

CURRICULUM PROPOSAL

APPROVAL PAGE

Proposal Title: Addition of Business Ethics Course

College: College of Business Administration

Department: Marketing and Management

DEPARTMENT CHAIR- Dr. John Hadjimarcou

I have read the enclosed proposal and approve this proposal on behalf of the department.

John

Digitally signed by John
Hadjimarcou
Date: 2022.03.29 09:32:42 -06'00'

Hadjimarcou

03/29/2022

Signature

Date

COLLEGE CURRICULUM COMMITTEE CHAIR – Dr. Feixue Xie

I have read the enclosed documents and approve the proposal on behalf of the college curriculum committee.



4/1/2022

Signature

Date

COLLEGE DEAN – Dr. James E. Payne

I have read the enclosed documents and approve the proposal on behalf of the college. I certify that the necessary funds will be allocated by the college in support of this proposal.



4/1/22

Signature

Date

UNDERGRADUATE CURRICULUM CHANGE MEMO

Date: February 15, 2022

From: Dr. M. Fernanda Wagstaff
Associate Professor of Management

Through: Dr. John Hadjimarcou,
Chair, Department of Marketing and Management

Through: Dr. Jim Payne
Dean, College of Business Administration

To: Dr. Andrew Fleck
Chair, University Undergraduate Curriculum Committee,

Proposal Title: Addition of Business Ethics Course

This proposal requests the addition of a Business Ethics course to the set of elective courses for students pursuing a BBA degree in management. The increase in corruption scandals worldwide makes the teaching and learning of business ethics necessary. Currently, there is no standalone business ethics course available to undergraduate students. While some topics in business ethics are covered in various classes, there is no focused approach in such a salient area in business as it would be offered in this course. This course will provide students with a comprehensive ethical framework that can serve as a tool and reference point to make ethical decisions in business settings.

COURSE ADD

All fields below are required

College : Business Administration

Department : Marketing & Management

Effective Term : Fall 2023

Rationale for adding the course:

The increase in corruption scandals across the world makes the teaching and learning of business ethics necessary. Currently, there is no business ethics course targeted at undergraduate business students. While some business ethics issues are covered across many courses, no systematic examination of ethics in business is provided in our college. This course will partly fill this void by providing a holistic examination of ethical decision-making in business.

All fields below are required

Subject Prefix and # MGMT 4310

Title (29 characters or fewer): Business Ethics

Dept. Administrative Code : 1850

CIP Code 52 .0201 .00

Departmental Approval Required Yes No

Course Level UG GR DR SP

Course will be taught: Face-to-Face Online Hybrid

Course minimum grade: if N leave blank, if Y provide grade D

- How many times may course be repeated to satisfy minimum grade requirement? 1

How many times may the course be taken for credit? (Please indicate 1-9 times): 1

Should the course be exempt from the "Three Repeat Rule?" Yes No

Grading Mode: Standard Pass/Fail Audit

Description and keywords (600 characters maximum):

In this course students will acquire knowledge on ethical business frameworks. Students will also acquire the skills needed to plan, implement, and monitor ethical business policies, processes, and practices.

Contact Hours (per week): 3 Lecture Hours Lab Hours Other

Types of Instruction (Schedule Type): Select all that apply

A Lecture H Thesis

- B Laboratory
- C Practicum
- D Seminar
- E Independent Study
- F Private Lesson

- I Dissertation
- K Lecture/Lab Combined
- O Discussion or Review (Study Skills)
- P Specialized Instruction
- Q Student Teaching

Fields below if applicable

If course is taught during a part of term in addition to a full 16-week term please indicate the length of the course (ex., 8 weeks): n/a

TCCN (Use for lower division courses) :

Prerequisite(s):		
Course Number/ Placement Test	Minimum Grade Required/ Test Scores	Concurrent Enrollment Permitted? (Y/N)
MGMT 3303	D or better	N

Corequisite Course(s):

Equivalent Course(s):

Restrictions:

Classification	
Major	ACCT, BAMA, BSAD, CIS, IS, INFS, INBU, ECON, FIN, GENB, MGMT, MKT, OSCM.

