Florida Gulf Coast University  
Lutgert College of Business  
Management Department  
MAN3063 Organizational Ethics and Values - CRN 10280  
Spring 2014 - Course Syllabus  

Subject to change as deemed necessary and appropriate by the course instructor

Course Information:
- **Credit:** 3
- **Course Mode:** On Campus
- **Meets:** CRN 10280 Thursdays 6:30 – 9:15  LH1204
- **Instructor:** Patricia Bell - Guest Instructor  
  **Email:** pbell@fgcu.edu
- **Open Office Hours:** Monday 9 am – 11 am, Tuesday 9 am – 10:30 am  
  Thursday 9 am – 10:30 am
- **Office:** Lutgert Hall 2307  
  **Phone:** (239) 590-7316  **Cell:** (239) 281-5218

**LCOB Vision:**
The Lutgert College of Business will be nationally renowned in providing students with the education and capabilities to take leading roles in a diverse and global environment.

**LCOB Mission:**
The Lutgert College of Business educates students from Southwest Florida and beyond to address local and global business challenges. We are dedicated to student learning, scholarship, service, and community relationships that foster entrepreneurship and economic growth.

**FGCU Course Description for MAN 3063:**
Roles of personal, organizational, and societal values and ethics in society. Topics include exploration of individual ethics, values and goals; the study of ethical behavior within organizations, as it influences people, products, and the work environment; the exploration of the values, ethics, and beliefs upon which the free market system of production and exchange is built; and the exploration of individual roles as well as the appropriate roles of organizations and government in society.

**Credit Hour Statement:**
For each credit of a class, you should expect to spend one hour in class and an average of two hours preparing outside of class each week. Therefore, since this is a three credit class, you should plan to devote an average of nine hours a week to this class.

**Required Course Materials:**

- Access to the Wall Street Journal (available free online through the FGCU library system for FGCU students)
Bio Patricia Bell:
Patricia Bell is a Guest Lecturer in the Lutgert College of Business. She received her BS in Business Management and MS Business Administration from the University of Phoenix. She is a doctoral candidate in SHSS Conflict Resolution and Negotiation with a concentration in International Peace and Conflict at Nova Southeastern University. She recently retired from CenturyLink where she was the Area Director for Business in Southwest Florida responsible for 8 SWFL counties with over 25 million in yearly revenue. During her 16 years in SW Florida she has developed best practices, participated in three mergers and reorganizations, assisted corporate with developing new procedures, and processes; restructured the local market focus and increasing productivity.

She previously has held a variety of positions in business including operations manager, system designer manager, engineering manager, engineer, carrier relations and drafting. A Certified Executive she has written numerous articles and given a variety of presentations about business and telecommunications. In addition, Patricia was the project manager for system development creating the needs analysis for new software development; leading a multi-state corporate team in the development to improve asset utilization, inventory management, and engineering design.

Patricia Bell is a past president of the Rotary Club of Fort Myers, former Assistant District Governor for Rotary District 6960, Founding Board member for Lee County PACE Center for Girls, former Board member of the SW Florida Boy Scout Association, former Board member of the Chamber of SW Florida and served for six years on the Golden Apple Committee for Lee County focused on teacher recognition. Currently she chairs a United Way allocations team, is a United Way Board member, on the Community Foundation Scholarship Grant Committee, and Board member of the Greater Fort Myers Chamber.

Contact:
My work requires me to be off-campus much of the time, and thus I may not be in my office except during my posted office hours. The best way to contact me is through my FGCU email at pbell@fgcu.edu. I will correspond with you through Eagle email and you are responsible for checking your Eagle email for my class announcements and responses to your inquiries. In the subject line of your email please put student and the class number. Please do not wait until the last minute to send me your questions. While I try to respond within 24 hours, there are times when I may not be able to.
### Student Learning Outcomes:

The Lutgert College of Business has established Learning Goals and Learning Objectives for all graduates of its undergraduate programs. The LCOB EPCK Learning Goals, the Management Department Learning Objectives, and the respective course Learning Objectives are listed on the next page. Upon completion of the course, the student should be able to:

