Employees and Freedom of Speech
- F. False Claims Act, Qui tam Whistleblowers

## III. Privacy: Technology, Surveillance, & Freedom

- A. Surveillance at Work
- B. The Value of Privacy
- C. Lifestyle Control
- D. Testing
- E. Privacy under the Constitution
- F. Social Media and Privacy
- G. Privacy in Genetic/Medical Information

## IV. Diversity: Equity & Justice for All (Discrimination, Sexual Harassment, and Affirmative Action)

- A. Equal Protection
- B. The Civil Rights Act of 1964
- C. Race, Religion and National Origin
- D. Affirmative Action
- E. Sex Harassment
- F. Work/Life Balance
  - 1. Family and Medical Leave Act
  - 2. Pregnancy Discrimination Act
- G. Reasonable Accommodation of Disabled Workers
- H. Gender Inequity: A Globalized Perspective

## V. Health & Safety: Workers' Rights as Human Rights

- A. Occupational Safety and Health Administration (OSHA)
- B. Perspective on Risk in Workplace
- D. Corporate Criminal Liability
- E. Safety Concerns in the Global Economy
- F. Worker's Compensation

## VI. Marketing: Technology: Choice and Manipulation

- A. Free Speech & Commercial Speech
- B. Advertising & Economics
- C. Federal v. Industry Self-Regulating of Advertising
  - 1. FTC Act and the
  - 2. Lanham Act
- D. Children, Obesity, and Marketing Junk food
- E. Direct-to-Consumer Pharmaceutical Advertising
- F. The Branding of Culture – No Logo

## VII. Products Liability: Allocating Risk & Responsibility

- A. Government Regulations of Product Safety
- B. Unsafe Products
  - 1. Breach of Warranty, Negligence & Strict Liability
  - 2. Restatement of Torts, 2d. Section 402A
- C. The Debate Over Tort Reform – Firestone/Ford cases
- D. Evolution of Products Liability Law
  - 1. The Uniform Commercial Code
  - 2. Strict Product Liability under Restatement of Torts (Second) 402A
- E. Economic Loss Doctrine and Punitive Damages
- F. Manufacturer Liability for Consumer Uses
- G. Contract Law

#### VIII. Intellectual Property: Ownership, Creativity, & Innovation

- A. Copyright Law - Fair Use – Suntrust Bank and Gone With the Wind
- B. Traditional Copyright Law
  - 1. The Digital Millennium Copyright Act of 1998
  - 2. Joint Copyrights and Collective Rights
  - 3. Napster and the New York Times Co v. Tasini
- C. Beyond Copyright Law: Patent Law, Trade Secret, and Misappropriation
- D. Patents and Trade Secrets - Vana White case
- E. Global Intellectual Property Rights

#### **Course Assessments:**

The following performance assessments will be used to demonstrate students' understanding, knowledge, and skills:

#### **GRADING CRITERIA:**

3 Tests - up to 62% - Taken in the Testing Centers

Research Term Paper 10% - Submitted as an attachment or as a "hard copy" (see Supplemental Pass-Out Book for requirements)

Quizzes over individual chapters – up to 10% - Submitted from "home"

Critical Thinking Case Studies – for Web-based class only – 6%

Group Presentation and class participation in assignments and cases – 12%

Course Overview Test - 5% (EC)

#### **Test and Quizzes**

Test and quiz questions come from material covered in the Lecture Notes and from the textbook. Some students neglect to study the Lecture Notes and this is a "BAD" idea for passing this course. The lecture notes places emphasis on the most important aspects of the material in the textbook.

Students must take all quizzes and test and turn in all assigned material by the due dates. There are too many students in this class to allow late submissions. Also, it would not be fair to allow a student to keep taking test and quizzes late and have more study time than the other students. Consequently, all group assignments, tests or quizzes not taken on time will receive a zero for that assignment, test or quiz. The instructor reserves the right to allow a makeup test or quiz if there are extreme circumstances. Makeup test will be different from the original. Quizzes are taken on-line on your "home" computer and are therefore "open book."

However, each of the three Tests are taken in the Testing Centers and are not open book tests. No aids of any kind are allowed on the three Tests in this course - no notes, no textbook, no cell phones, no other open browsers, nothing but the students' knowledge.

**If your course is delivered through Videoconferencing (with TV), the three "big" Tests will be taken in the various Testing Centers. THE MULTIPLE-CHOICE PORTIONS OF TEST 1, 2, & 3, MUST BE COMPLETED IN THE TESTING CENTERS ABSOLUTELY NO LATER THAN THE TEST DUE DATE!** The multiple-choice portion is **NOT** an open book test. For the tests taken in the Testing Center, you are allowed NO aids whatsoever; no notes, no textbook, no other browsers opened, and no electronic devices.