**THE UNIVERSITY OF TEXAS AT EL PASO
DEPARTMENT OF MARKETING & MANAGEMENT
MGMT 4310: BUSINESS ETHICS
SPRING 2022**

Class meeting times: Mondays and Wednesdays from 10:30 a.m. to 11:50 a.m.
Place: Room 326
Instructor: M. Fernanda Wagstaff, Ph.D.
Office: COBA Room 221
Phone: (915) 747-5378
E-mail: fwagstaff@utep.edu
Office Hours: Mondays and Wednesdays from noon to 1:00 p.m. (office) and from 3:00 to 5:30 p.m. (Zoom: <https://utep-edu.zoom.us/j/86112021869?pwd=UFdOUkNyeWJoSjV3ZWZvQVQwNlY3dz09>), and by appointment.

COURSE DESCRIPTION AND PURPOSE

This course applies ethical theory and practice to business management. We review different ethical systems, cultural variations, and ways organizations develop and implement ethics programs. A variety of cases and projects are included from many different sources. Cases are used. Written work is required.

COURSE OBJECTIVES

Students will be able to:

- To develop skills in recognizing and analyzing ethical issues
- To define cross cultural variations and similarities in organizational practices in corporate social responsibility and business ethics
- To understand sources of organizational ethical culture and deviant behavior
- To design ethical programs designed to accomplish specific objectives in organizations
- To develop ethical leadership skills

TEXTBOOK

Ferrell, O.C., Fraedrich, J., & Ferrell, L. (2019). *Business Ethics: Ethical Decision-Making and Cases* (Required). Twelfth Edition. Cengage.

There may be additional reading/viewing materials required. Most of the materials will be available in the UTEP library.

WORK POLICY

Assignments, Discussion Boards, and other Activities

I do not accept late work. Please do not attach late work to my email account. You must upload your work to Blackboard by the deadline.

DROP POLICY

To drop this class, please contact the Registrar's Office to initiate the drop process. If you cannot complete this course for whatever reason, please contact me. If you do not, you are at risk of receiving an "F" for the course.

ACCOMMODATION POLICY

The University is committed to providing reasonable accommodations and auxiliary services to students, staff, faculty, job applicants, applicants for admissions, and other beneficiaries of University programs, services and activities with documented disabilities in order to provide them with equal opportunities to participate in programs, services, and activities in compliance with sections 503 and 504 of the Rehabilitation Act of 1973, as amended, and the Americans with Disabilities Act (ADA) of 1990 and the Americans with Disabilities Act Amendments Act (ADAAA) of 2008. Reasonable accommodations will be made unless it is determined that doing so would cause undue hardship on the University. Students requesting an accommodation based on a disability must register with the UTEP Center for Accommodations and Support Services.

If you feel you may have a disability that requires accommodations, contact the Disabled Student Services Office at 747-5148, go to the Union Bldg, East, Room 106, or e-mail dss@utep.edu

SCHOLASTIC INTEGRITY

Academic dishonesty is prohibited and is considered a violation of the UTEP Handbook of Operating Procedures. It includes (but is not limited to) cheating, plagiarism, and collusion. Cheating may involve copying from or providing information to another student, possessing unauthorized materials during a test, or falsifying research data on laboratory reports. Plagiarism occurs when students intentionally or knowingly represent the words or ideas of another person as their own. Collusion involves collaborating with another person to commit any academically dishonest act. Any act of academic dishonesty attempted by a UTEP student is unacceptable and will not be tolerated. Violations will be taken seriously and will be referred to the Dean of Students Office for possible disciplinary action. Students may be suspended or expelled from UTEP for such actions.

