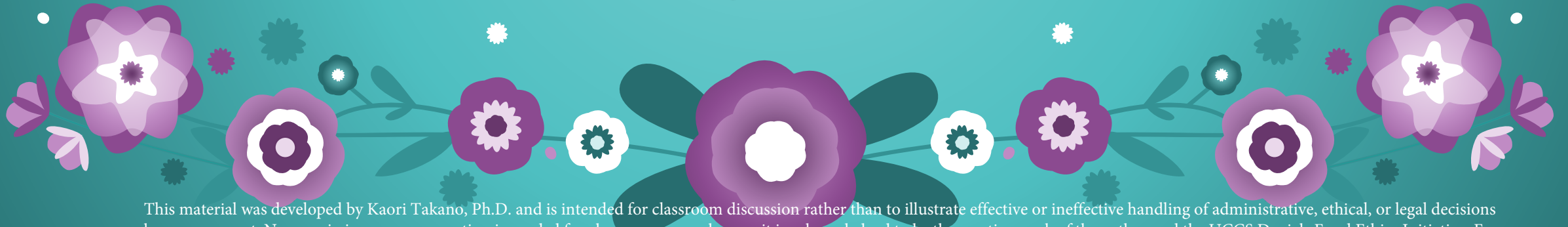


# Integrating Ethics into Campus-wide Initiatives and a New Course Design

## DFEI Faculty Roundtables at UCCS

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Fort Lewis College  
May 8, 2017



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# 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
  - ◆ Facilitator for workshops and orientation (2017-2018 & 2018-2019)



# 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 1<sup>st</sup> and 2<sup>nd</sup> !!**




# Ethics and Social Responsibility

## Course description

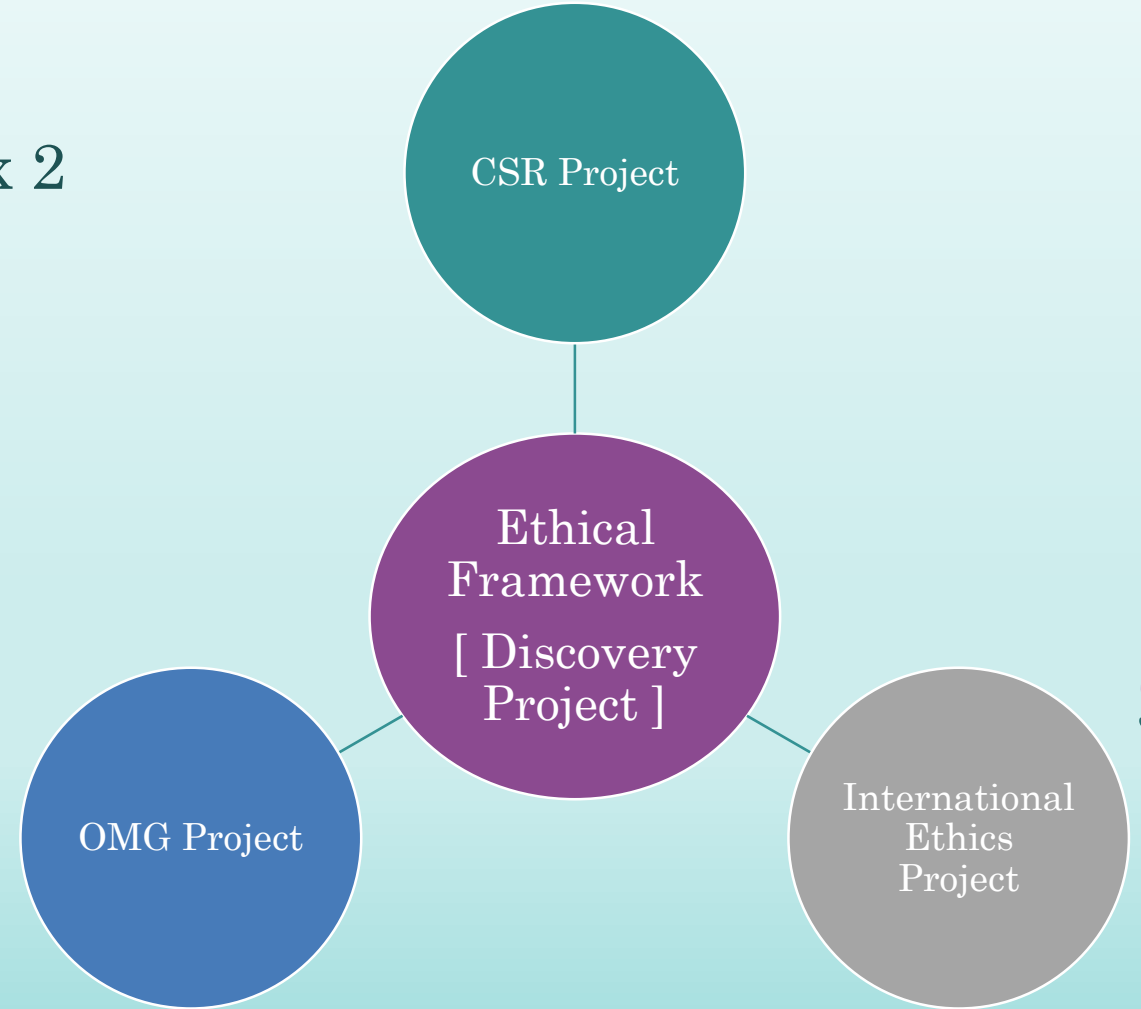
This course will examine ethical and social responsibility issues which arise and are unique to managerial decision making in business settings. The course will proceed developmentally with ethical systems commonly used in business, personal ethics and, finally, ethics in business through case studies.