<table>
<thead>
<tr>
<th>Learning Goal &amp; Learning Objective. BBA Graduates will:</th>
<th>Learning Objective MAN graduates will:</th>
<th>Course Learning Objectives (Measureable)</th>
<th>Assessments Used to Measure Outcomes:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>E</strong> Understand the business environment</td>
<td>• Analyze ethical issues as they apply to management.</td>
<td>Apply knowledge of the diverse demographics of business in to make effective ethical business decisions.</td>
<td>b, f, g, h, i</td>
</tr>
<tr>
<td>• Demonstrate knowledge of ethical Issues.</td>
<td>• Propose solutions to business problems in a global environment.</td>
<td>Identify &amp; analyze the implications of social and ethical issues in a business environment.</td>
<td></td>
</tr>
<tr>
<td>• Demonstrate knowledge of global factors influencing business.</td>
<td>• Explain the importance of environmental responsibilities.</td>
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<td>• Explain the importance of environmental responsibility.</td>
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<tr>
<td><strong>P</strong> Be effective problem solvers</td>
<td>• Propose solutions to organizational issues</td>
<td>Identify and solve ethical business problems.</td>
<td>b, i</td>
</tr>
<tr>
<td>• Solve business problems using analytical tools.</td>
<td></td>
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<tr>
<td><strong>C</strong> Be effective communicators</td>
<td>• Demonstrate effective oral communication skills.</td>
<td>Prepare clear and concise oral and written reports that explore personal and organizational ethics.</td>
<td>a, b, d, e, g, h, i</td>
</tr>
<tr>
<td>• Deliver effective oral presentations.</td>
<td>• Prepare effective written materials.</td>
<td></td>
<td></td>
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<tr>
<td>• Prepare effective written reports.</td>
<td>• Work effectively in diverse Teams</td>
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<td></td>
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<tr>
<td><strong>K</strong> Have interdisciplinary business knowledge</td>
<td>• Explain key Management theories and practices.</td>
<td>Understand key theories relating to personal, organizational, and societal ethics and values.</td>
<td>b, f, g, h, i</td>
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<tr>
<td>• Understand main concepts &amp; definitions in accounting, economics, finance, information systems, management, marketing, and operations management.</td>
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<td>• Integrate knowledge across disciplines.</td>
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</tbody>
</table>
**Grade Breakdown**

<table>
<thead>
<tr>
<th>Assessment Item</th>
<th>Percent Overall</th>
<th>Basic Description of Grade</th>
<th>The Assignment - Text</th>
</tr>
</thead>
<tbody>
<tr>
<td>A) Personal Goals and Values Inventory</td>
<td>15.0%</td>
<td></td>
<td>Pp. 36-39 – Chapter 1</td>
</tr>
<tr>
<td>B) Wall Street Journal Commentaries</td>
<td>10.0%</td>
<td></td>
<td>See handout</td>
</tr>
<tr>
<td>C) Memo to the Chief Executive</td>
<td>10.0%</td>
<td></td>
<td>Page 117 – Chapter 3</td>
</tr>
<tr>
<td>D) Goals Notebook</td>
<td>10.0%</td>
<td></td>
<td>Page 214 – Chapter 6</td>
</tr>
<tr>
<td>E) Write Your Own Obituary</td>
<td>5.0%</td>
<td></td>
<td>Page 256 – Chapter 7</td>
</tr>
<tr>
<td>F) Class Participation</td>
<td>15.0%</td>
<td></td>
<td>See below</td>
</tr>
<tr>
<td>G) Film Paper</td>
<td>10.0%</td>
<td></td>
<td>1 film worth 10 points</td>
</tr>
<tr>
<td>H) Exams – 5 chapter quizzes 3 points each</td>
<td>15.0%</td>
<td></td>
<td>See below</td>
</tr>
<tr>
<td>I) Final Exam</td>
<td>10.0%</td>
<td></td>
<td>See below</td>
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</tbody>
</table>

Total 100.0%

*Please note: The textbook contains similar versions of many of these assignments. In all instances, the official directions for these assignments are the instructions in the handouts provided by the instructor.*

**Grading Policy:**

Grades will be based on how well each student performs on written assignments, class presentations, examinations/quizzes, and other assignments. An important dimension of performance includes the demonstration of the knowledge of text materials during class participation and assessments. Attendance will be posted weekly and grades as soon as possible in Canvas. **Any grade or participation/attendance issues must be address with the professor within two weeks of posting.**

**Grading Scale**

Course grades will be assigned based upon the following scale:

- 93.00-100     A     83.00-86.99    B     70.00-76.99    C
- 90.00-92.99    A-    80.00-82.99    B-    60.00-69.99    D
- 87.00-89.99    B+    77.00-79.99    C+    00.00-59.00    F

