

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

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UCCS COB Pre-Collegiate Program

- **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.**

UCCS COB Pre-Collegiate Program

- 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>

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>

Discussion Questions

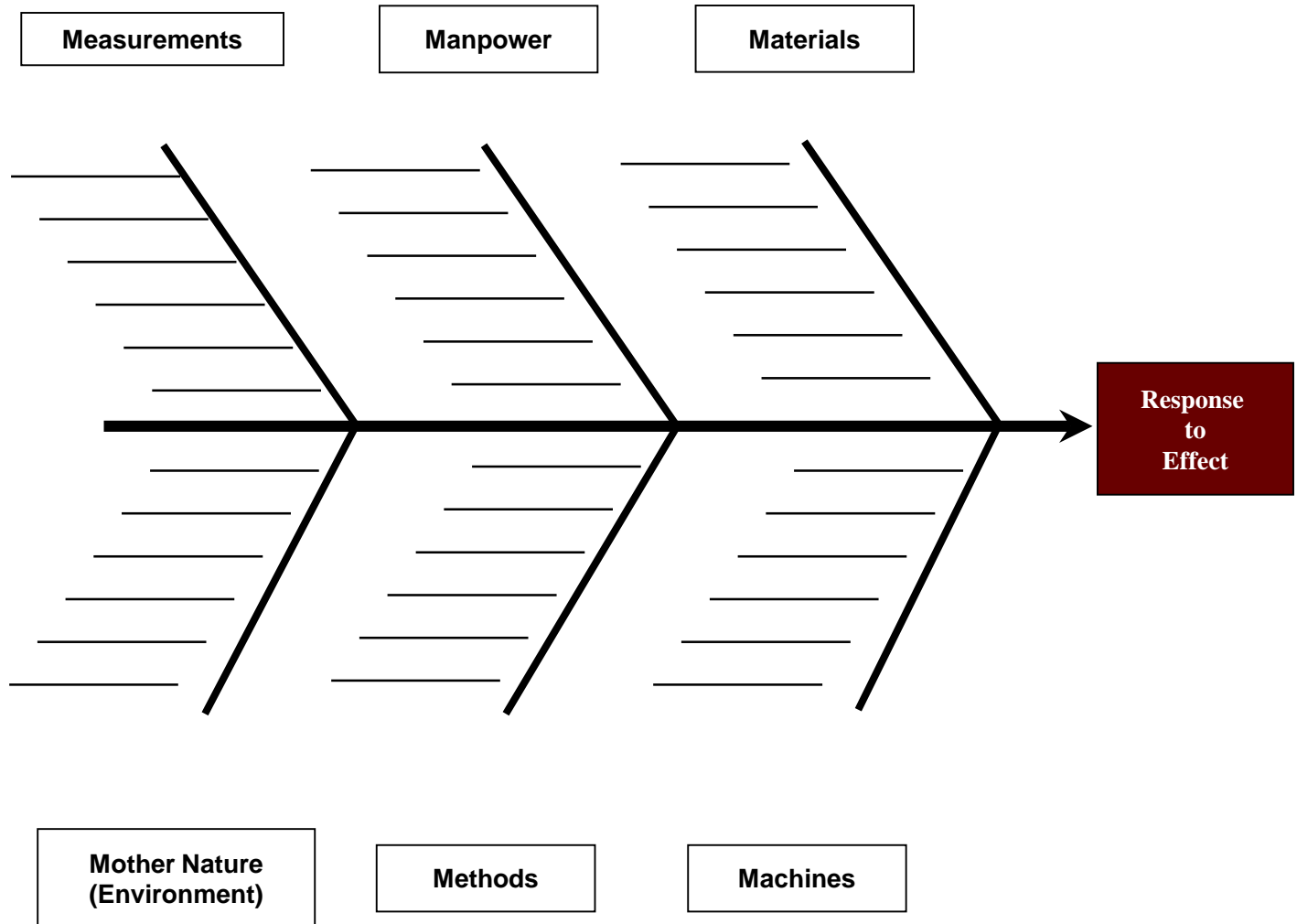
- 1. What conflicts of interest have you personally experienced in personal or professional roles?
- 2. If you perceive a potential conflict for yourself, what are some ways you might ensure that this conflict doesn't lead to unethical behavior for you and others?
- 3. When have others' conflicts of 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?

Statapult Workshop – Solving Problems with Data

- 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



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.

Conduct your Experiment

- 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!!