**Grading Policy:**

**GRADING SCALE:**

A = 90 – 100 (1010 to 909 points)  
B = 80 – 89 (908 to 808 points)  
C = 70 – 79 (807 to 707 points)  
D = 60 - 69 (706 to 606 points)  
F = Below 60 (605 points and below)

FA (see below)

FN (see below)

FA

According to NSCC policy, an FA is awarded to students who do not officially withdraw from a course and do not attend after the cut-off date provided in the academic calendar. Please refer to the current academic calendar available on the Nashville State web site, looking for the date that indicates it is the "Last Day to Earn F for Attendance (FA)." Students who stop attending on or before this date receive an FA; students who stop attending after this date receive an F.

For online courses, attendance is defined by submission of assignments. Students who fail a course and whose last assignment is submitted on or before the FA date will earn an FA for the course. Students who fail a course and whose last assignment is submitted after the FA date will earn an F for the course.

FN

An FN is assigned to students who do not submit any assignments.

An FN is awarded to students who never attended class.

**Late Work Policy & Make-up Procedures for Missed Assignments and Work:**

*(Each instructor will provide policy)*

**Attendance Policy**

See above paragraphs on FA and FN grades.

Students are expected to attend all scheduled classes and laboratories. Absences in a course may affect a student's final grade. The student is responsible for all assigned work in the course regardless of excused or unexcused absences. Tardiness may also affect a student's final grade.

### **Technology Statement**

Nashville State's classes are considered to be web-enhanced. Faculty have an expectation that students will use a computer and the Internet to complete assignments, engage in online discussions, and access various course materials through D2L/NS Online course shells. Computers are available for student use at each campus during campus open hours.

### **D2L/NS Online and myNSCC**

It is students' responsibility to check D2L/NS Online course shells for all enrolled courses and myNSCC, including student email, on a regular basis. These are the official communication channels between the college and students, who are responsible for the information communicated through those channels. D2L/NS Online contains specific course information and myNSCC contains information important for other purposes.

### **ADA Compliance Statement**

Nashville State complies with the Americans with Disabilities Act (ADA). If you require accommodations for any courses in which you are enrolled, contact the Access Center at 615.353.3741 or 615.353.3721, or e-mail [accesscenter@nsc.edu](mailto:accesscenter@nsc.edu). If you are registered with the Access Center and require an alternate format for the textbook and other course materials, please contact the Access Center.

### **Classroom Misconduct**

Nashville State Community College has a zero-tolerance policy for disruptive conduct in the classroom. Students whose behavior disrupts the classroom will be subject to disciplinary measures. Please review the [Nashville State Student Code of Conduct policy](#). Please be aware that children are not allowed in class or to be left unattended on campus.

### **Academic Misconduct**

Any form of academic dishonesty, cheating, plagiarizing, or other academic misconduct is prohibited. Students are responsible for understanding and abiding by the [Academic Misconduct Policy](#) in the Nashville State Student Code of Conduct. In addition to other possible disciplinary measures that may be applied through regular college procedures as a result of academic dishonesty, the instructor has the authority to assign an "F" or a "zero" for the exercise, paper, or examination, or to assign an "F" for the course. Students may appeal through the appropriate college grade appeal procedures.

### **Academic Early Alert System**

Nashville State Community College uses an Early Alert System to let students know of a faculty member's concern in one or more of these academic areas: lack of attendance, lack of classroom participation, late or missing assignments, and/or poor performance on assignments/tests. \*Please note that Early Alerts do not affect a student's academic standing. If you receive an Early Alert email, please see your instructor and your academic advisor as soon as possible.

### **RAVE Emergency Alert System**

Emergency events can happen at any time and Nashville State Community College wants to be able to notify students if and when they occur. For this reason, all students have been enrolled in the free RAVE alert system. If you have not already done so, please log in at <https://www.getrave.com/login/nsc> to confirm and update your contact information and notification preferences. It is critical that your information be correct so that you will receive any emergency notifications. Your RAVE Username is your NSCC email address. If you've never received an email from RAVE with your password, or if you need to reset your password, select "Forgot your password?" and a new password will be emailed to you. Should the RAVE system indicate "user not found", select Register and create your own RAVE account.

### **Inclement Weather & Campus Closings**

Nashville State will use the RAVE alert system to send a text message to students, staff, and faculty about adjusted hours of operation and/or closings at individual campuses. All students should check the Nashville State web site home page at [www.nsc.edu](http://www.nsc.edu) for announcements on campus closures, which may vary from campus to campus. Campus closures will also be announced on local television stations. Students should use their own best judgment in determining whether to report to campus during inclement weather when classes are not cancelled.

Even when campuses are closed, students are still responsible for completing all assigned work. When classes are cancelled, faculty will post online assignments and any additional instructions in the D2L/NS Online course shell. Check D2L/NS Online for a message from your instructor regarding your online assignment requirements. Faculty have discretion over adjusting deadlines or due date for assignments, but students are responsible for completing all assigned work by the due date established by the instructor.

### **Class Cancellation Policy**

If the class is cancelled, the instructor will notify all students by posting in the D2L/NS Online course, e-mailing through D2L/NS Online, and/or by posting a sign on the classroom door. In the event of class cancellation, students must access D2L/NS Online to complete classwork and the assignment that will be posted in the course D2L site.