**Course Policies:**

- Each student will be responsible for the following:
  1. All materials listed in the text and the syllabus.
  2. All readings and/or written assignments.
  3. Class participation and attendance.
  4. Handing in the assignments at the beginning of class, on the assigned due date, and in the required format.
  5. All work assigned in class, whether on the syllabus or not.
  6. All information disseminated in class whether in the syllabus or not.
  7. All written work submitted must be typed and in APA Format - Times New Roman 12 point font, double spaced, with correct spelling and grammar and submitted via CANVAS as a Word document.
  8. Read the chapters and other assigned materials **before** coming to class.
  9. Please use University email for all electronic communications with the Professor.
10. Read all material to be discussed in class prior to class.

**Deadlines, Late Work, Makeup Work, & Submitting Work**

Unless otherwise noted in the “Course Schedule” portion of this syllabus, all work is due at the scheduled start time of class. Work turned in late will receive a 25 point grade deduction if it is received up to 48 hours past the stated deadline. Work will not be accepted more than 48 hours past the stated deadline and will receive a grade of 0. Deadlines indicate the latest possible time the instructor must receive work—not the latest possible time students can send or submit their work.

Makeup work and/or deadline extensions of any type will not be given under any circumstances beyond what is stated in this section of the syllabus (“Deadlines, Late Work, Makeup Work, & Submitting Work”) and what is contained university policies regarding makeup work. *All makeup work must be completed and submitted no later than 5:00 p.m., Friday, April 25, 2014.*

*Students must submit their work early when a course deadline is in conflict with their other obligations or commitments.* Students must submit their work through Canvas ([http://canvas.fgcu.edu/](http://canvas.fgcu.edu/)) using the appropriate “Submit Assignment” button on the Sidebar by uploading a single Microsoft Word DOC/DOCX file or a single Adobe Acrobat PDF file.

*Students are strongly encouraged verify that their particular technology systems are compatible with the university’s systems. It is always the student’s responsibility to ensure that work is successfully submitted to the instructor—technology-related issues are not an acceptable excuse for late, incomplete, inaccessible, or non-submitted work. Please make extensive use of the tools within Canvas to make sure that your work has been successfully submitted and is ready to be graded by the instructor.*

**Wall Street Journal Commentaries**

Please note that late work will not be accepted for *Wall Street Journal Commentaries* assignments, each student can chose a topic from noted chapters and the student may redo their lowest paper (out of five total) and resubmit their *Wall Street Journal Commentary*.

- **Fatal Error Policy** – for all written assignments (Wall Street Journal and movie questions)
  I will stop grading a paper if it exhibits three or more of the fatal errors (listed below) on a single page or nine errors in total (whichever comes first). At that time, the paper will be returned to you and you will have one week to fix it (go to the writing center, have someone knowledgeable proofread it, etc.). If you don’t make the necessary corrections, you will receive a grade of zero on the paper. If you do make the corrections, your paper will be graded and will receive a reduction of 5% off the original grade.

  Each instance of the following is a Fatal Error:
  1. Misspelled word
  2. Sentence fragment
  3. Run-on sentence or comma splice
  4. Mistake in capitalization
  5. Serious mistake in punctuation
6. Error in verb tense or subject/verb agreement
7. Sentence ending with a preposition
8. Improper citation or lack of a citation where one is needed
9. Serious grammar error that obscures meaning
10. Misuse of terminology

Personal Goals and Values Inventory
Please see the assignment handout “Personal Goals and Values Inventory” on Canvas (http://canvas.fgcu.edu/) for more information.

Memo to the Chief Executive
Please see the assignment handout “Memo to the Chief Executive” on Canvas (http://canvas.fgcu.edu/) for more information.

Goals Notebook
Please see the assignment handout “Goals Notebook” on Canvas (http://canvas.fgcu.edu/) for more information.

Write Your Own Obituary
Please see the assignment handout “Write Your Own Obituary” on Canvas (http://canvas.fgcu.edu/) for more information.

University Policies, Rules, & Regulations
The instructor follows all university policies, rules, and regulations at all times for all students regarding all issues.

Cell Phone/Electronic Devices:
   Laptops, iPods, cell phones, and all other electronic equipment must be OFF and stowed when class is in session. No exceptions, unless the device is being used for class purposes and approved ahead of time by the Professor. If you use electronic devices during class without prior approval from your Professor, your grade for the course will be lowered by at least one grade point.

