PEPPERDINE UNIVERSITY
THE GEORGE L. GRAZIADIO
SCHOOL OF BUSINESS AND MANAGEMENT

DR. LINNEA B. McCORD
BSM 482.30
ETHICS
SPRING 2004

FEBRUARY 13-14, 2004
MARCH 12-13, 2004
SAN FERNANDO VALLEY CENTER

SYLLABUS
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ETHICS 482.30

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Course Description:

This course explores the rules of ethical conduct in a business context. Contrary to popular opinion, ethics in business in the United States is NOT personal, NOT relative, and NOT individual. There is a mandatory code of conduct that must be followed for long-term economic success in a democratic capitalistic society. This class will cover the basic ethical principles that every business person doing business in the United States needs to know. In addition, international ethical standards will be discussed to determine whether there will be more uniform global ethical standards in the future.

Course Objectives:

1. Develop an understanding of the major ethical principles embedded in American law that impact all businesses.
2. Understand how morality, ethics and law are inextricably intertwined in business conducted in a democratic capitalist economy.
3. Understand that most countries outside of the U.S. have significantly different ethical and legal frameworks which makes conducting business overseas challenging.
4. Realize that ethical standards are broad principles that require an ability to handle ambiguity.
5. Develop an ability to assess and manage risk more effectively.
KEY TOPICS AND ETHICAL ISSUES

Ethics in the World of Business

Justice and the Market System

Whistle-Blowing

White Collar Crime

Conflict of Interest

Accounting Practices

Confidentiality

Ethics in Government

Cybercrime

Fraud and Misrepresentation

Email and Internet Use at Work

Fraud/Lying

Corporate Governance

Bribery/Extortion

Fair Competition

Fiduciary Duties

International Ethical Standards

Corporate Scandals
Preparation Required for the First Day of Class (First Weekend):


2. Read and study the following numbered articles from “Business Ethics”, Annual Editions, 2003/04, edited by Dr. John Richardson”, ISBN No. 0-07-283847-7 (McGraw-Hill/Dushkin): (these are very short articles): 5, 6, 9, 10, 11, 18, 19, 20, 22, 23, 24, 25, 26, 28, 29, 31, 33, 37, 39, 40, 41, 42, 43, 44, and 45.

3. Bring at least one current article in the area of business ethics (see topics listed above) and be ready to discuss it with the class (Make 30 copies of the article to pass out to other class members).

4. There will be a QUIZ on “Animal Farm” AND “Business Ethics” (mentioned above under numbers 1 and 2) on the first day of the first weekend class.

GRADING:

a. Grades will be assigned on a plus(+)/minus(-) basis.

b. Grades are not arrived at through negotiation. The only reason a grade will be changed is if there is a mathematical error in the calculation.

c. Failure to be prepared for class may lead to a grade being lowered. This is a discussion class; students are expected to come to class and be prepared.

d. Any instance of cheating will result in a grade of “F” for the course and the student will be reported to the Ethics Committee for further disciplinary action, as appropriate.

e. Once a quiz begins, no one may leave the room until such person’s quiz is completed and has been turned in to the professor.
Grading Scale:

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**g. THERE IS NO MAKE-UP QUIZ FOR ANY REASON.**

**Final Grades Will Be Assigned As Follows:**

1. **QUIZ** on “Animal Farm” and “Business Ethics”
   1st day of the first weekend class
   (assigned texts) 40%

2. **Class Participation** (includes being prepared for class) 10%

3. **Research Project**
   TOTAL 50%

**Research Project**

Instructions will be handed out to the class on the first day of the first weekend class.

The research project will be due on the first day of the second weekend class.
Communications between Professor and Students:

a. Students are required to use their Pepperdine email accounts. All communications between the professor and the students will be made to the students’ Pepperdine email accounts. Students must check their Pepperdine email accounts regularly for additional assignments, instructions, etc.

When communicating with the professor by email, please identify in the subject heading of the email:

- day of class, and
- location of class

Attendance Policy

Since this is a discussion class and there are only two class meetings and both are on weekends, students must attend ALL of BOTH weekend sessions to obtain a passing grade in this class.

Conduct

Students are required to conduct themselves in accordance with Pepperdine’s policy described in the current GSBM Academic Catalog.

Disabilities

Students with disabilities must comply with Pepperdine’s policy regarding assistance for students with disabilities described in the current GSBM Academic Catalog.

Students are expected to respect personal honor and the rights and property of others at all times. The University rules on conduct can be found in the 2002-03 Academic Catalog. Additionally, students with disabilities are encouraged to familiarize themselves with the University’s Policies on Disabilities in the Catalog or contact the University’s equal opportunity officer at (310) 456-4208.