LEARNING ACTIVITIES AND ASSESSMENT

Any of the following may be included:

- Case analysis and discussion
- Internet research
- Selected DVD clips
- Discussion of assigned readings
- Lectures by instructor or others
- Individual assignments and reports
- Group assignments and reports
- Pop quizzes and written assignments

- Use of appropriate technologies including Excel and power point presentations

DISCUSSION FORUM

Students must follow current events to be aware of current and potential issues relating to business ethics.

RESEARCH EXPECTATIONS

Reading and research may be assigned in discussion forums. Responses to the questions asked in these forums should be posted to the relevant forum within the time period specified.

QUIZZES

Each of the chapters in your text has a corresponding chapter quiz. Each quiz is available Monday through Sunday of the week assigned. Quizzes cannot be re-opened, so be sure to take each quiz when it is open.

EXAMS

There will be three exams, each including roughly 40-50 multiple choice questions. If you miss any exam for any reason, you may take a comprehensive exam during the exam period which will consist of approximately 100 multiple choice questions.

ASSIGNMENTS

Assignment 1 (*about 250 words, due 09/16*): Write about an ethical issue you have experienced or observed. What were the causes of the issue, what considerations did you feel were important, and what was the resolution? Do you have any further thoughts about what might have helped in resolving the situation better?

Assignment 2 (*about 250 words, due 10/14*): Choose an issue in the news that has ethical implications. Analyze the issue using some of the concepts you have learned in this course. Suggest any ideas that might help us deal with such an ethical issue in the future?

Assignment 3 (*about 500 words due 11/18*): Choose an ethics issue from current events in business or international management that you find in the news. Suppose you have been asked to advise your company about how to deal with this type of issue. Do research into best practices or alternative ways of dealing with the issue using business research sources including databases Lexis-Nexis, ProQuest, or other materials. Cite your sources using APA format. If you are not sure how to cite a source, consult the business librarian or a reference

GRADING

Exam 1	25%
Exam 2	25%
Exam 3	25%
Assignments	15%
Participation in discussion forums and quizzes	10%

LETTER GRADE

A	90-100%
B	80-89%
C	70-79%
D	60-69%
F	Less than 60%

WEEKLY SCHEDULE

DATE	TOPIC	READINGS / ASSIGNMENTS/ EXAMS
Week 1	Introduction to the class	Review syllabus. Post homepage. View course content, including welcome video. Read: Chapter 1: The Importance of Business Ethics Quiz: Chapter 1
Week 2	The essential elements of the firm	Read: <i>Chapter 2: Stakeholder Relationships, Social Responsibility, and Corporate Governance</i> Quiz: Chapter 2 Case Discussions: Case 3: Walmart Case 4: BP
Week 3	Developing ethical understanding	Read: <i>Chapter 3: Emerging Business Ethics Issues</i> Quiz: Chapter 3 Case Discussions: Case 5: New Belgium Brewing Case 6: AIG
Week 4		Exam 1 Assignment 1
Week 5	Leading an ethics program	Read: <i>Chapter 4: The Institutionalization of Business Ethics</i> <i>Chapter 5: Ethical Decision-Making and Ethical Leadership</i>

		<p>Quiz: Chapter 4 & 5</p> <p>Case Discussions: Case 7: Microsoft Case 8: Countrywide Financial Case 9: Enron Case 10: Home Depot</p>
Week 6	Acting out ethics	<p>Read: <i>Chapter 6: Individual Factors: Moral Philosophies and Values</i></p> <p>Quiz: Chapter 6</p> <p>Case Discussions: Case 11: Madoff Case 12: Galleon</p>
Week 7	Cultural variation	<p>Read: <i>Chapter 7: Organizational Factors: The Role of Ethical Culture and Relationships</i></p> <p>Quiz: Chapter 7</p> <p>Case Discussions: Case 13: GlaxoSmithKline Case 14: Hospital Corporation of America</p>
Week 8		<p>Exam 2 Assignment 2</p>
Week 9	Elements of business ethics	<p>Read: <i>Chapter 8: Developing an Effective Ethics Program</i></p> <p>Quiz: Chapter 8</p> <p>Case Discussions: Case 15: Coca-Cola Case 16: REI</p>
Week 10	Administering an ethics program	<p>Read: <i>Chapter 9: Managing and Controlling Ethics Programs</i></p> <p>Quiz: Chapter 9</p> <p>Case Discussions: Case 17: Better Business Bureau Case 18: American Red Cross</p>