Plagiarism:
   Plagiarism includes using the work or words of others without proper citations. Copying an assignment from a friend, roommate, etc. is plagiarism. Any plagiarized work will be given a grade of zero (0).

Cheating:
   Anyone caught cheating will receive an automatic grade of F for the class.

Attendance/Participation Policy:
   Class participation is a vital component in your learning in this class. You cannot participate if you are not in class. A student gains participation/attendance points for classes in which the student is present and participates effectively and loses points when
absence and/or when there is little or no participation. Every student is expected to participate in every class.

If you miss more than 2 classes you will lose 2 participation/attendance points. If you miss 6 classes you will lose 5 participation/attendance points.

Preauthorized or excused absences will have a choice of making up the missed participations by completing make up assignments that will be based on providing written answers to instructor-assigned discussion questions relating to the missed class meeting. Students will be required to provide proper documentation for authorized and excused.

The student must notify the instructor in writing (via e-mail) as soon as possible (or preferably beforehand, in the case of authorized and excused absences known in advance), but no later than 48 hours after the first class day following an authorized or excused absence of his/her desire to submit the missed class meeting’s participation makeup work, otherwise the student will receive a participation grade of 0 for the missed class meeting. For example, if a student misses a Tuesday 11:00 a.m. class due to an authorized or excused absence, the student has until 11:00 a.m. Monday (48 hours after the start of the Thursday class) to notify the instructor of his/her desire to complete the participation makeup work.

In the case of authorized or excused absences over consecutive class days, the student must notify the instructor in writing (via e-mail) as soon as possible (or preferably beforehand, in the case of authorized and excused absences known in advance), but no later than 48 hours after the first class day following the consecutive authorized or excused absences, of his/her desire to submit the missed class meetings’ participation makeup work, otherwise the student will receive a participation grade of 0 for each of the missed class meetings. In all instances, all participation makeup must be completed and submitted no later than 5:00 p.m., Friday, April 25, 2014.

Attendance is taken by a sign-in sheet and will be the official attendance record. It is your responsibility to sign-in for every class. Signing-in and leaving class early or arriving to class late may reduce your attendance/participation points. Signing-in for anyone other than yourself will be considered cheating, which will result in an automatic F for the class.

Academic Policies:
Academic Behavior Standards and Academic Dishonesty
All students are expected to demonstrate honesty in their academic pursuits. The university policies regarding issues of honesty can be found in the FGCU Student Guidebook under the Student Code of Conduct and Policies and Procedures sections. All students are expected to study this document, which outlines their responsibilities and consequences for violations of the policy. The FGCU Student Guidebook is available online at http://studentservices.fgcu.edu/judicialaffairs/new.html
The course instructor expects you to maintain the highest standards of academic honesty and integrity while in this course and as a student at Florida Gulf Coast University. In addition to standard definitions of honesty, integrity, and plagiarism, this policy also prohibits students from sharing, possessing, using, viewing, accessing, or otherwise benefitting from previous and/or concurrent work products created for this course by other students (this includes all course sections where there are multiple sections offered for a course during a semester). Students cannot work with, share, help, or receive assistance from others. Students who fail to maintain these standards in this class will receive severe academic penalties for the offense.

Disability Accommodations Services
Florida Gulf Coast University, in accordance with the Americans with Disabilities Act and the university’s guiding principles, will provide classroom and academic accommodations to students with documented disabilities. If you need to request an accommodation in this class due to a disability, or you suspect that your academic performance is affected by a disability, please contact the Office of Adaptive Services. The Office of Adaptive Services is located in Howard Hall 137. The phone number is 239-590-7956 or TTY 239-590-7930

Student Observance of Religious Holidays
All students at Florida Gulf Coast University have a right to expect that the University will reasonably accommodate their religious observances, practices, and beliefs. Students, upon prior notification to their instructors, shall be excused from class or other scheduled academic activity to observe a religious holy day of their faith. Students shall be permitted a reasonable amount of time to make up the material or activities covered in their absence. Students shall not be penalized due to absence from class or other scheduled academic activity because of religious observances. Where practicable, major examinations, major assignments, and University ceremonies will not be scheduled on a major religious holy day. A student who is to be excused from class for a religious observance is not required to provide a second party certification of the reason for the absence.

