

## Syllabus for Proposed New Course

**Course Number:** ENT/PHI 362

**Course Title:** Ethical Issues in Entrepreneurship

**Credits:** 3 Credits

**Prerequisites/Corequisites:** None

**For Whom Planned:** Students majoring in a field relating to entrepreneurship, business, philosophy, or ethics. Students seeking general education credit with an interest in ethics, philosophy, business, or entrepreneurship.

**Instructor Information:** Wade Maki, [w\\_maki@uncg.edu](mailto:w_maki@uncg.edu), Office location Curry 242, Hours 8-8:40 & 11-11:30 MWF on days class meets. Phone 256-1018 (email preferred outside of office hours).

**Catalog Description:** Application of ethical theory to global entrepreneurship: including entrepreneur's role in ethical actions, economic justice, responsibility, self and government regulation, conflict of interest, investment policy, advertising, and environmental responsibility.

**Philosophical, Religious, and Ethical Student Learning Outcomes (GPR SLOs):** After successfully completed this course students will be able to:

1. Demonstrate an understanding of at least two significant philosophical, religious, and/or ethical theories or traditions by describing and analyzing them. (LG1, LG3, LG5)
2. Demonstrate an ability to compare and contrast the assumptions, arguments, modes of thought, attendant beliefs or practices of two or more theories or traditions or of diverse voices among those who accept a given theory or tradition. (LG1, LG3)
3. Demonstrate the ability to apply abstract ideas to specific instances. (LG1, LG3)
4. Evaluate the credibility of sources of information. (LG1)

**Course Specific Student Learning Outcomes:** After successfully completed this course students will be able to:

1. Demonstrate an understanding of three historically important traditions in philosophical ethics, i.e., consequence-based ethics, e.g., John Stuart Mill's utilitarian ethics, act-based ethics, e.g., Immanuel Kant's categorical imperative, and virtue-based ethics, e.g., Aristotle's virtue theory. (GPR SLO 1)
2. Demonstrate the ability to apply abstract ideas to specific instances relating to entrepreneurship in business ethics. (GPR SLO 3)
3. Demonstrate an understanding of non-western cultures ethical practices and how those differences impact international entrepreneurship in business ethics. (GN)
4. Examine the relationship between ethics and sustainable entrepreneurial activities. (ENT)
5. Analyze the role of stakeholders in entrepreneurial pursuits. (ENT)
6. Apply classroom learning to the community. (SVL project with PBEA)

*Wade Maki*  
ENT

## Teaching Methods and Assignments for Achieving Learning Outcomes:

**Lecture & Discussion:** During class traditional lecture and discussion, conducted as a Socratic dialogue will take up a good portion of time. (GPR SLOs 1, 2, 3, and Course SLOs 1-7)

**Interactive Online Exercises with written Homework Assignments:** Several interactive digital exercises have been created to help you achieve the learning objectives of this course. You will complete these exercises outside of class, submit written homework based upon your experience and discuss the results in class. Homework accounts for 25% of the course grade. (GPR SLOs 1, 2, 3, 4 and Course SLOs 1-7)

**Quizzes:** Several quizzes are planned for the course. Quizzes occur after material has been covered providing you the chance to demonstrate what you have learned. Quizzes account for 50% of the course grade (GPR SLOs 1, 2, 3, 4 and Course SLOs 1-7)

**Piedmont Business Ethics Award Service Learning Project:** Student teams serve as ethics consultants for nominated entrepreneurial businesses. This project has many phases and is worth 25% of the course grade. (Course SLOs 5-7)

## Evaluation and Grading:

The grading scale is based upon 200 points. The ten chapter quizzes account for 100 points. Homework assignments accounts for another 50 points. Activities relating to the Piedmont Business Ethics Award project accounts for another 50pts. An additional 10 extra credit points can be earned via attendance.

Grade	Point Range	Grade	Point Range
A+	195 or higher	C	154 - 145
A	194 - 185	C-	144 - 140
A-	184 - 180	D+	139 - 135
B+	179 - 175	D	134 - 125
B	174 - 165	D-	124 - 120
B-	164 - 160	F	Below 120
C+	159 - 155		

## Required Texts/Readings/References:

Ethical Theory and Business, by Tom L. Beauchamp, Norman E. Bowie and Denis g. Arnold, 9th edition, 2013 published by Prentice Hall, ISBN 978-0-13-612602-7

*Self-Similarity, MEHT*

**Topical Outline/Calendar**

**Readings & Videos:**

Each course module contains substantial online reading materials in blackboard. Note: All PBS videos can be found at: <http://www.pbs.org/wgbh/pages/frontline/view/> Please select the title from the list. Be sure to view all parts as they are divided into short sections for internet streaming.

