Ethics Integration in the College of Business Pre-collegiate Outreach Summer Camp

Rob Block, PhD, COB Associate Dean, Associate Professor of Business Analysis
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Develop a curriculum with activities for student engagement and encouragement to realize that a college education is attainable.

The activities will demonstrate the connection between ethics and success in life, business and academics.
Business Pathways 2017
- Monday – Friday (June 12 – 16)
- Class was held from 9 am – Noon

5 faculty & staff; 17 students

Ethics integrated into daily curriculum and activities

Major topics included Intro to Business, Marketing, Budgeting & Accounting, Operations, Professional Day
Ethics Concept of the Day – Accountability and Transparency

- Accountability – accept responsibility for all decisions
- Transparency – maintain open and trustful communications
- What does this mean to you?
- [https://www.youtube.com/watch?v=CJrzTxHck4c](https://www.youtube.com/watch?v=CJrzTxHck4c)
Wells Fargo Case Study

- Break into groups of 4
- Review the handout
- Decide as a group how you would answer the questions on your handout
- Please share your answer with the class
Ethics Concept of the Day – Integrity and Trust

- Integrity – act with honesty in all situations
- Trust – build trust in all stakeholder relationships
- What does this mean to you?
- http://ethicsunwrapped.utexas.edu/video/conflict-of-interest
1. What conflicts of interest have you personally experienced in personal or professional roles?
2. If you perceive a potential conflict for yourself, what are some ways you might ensure that this conflict doesn’t lead to unethical behavior for you and others?
3. When have others’ conflicts of interest impacted how you or those you know were treated?
4. What types of policies can or do organizations implement to try to reduce conflicts of interest or their costs?
5. Why do you believe conflicts of interest are so pervasive in society? Why don’t we take more steps to avoid them?
6. Why is it so hard for individuals to recognize their own conflicts of interest, and how is this impacted by behavioral biases?
How should you conduct an experiment?

What things (factors, variables) affect your experiment?

Does the data you collect help you make better decisions?
Cause & Effect (Fishbone) Diagram

- Measurements
- Manpower
- Materials
- Mother Nature (Environment)
- Methods
- Machines
- Response to Effect
Assign responsibilities to each member of your group

- Anchor person: Hold the statapult firmly on the ground.
- Launcher: Pulls back the arm to different degrees and releases it.
- Spotter/Catcher: Spots the distance the ball travels.
- Recorder: Records the distance in the table below.
Record the target distance from the front of the statapult for at least 10 trials.

You will be asked to hit targets at distances of 60 inches, 120 inches, and 180 inches.

You can conduct more than 10 trials if you have time.
Use your Experiment to solve a Problem (Hitting a Target)

- Follow the directions on the handout
- You will construct a chart that can be used to help you predict how to hit a target at different distances
- Win a prize if you hit the target!!