Distance Learning:
Information on distance learning courses is available online at [http://itech.fgcu.edu/distance/](http://itech.fgcu.edu/distance/)

Online Tutorials:
Information on online tutorials to assist students is available online at [http://www.fgcu.edu/support/](http://www.fgcu.edu/support/)
2014 Class Schedule (Subject to change)

Course schedule is subject to change with notice. Any such changes shall be communicated to the class. If you must miss a class, it is your responsibility to find out what you missed and whether any changes were made to the syllabus.
All work is due by the scheduled start time of class unless otherwise noted below.

January 9
- Course Introduction & Overview
- Review MAN 3063 Course Syllabus (this document)
- Overview of the Wall Street Journal Commentaries assignment
- Read Wall Street Journal Commentaries assignment handout on Canvas
(http://canvas.fgcu.edu/) before class
- Read Accessing the Wall Street Journal through the FGCU Library Website
handout on Canvas before class
- Presentation on accessing the Wall Street Journal and other Florida Gulf
Coast University library business resources by Kay L. Oistad, FGCU Business
Librarian
- Presentation on career planning by Reid Lennertz, Director, FGCU Career
Development Services & Diane Farrell, Assistant Director, FGCU Career
Development Services

January 16
- Presentation on APA by Writing Lab
- Read textbook Chapter 1: Free Markets Need Ethical Norms before
Class.
- Read Personal Goals and Values Inventory assignment handout on Canvas
before class.
- Wall Street Journal Commentary for Chapter 1 due by noon

January 23
- Continue Chapter 1
- Exercise 1-1 Personal Goals and Values Inventory due in Canvas by 8:00am
- Quiz Chapter 1

January 30
- Read Chapter 2 Moral Maturity before class
- Kohlberg activity (in-class activity: no pre-class preparation needed)
- Chapter 2 or 3 Wall Street Journal Commentary due by noon

February 6
- Case studies Chapter 2
- Read Chapter 3 Ethics in Business before class
- Read Double effect and review Harvard professor in class.
- Read Memo to the Chief Executive Assignment handout on Canvas before
Class

February 13
- Chapter 3 continued
- Movie – Absolute Power (paper due Feb 28th)
- Exercise 3-1 due in Canvas (Memo to CEO)
- Chapter 2 and 3 Quiz

February 20
- Read textbook Chapter 4: History of Business Values before class
- Memo to the Chief Executive assignment due by 8am

February 27
- Read textbook Chapter 5: Factories, Immigrants, and Wealth before class
- Wall Street Journal Commentary for Chapter 4 or 5 due by noon

March 3 – 8 Spring Break

March 13
- Quiz Chapters 4 - 5
- Video: The Card Game (also available online at: http://www.pbs.org/wgbh/pages/frontline/creditcards/

March 20
- Read textbook Chapter 6: Critics of Capitalism before class
- Read Goals Notebook assignment handout on Canvas before class Exercise 6-1
- Read SMART Goals and Objectives handout on Canvas before class
- Read Personal Goals and Mission Statements handout on Canvas before class

March 27
- Video: Columbia: Space Shuttle Disaster (also available online at: http://www.pbs.org/wgbh/nova/space/space-shuttle-disaster.html)
- Read textbook Chapter 7: Personal Values and the Firm before class
- Review Exercise 7-2 Write your own obituary

Friday, March 28: Last Day to Drop/Withdraw without Academic Penalty

April 3
- Wall Street Journal Commentary for Chapter 6 or 7 due by noon
- Goals Notebook assignment due 8am before class
- Quiz for Chapter 6 & 7
- Read textbook Chapter 8: Leaders, Trust, and Watchdogs before class
- Read Write Your Own Obituary Exercise 7-2 due April 4 on Canvas

April 10
- Chapter 8 continued
- Read Chapter 9 Globalization’s Impact on American Values read before class
- Assign discussion questions for chapter 10

April 17
- Chapter 9 continued
- Read Chapter 10 Future Business Values and Sustainability before class
- Bring answers to three discussion questions to class
- Wall Street Journal Commentary for Chapter 8 or 9 due by noon

April 24
- Chapter 8,9,10 Case studies
- Wall Street – review for final exam
Final: May 1 – 6:00 pm to 7:15 pm in Lutgert Hall – Room 1204

The final exam for this course is based on the content of the book and previous quizzes as well as the movie Wall Street and its application to the principles learned. Students should watch Wall Street on their own or in groups outside of class.