<b><u>Module</u></b>	<b><u>Text Reading</u></b>	<b><u>Case Reading</u></b>	<b><u>Interactive Exercises</u></b>	<b><u>PBS Video</u></b>
<b><i>One - Ethical Theory</i></b>	Ch 1	Italian Tax Mores	Virtual Philosopher: #1, 2 & 3	
		The Ford Pinto		
		Exporting Pollution	Virtual Executive: #1 & 2	
<b><i>Two - Purpose of the Global Corporation</i></b>	Ch 2	The Wall Street Effect	Virtual Executive #3	
<b><i>Three - Employer/employee relationship</i></b>	Ch 3		Virtual Executive #4	
<b><i>Four - Discrimination &amp; Harrassment</i></b>	Ch 4		Virtual Executive #5 & 6	
<b><i>Five - Advertising</i></b>	Ch 5	World's Largest Advertisement	Virtual Executive #7	<i>The Persuaders</i>
<b><i>Six - Finance &amp; Accounting</i></b>	Ch 6		Virtual Executive #8	
<b><i>Seven - Intellectual Property &amp; Privacy</i></b>	Ch 7		Virtual Philosopher #4 Virtual Executive #9 & 10	
<b><i>Eight - Global Environment</i></b>	Ch 8		Virtual Executive #11	
<b><i>Nine - International Business</i></b>	Ch 9	Lockheed in Japan	Virtual Executive #12 & 13	<i>China Blue</i>  <i>Is Wal-Mart Good for America?</i>
		Levi Strauss & China		
		Shell Oil in Nigeria		
		Pepsi in Burma		
		Bottom of the Barrel		
		Made in the U.S.A...		
<b><i>Ten - Social &amp; Economic Justice</i></b>	Ch 10		Virtual Philosopher #5  Virtual Executive #14	

*Seal Summary MEHT*

**Academic Integrity Policy:** All students must be familiar with and abide by the academic integrity policy. This policy can be found at <http://studentconduct.uncg.edu/policy/academicintegrity>

**Attendance Policy:** Attendance is expected of all students. Up to 10 extra credit points can be earned through attendance. Each missed class reduces this by 1 point.

**Final Examination:** There is no final exam used in this course.

**Additional Policies & Requirements:**

**Quizzes:** There will be ten chapter quizzes focusing on the assigned textbook readings, supplementary case readings, module notes, and any videos imbedded in the module notes or external PBS videos assigned in the syllabus. Each quiz is worth ten points. Each quiz will be available for 7 days beginning at 12:05 a.m. on the first day and ending at 11:55 p.m. on the last day. Each quiz consists of 10 questions (generally multiple choice) drawn from a random pool. You have four hours from the moment you start your quiz to submit it. The four hour time limit does not pause (even if you log off it keeps ticking) and once it expires no additional answers can be submitted for credit. Each of the ten quizzes is worth 10 points.

**Virtual Executive Homework:** Each of the fourteen Virtual Executive exercises will be part of a written assignment. Homework assignments are submitted via the Virtual Executive Homework discussion board. Each homework assignment is to be submitted by 11:55pm on the day listed in the course calendar. Please see the Homework Discussion Board for further details. You will receive up to 50pts for completing all fourteen of the homework assignments on time. A combined score for all homework will be posted at the end the course.

**The Piedmont Business Ethics Award:**

This project and relating requirements constitutes 50 points. The purpose of this project is to provide students with the opportunity to serve as ethics consultants for local businesses. Each local business has been nominated for the Piedmont Business Ethics Award (PBEA). Information about this award can be found at <http://www.triadbusinessethics.com/>. Students will serve as ethics advisors to help nominated businesses (your client) apply for the award. Your knowledge of ethics, the language of ethics, and diverse ethical issues will help tell the ethical story of the client business you are assisting.

Students, working in teams of three, will be assigned to one business client. Each team will contact their assigned business and arrange for an on-site visit and interview. Based upon the information your team gathers, you will write and prepare the application packet per PBEA specifications. The PBEA process and links to previous application packets can be found at <http://www.triadbusinessethics.com/process.cfm>. Additional examples are found in the course website. Graded tasks include: a vetting report on the client (10pts), a site visit report (10pts), a draft award submission (10pts), team presentation (10pts), and experiential memo (10pts).

*Sen/Simmons M.E.H.T.*