Integrating Ethics into Campus-wide Initiatives and a New Course Design

DFEI Faculty Roundtables at UCCS

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Fort Lewis College
May 8, 2017
Agenda

1. Road to Ethics Champion

2. My role on FLC campus
   - DFEI Workshop October 1, 2016
   - DFEI Business Case Competition, November 3, 2016
   - Teaching of Ethics Conference sponsored by FLC

3. A new ethics course *Ethics and Social Responsibility*
   - Textbook and the role of DFEI principles
   - Assignments
   - Student work examples

4. Future work as Ethics Champion
   - Teaching of Ethics Conference sponsored by FLC, May 20, 2017
My Role on FLC Campus
--- DFEI Workshop October 1, 2016

✓ August 25, 2016 Meeting with Dean regarding Workshop
✓ August 25, 2016 Set a date, October 1.
✓ September 2016 More than 10 meetings with faculty members & department chairs across the campus.
✓ Serious doubt about “30-35 faculty members showing up on a Saturday”
✓ 37 FLC members signed up for this event!!!
My Role on FLC Campus
--- DFEI Business Case Competition

✓ Call for applications October 3, 2016
✓ Application deadline October 7, 2016
✓ Team announcement (2 teams) October 7, 2016
✓ Meeting with Dean October 12 & 13, 2016
✓ Practice presentations October 26 & 31, 2016

Four professors critiqued their presentations.

✓ Two teams to UCCS November 2-4, 2016

Came in 1st and 2nd !!
Ethics and Social Responsibility

Course description

This course will examine ethical and social responsibility issues which arise and are unique to managerial decision making in business settings. The course will proceed developmentally with ethical systems commonly used in business, personal ethics and, finally, ethics in business through case studies.

Source: FLC 2016-2017 catalog
Assignments

• Current topic presentation x 2
• Discovery project x 2
• OMG Project
• CSR Project
• International Ethics Project
<table>
<thead>
<tr>
<th>Question</th>
<th>Yes</th>
<th>Not sure</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Did the presenter mention the data source?</td>
<td></td>
<td></td>
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<tr>
<td>Did the presenter provide a summary?</td>
<td></td>
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<tr>
<td><strong>Were the ethical issues clearly identified &amp; explained?</strong></td>
<td>Yes</td>
<td>Not sure</td>
<td>No</td>
</tr>
<tr>
<td>Did the presenter analyze both the positive and negative consequences?</td>
<td>Yes</td>
<td>Not sure</td>
<td>No</td>
</tr>
<tr>
<td>Did the presenter provide his/her opinion?</td>
<td>Yes</td>
<td>Not sure</td>
<td>No</td>
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**Can you identify ethical issues/dilemmas different from the presenter?**
Discovery Project (Ethical Framework)

- Global Compact
- Shareholder approach
- Stakeholder approach (Triple bottom line etc)
- Kohlberg’s stages of moral development
- Common good approach
- Utilitarianism approach
- Clean and Green Singapore (CGS)
- The Electronic Industry Citizenship Coalition® (EICC®) Code of Conduct
- Daniels Fund Ethics Initiative Principles

21 x 2 = 42 frameworks were presented !!!!
OMG Deplorable Unethical Case Project Peer Evaluation Rubric

1. Did the presenter use **facts, statistics, numbers, charts, and graphs from reliable sources**?

2. Did the presenter clearly identify ethical issues/dilemmas **using an ethical framework**?

3. Did the presenter clearly identify stakeholders who were negatively affected & benefited from this?

4. Did the presenter address **various consequences** (economic, legal, financial, social, environmental impact etc.)?

5. Did the presenter provide specific recommendations **using frameworks**?
OMG Deplorable Unethical Case Project Student Work Examples

- American pharmaceutical company
- American mining company
- American bio-tech company
- American animal show entertaining company
- American telecommunications & Internet service provider
- Japanese milk producer
- Italian dairy food company
- Japanese family owned paper producer  (← Analyzed using the DFEI principles)
Students conduct research about a good or unique corporate social responsibility (CSR) activity from a real business organization and present their research findings to classmates. This assignment has to be done in the following format.

**Slide 1** The company info  
Brief introduction about the company

**Slide 2** The CSR info  
Explain the nature of the CSR activity of the company

**Slide 3 Evidence**  
How do you know the company is actually doing this?

**Slide 4** Analysis  
Address positive and negative sides of the CSR activity

**Slide 5** Your opinions  
What made you think this is an awesome CSR?

**Slide 6** Reference(s)  
List the data sources in APA style  
**Total** 10 points
# International Ethics Project

<table>
<thead>
<tr>
<th>Slide 1</th>
<th>Introduction (What ethical standards &amp; which country or region in the world)</th>
</tr>
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<tbody>
<tr>
<td>Slide 2</td>
<td>Detailed information about the unique ethical standards.</td>
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<tr>
<td>Slide 3</td>
<td>Explain the rationales behind them using examples (not what you think how they are used).</td>
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<tr>
<td>Slide 4</td>
<td>Analysis (What are positives and negatives from multiple stakeholders' perspectives?)</td>
</tr>
<tr>
<td>Slide 5</td>
<td>Potential consequences as a manager you will face.</td>
</tr>
<tr>
<td>Slide 6</td>
<td>Your opinion (Can you manage these ethical standards as a manager? What do you think?)</td>
</tr>
<tr>
<td>Slide 7</td>
<td>References (List the data sources in APA style)</td>
</tr>
</tbody>
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International Ethics Project
Student Work Examples

◆ Caste system in India
◆ Ubuntu in South Africa
◆ Gender issue in UAE
◆ Juche in North Korea
◆ Tzedakah in Israel
◆ Four virtues in Greece
◆ Gender equality & environmental laws in Sweden
• From the textbook (Example 1)
• From the class discussion (Example 2)
• From the student papers (Example 3)
Future Work as Ethics Champion

- *Teaching of Ethics* Conference
  sponsored by FLC, May 20, 2017

- Facilitator for workshops and orientations (2017 & 2018)
My Role on FLC Campus
--- Teaching of Ethics Conference

Opportunities vs Challenges

Visibility
Credits
Awareness

Resistance
Jealousy
Burden
Q & A

Any questions?  Any constructive suggestions?
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Thank you for your attention!