

Business Ethics

Competencies:

3066.1.1: Ethical Issues in Business - The graduate analyzes ethical and socially responsible courses of action in a given business situation.

3066.1.2: Ethical Leadership - The graduate analyzes ethical considerations that shape business leadership.

3066.1.3: Employment Issues in Business - The graduate applies ethical principles to employment.

3066.1.4: Environmental Concerns in Business - The graduate applies ethical principles to environmental concerns confronting business.

3066.1.5: International Business - The graduate applies ethical principles to international business.

3066.1.6: Ethics Programs - The graduate evaluates ethical policies in a given business scenario.

Task 2: Ethical Responsibilities

Introduction:

In a complex, multicultural business environment, it is important that business professionals adhere to ethical standards throughout their daily activities. The goal of this course is to introduce you to concepts and guidelines for ethical courses of actions in business. In order to assess your understanding of the material and your ability to apply the required concepts, you will be asked to take on the role of the ethics director for the company in the scenario. You will be asked to design an ethics curriculum for new employees to address the rights and responsibilities of employees and the ethical relationship between employer and employee. You will also be tasked with developing an ethical dilemma for analysis, offering ethical decisions for evaluation, and examining the role of personal values and goals in the workplace.

Scenario:

You are the ethics officer of a marketing firm. The company prides itself on only engaging in ethical business practices. In order to ensure that all of its employees understand corporate ethical policy, new employees must attend an ethics training as part of the onboarding process. Additionally, every employee must attend an annual ethics training. These ethical training programs are developed by the marketing firm's ethics officer (you), the marketing firm's human resources (HR) director, and an outside consulting firm.

In a joint development session, the team works through the training development materials that will be presented at this year's two-day ethics training session. This year, the focus is on two primary topics: employees' rights and responsibilities in the workplace and employer's ethical responsibilities toward employees. In addition, hypothetical ethical scenarios are developed to evaluate the employees' understanding of company ethical standards, general ethical decision-making, and desired courses of action.

Requirements:

Your submission must be your original work. No more than a combined total of 30% of the

submission and no more than a 10% match to any one individual source can be directly quoted or closely paraphrased from sources, even if cited correctly. Use the Turnitin Originality Report available in Taskstream as a guide for this measure of originality.

The rubric provides detailed criteria for evaluating your submission. You are expected to use the rubric to direct the creation of your submission. Each requirement below may be evaluated by more than one rubric aspect. The rubric aspect titles may contain hyperlinks to relevant portions of the course.

- A. Take on the role of the ethics officer in the scenario and address the following:
1. Describe **three** rights and responsibilities of employees based on the scenario.
 2. Evaluate **two** ethical responsibilities of the employer within the context of the employer/employee relationship described in the scenario.
 3. Develop **one** ethical business dilemma that can be used to demonstrate employee understanding of the company's ethical standards.
 4. Evaluate the dilemma from part A3 from a utilitarian and relativistic perspective.
 5. Describe **two** common ethical decisions that reflect corporate ethics and responsibilities that employees can face while working in a corporate setting.

Note: These should be different from the ethical business dilemma in part A3.

6. Explain why *each* ethical decision in part A5 presents an ethical dilemma and how an individual might justify unethical behavior (e.g., common excuses).
- B. Acknowledge sources, using in-text citations and references, for content that is quoted, paraphrased, or summarized.
- C. Demonstrate professional communication in the content and presentation of your submission.

Web Links:

1. [EKP Task 2 Rubric link opens in new window](#)

EKP1 Task 2 (0517)

	Not Evident	Approaching Competence	Competent
A1. Employees' Rights and Responsibilities	A description of 3 rights and responsibilities of employees is not provided.	The 3 described rights and responsibilities of employees are provided, but they are inaccurate, unclear, or implausible.	The 3 described rights and responsibilities of employees are accurate, clear, and plausible.
A2. Employers' Ethical Responsibilities	An evaluation of 2 ethical responsibilities is not provided.	The evaluation accurately identifies 2 ethical responsibilities, but the evaluation is unclear or illogical, or the ethical responsibilities are not those of the employer or in the context of the employer/employee relationship described in the scenario.	The evaluation accurately describes 2 ethical responsibilities of the employer within the context of the employer/employee relationship described in the scenario. The evaluation is well reasoned and clear.
A3. Ethical Business Dilemma	An ethical business dilemma is not provided.	The ethical business dilemma is plausible and relevant, but it will not demonstrate employee understanding of the company's ethical standards, or it is unclear.	The ethical business dilemma is plausible, is relevant, and will demonstrate employee understanding of the company's ethical standards. This understanding includes how the dilemma affects the company's ethical standards.
A4. Ethical Business Dilemma: Evaluation	An evaluation is not provided.	The evaluation includes both a utilitarian and relativistic perspective, but the evaluation is unclear or imprecise.	The evaluation includes both a utilitarian and relativistic perspective. The evaluation is both logical and clear.
A5. Ethical Decisions	A description of at least 2 decisions is not provided.	The description of 2 ethical decisions is provided, but <i>at least</i> 1 decision is not plausible or does not align with corporate ethics and	The description of 2 common ethical decisions is plausible and aligns with corporate ethics and responsibilities.

		responsibilities.	
A6. Ethical Decisions: Explanation	An explanation of <i>each</i> ethical decision in part A5 is not provided.	The explanation addresses why <i>each</i> decision is an ethical dilemma and provides common justifications of unethical behavior, but the explanation is poorly reasoned or implausible.	The explanation addresses why <i>each</i> decision is an ethical dilemma and provides common justifications of unethical behavior. The explanation is well reasoned and plausible.
B. Sources	The submission does not provide both in-text citations and a reference list for sources that are quoted, paraphrased, or summarized.	The submission includes in-text citations for sources that are quoted, paraphrased, or summarized and a reference list; however, the citations and/or reference list is incomplete or inaccurate.	The submission includes in-text citations for sources that are properly quoted, paraphrased, or summarized and a reference list that accurately identifies the author, date, title, and source location as available.
C. Professional Communication	Content is unstructured, is disjointed, or contains pervasive errors in mechanics, usage, or grammar. Vocabulary or tone is unprofessional or distracts from the topic.	Content is poorly organized, is difficult to follow, or contains errors in mechanics, usage, or grammar that cause confusion. Terminology is misused or ineffective.	Content reflects attention to detail, is organized, and focuses on the main ideas as prescribed in the task or chosen by the candidate. Terminology is pertinent, is used correctly, and effectively conveys the intended meaning. Mechanics, usage, and grammar promote accurate interpretation and understanding.