Week 11	International issue in ethics	<p>Read: <i>Chapter 10: Globalization of Ethical Decision-Making</i></p> <p>Quiz: Chapter 10</p> <p>Case Discussions: Case 19: Nike Case 20: Best Buy</p>
Week 12	Sustainability	<p>Read: <i>Appendix: Sustainability: Ethical and Social Responsibility Dimensions</i></p>
Week 13		<p>Exam 3 Assignment 3</p>
Week 14	Thanksgiving Holiday	
Week 15	Exam	

BBA in Management

- [Overview](#)
- [4-Year Sample Degree Plan](#)

Entrepreneurship

BBA in management (entrepreneurship) graduates acquire the knowledge, skills, and abilities to conceive business ideas and create new businesses. Entrepreneurship graduates either start their own businesses or work as part of an intrapreneurial team in a larger company. If independence and flexibility are what you look for in a career, then entrepreneurship can deliver on that by allowing you to pursue your own independent career and be your own boss with unlimited income opportunities.

General Management

BBA in management (general management) graduates acquire the knowledge, skills, and abilities to pursue lifelong learning with many career options. They typically enter the workforce at the assistant manager position or team leader at many organizations across many industries. They are responsible for planning and managing the operations of a single business unit or an entire organization.

Human Resources Management

BBA in Management (Human Resources) graduates acquire the knowledge, skills, and abilities to effectively manage an organization's employees. HRM professionals perform such activities as compensation, benefits, training and development, staffing, strategic HR management, among others. HRM graduates frequently work at large employers in all major industries.

Marketable Skills

Students in **Entrepreneurship** will develop the following marketable skills:

- **Confidence:** Be self-assured through appreciating your own talents, abilities, skills, and qualities

- **Critical thinking:** Analyze and evaluate issues in order to solve problems and develop informed opinions
- **Entrepreneurship:** Develop, organize, and manage ideas and opportunities turning them into new products, services, firms, or industries
- **Leadership:** Step up, think, and act critically and creatively to bring others together to accomplish a common task
- **Problem-solving:** Find solutions to difficult or complex issues
- **Social skills:** Effectively use body language, verbal and non-verbal communication skills, and personal appearance to communicate and interact with others

Students will also gain analytical skills, small business management, startup funding knowledge, innovation, and creativity.

Students in **General Management** will develop the following marketable skills:

- **Communication:** Reach mutual understanding through effective exchange of information, ideas, and feelings
- **Critical thinking:** Analyze and evaluate issues in order to solve problems and develop informed opinions
- **Global awareness:** Understand and appreciate people, cultures, and ideas from around the world that impact our community
- **Leadership:** Step up, think, and act critically and creatively to bring others together to accomplish a common task
- **Organization:** Use resources effectively and efficiently in order to stay focused on different tasks
- **Teamwork:** Participate as an effective, efficient member of a group in order to meet a common goal

Additionally, students will gain social responsibility and strategic planning.

Students in **Human Resources Management** will develop the following marketable skills:

- **Communication:** Reach mutual understanding through effective exchange of information, ideas, and feelings
- **Critical thinking:** Analyze and evaluate issues in order to solve problems and develop informed opinions
- **Leadership:** Step up, think, and act critically and creatively to bring others together to accomplish a common task
- **Listening:** Be able to accurately receive and interpret messages during a conversation

- Social skills: Effectively use body language, verbal and non-verbal communication skills and personal appearance to communicate and interact with others
- Stress management: Be able to identify causes of stress, identify effective coping mechanisms, and take action to change the situation

Students will also gain emotional intelligence, teamwork, writing, and organization skills.

