

SOUTHEAST COMMUNITY COLLEGE
BUSINESS DIVISION
Business Program
Revision Date: 08-18-25

I. CATALOG DESCRIPTION

Course Number: BSAD2310
Course Title: Business Ethics
Prerequisite(s): Writing/English competency recommended

Catalog Description: This course explores the challenging world of business ethics. By examining issues and scenarios that relate directly to the work environment, students can develop a clearer sense of how their corporate and personal code of ethics relates to operational decisions made on a daily basis. In addition, the course will allow students to examine their individual ethical standards and how those standards influence personal and work decisions.

Credit Hours: 3.0
Class Hours: 45
Lab Hours: 0
Total Contact Hours: 45

II. COURSE OBJECTIVES: *Course will teach students to*

- A. Introduce students to basic ethical definitions and situations.
- B. Introduce students to the ethical issues and consequences that each functional department of an organization typically faces.
- C. Present students with ethical dilemmas (including conflicts of interest) and give them the opportunity to resolve the dilemmas.
- D. Present students with real examples of both ethical and unethical behavior.
- E. Introduce students to concepts of corporate governance and relevant legislation.
- F. Create awareness of corporate social responsibility.
- G. Present students with the ethical issues arising in global business.
- H. Explore the ethical ramifications of generative artificial intelligence and other technological advances.
- I. Introduce students to the process of developing ethics policies and codes of ethics.
- J. Present standards of ethical conduct within the insurance industry.

III. STUDENT LEARNING OUTCOMES AND GENERAL EDUCATION LEARNING OUTCOMES

- A. Student Learning Outcomes: *Students will be able to*
 - 1. Explain ethical theories and their limitations.
 - 2. Identify and discuss the needs of organizational stakeholders in a global marketplace.
 - 3. Develop decision making skills needed to present a solution to an ethical dilemma.
 - 4. Confidently recognize and resolve ethical dilemmas and conflicts of interest.
 - 5. Identify an appropriate corporate governance model for an organization and the corresponding legislation.
 - 6. Explain corporate social responsibility and how it can be applied to an organization.
 - 7. Evaluate ethical ramifications of current technology, artificial intelligence, and anticipate potential ethical dilemmas arising from future advances in technology.
 - 8. Explain the difference between reactive and proactive ethical policies.
 - 9. Recognize specific ethical dilemmas confronting insurance and financial services professionals.
- B. General Education Learning Outcomes (GELOs)
 - 1. GELO 4: Global Awareness and Citizenship
Outcome 4: Discuss issues from a global perspective.

- Outcome 5: Identify and evaluate different theoretical or philosophical perspectives and their relevance to ethical decision making.
2. GELO 3: Critical Thinking & Problem Solving
Outcome 1: Acquire and integrate knowledge and construct relationships across disciplines.

IV. CONTENT/TOPICAL OUTLINE

- A. Understanding Ethics
- B. Defining Business Ethics
- C. Organizational Ethics
- D. Corporate Social Responsibility
- E. Corporate Governance
- F. The Role of Government
- G. Whistle Blowing
- H. Ethics and Technology
- I. Ethics and Globalization
- J. Ethics and the Insurance and the Financial Services Industries
- K. Ethics and the environment

V. INSTRUCTIONAL MATERIALS

- A. Required text(s): Ferrell, Fraedrich, and Ferrell, *Business Ethics: Ethical Decision Making & Cases*, Current Edition, Cengage.
 - 1. Ebook/DDA is used for this course.

VI. METHODS OF PRESENTATION/INSTRUCTION

- A. Lecture
- B. Small and large group discussion
- C. Videos
- D. Current case studies
- E. PowerPoint presentations
- F. Application
- G. Demonstration
- H. Current events relating to ethical issues

VII. METHODS OF EVALUATION

- A. SCC STANDARD GRADING SCALE POLICY:

A+	95-100	C+	75-79
A	90-94	C	70-74
B+	85-89	D+	65-69
B	80-84	D	60-64
		F	Below 60

VIII. SPECIFIC COURSE REQUIREMENTS

Student must meet all of the following requirements to receive a passing grade:

- A. Achieve passing grade of 60 percent or higher based on SCC Standard Grading Scale
- B. Complete and submit all assignments and exams on time
- C. Submit own work