Degree Plan

BBA in Management with a Concentration

Required Credits: 120

Code	Title	Hours
Business Designated Core (All courses require a C or better.)		
Complete the Business Designated Core requirements.		
University Core Curriculum		
Complete the University Core Curriculum requirements.		42
Business Foundation (All courses require a C or better.)		
Required Courses:		
ACCT 2301	Principles of Accounting I	3
ACCT 2302	Principles of Accounting II	3
ECON 2304	Principles of Economics	3
QMB 2301	Fundamentals of Bus Statistics	3
Math Elective:		
Select one of the following:		3-4
MATH 1411	Calculus I	
MATH 2301	Math for Social Sciences II	
Business Core		

Code	Title	Hours
Required Courses:		
BLAW 3301	Legal Environment of Business	3
BUSN 3304	Global Business Environment	3
or BUSN 3305	Global Busn Environ-Study Away	
ECON 3310	Managerial Economics	3
or ECON 3320	Money and Banking	
FIN 3310	Business Finance	3
MGMT 3303	Intro-Mgmt/Organizational Beha	3
MGMT 4300	Strategic Management	3
MKT 3300	Principles of Marketing	3
OSCM 3321	Production/Operations Mgmt	3
QMB 3301	Quantitative Methods in Bus	3
Concentration		
Complete one of the following concentrations		24
Minor		
Select a Business minor or certificate		12
Total Hours		120-121

Course List

Concentrations

- Entrepreneurship
- General Management

Code	Title	Hours
Required Courses:		

Code	Title	Hours
MGMT 3306	Entrepreneurship	3
MGMT 3311	Intro to Human Resource Mgmt	3
MGMT 3312A	Intro to Human Resorc Mgmt Lab	1.5
MGMT 3312B	Employee Comp and Benefits Lab	1.5
MGMT 3320	Small Business Management	3
MGMT 4337	Compensation/Employee Benefits	3
Select nine hours of upper division MGMT from the following:		9
MGMT 3304	Organization Development	
MGMT 3310	Creativity and Innovation	
MGMT 3315	Employee and Labor Relations	
MGMT 4304	Human Resource Training/Develp	
MGMT 4306	Franchising	
MGMT 4310	Business Ethics	
MGMT 4325	International Management	
MGMT 4396	Internship in Management	
MGMT 4398	Independent Study in Managemen	
MGMT 4399	Current Topics in Management	
OSCM 3335	Project Management	
Total Hours		24

Course List

Human Resource Management

Code	Title	Hours
-------------	--------------	--------------

Required Courses:

Code	Title	Hours
MGMT 3311	Intro to Human Resource Mgmt	3
MGMT 3312A	Intro to Human Resorc Mgmt Lab	1.5
MGMT 3312B	Employee Comp and Benefits Lab	1.5
MGMT 3315	Employee and Labor Relations	3
MGMT 4304	Human Resource Training/Develp	3
MGMT 4315	Human Resource Staffing/Plan	3
MGMT 4337	Compensation/Employee Benefits	3
Select six hours of upper division MGMT from the following:		6
MGMT 3304	Organization Development	
MGMT 3306	Entrepreneurship	
MGMT 3310	Creativity and Innovation	
MGMT 3315	Employee and Labor Relations	
MGMT 3320	Small Business Management	
MGMT 4304	Human Resource Training/Develp	
MGMT 4306	Franchising	
MGMT 4310	Business Ethics	
MGMT 4315	Human Resource Staffing/Plan	
MGMT 4320	Corporate Entrepreneurship	
MGMT 4325	International Management	
MGMT 4337	Compensation/Employee Benefits	
MGMT 4396	Internship in Management	
MGMT 4398	Independent Study in Management	
MGMT 4399	Current Topics in Management	

Code	Title	Hours
-------------	--------------	--------------

Total Hours		24
--------------------	--	-----------

Course List

[Business Designated Core](#)

Other Content

University Core Curriculum