Source: FLC 2016-2017 catalog



# Assignments

- Current topic presentation x 2
- Discovery project x 2
- OMG Project
- CSR Project
- International Ethics Project



# Current Topic Presentation - Peer Evaluations

Did the presenter mention the data source? Yes Not sure No

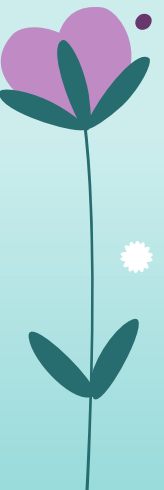
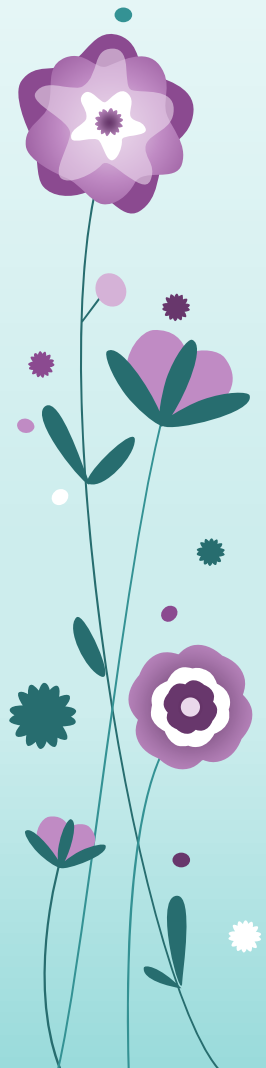
Did the presenter provide a summary? Yes Not sure No

**Were the ethical issues clearly identified & explained?** Yes Not sure No

Did the presenter analyze both the positive and negative consequences? Yes Not sure No

Did the presenter provide his/her opinion? Yes Not sure No

**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)

# CSR Project



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

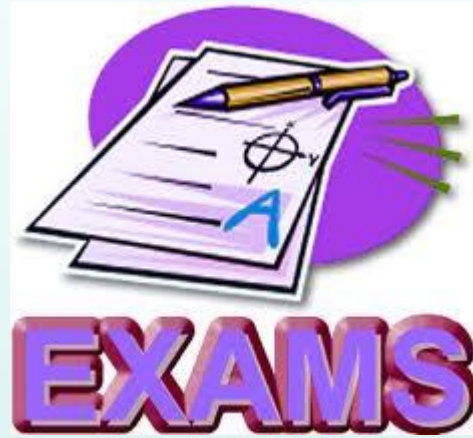


- Slide 1 Introduction (What ethical standards & which country or region in the world)
- Slide 2 Detailed information about the unique ethical standards.
- Slide 3 Explain the rationales behind them using examples (not what you think how they are used).
- Slide 4 Analysis (What are positives and negatives from multiple stakeholders' perspectives?)
- Slide 5 Potential consequences as a manager you will face.
- Slide 6 Your opinion (Can you manage these ethical standards as a manager? What do you think?)
- Slide 7 References (List the data sources in APA style)

# 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
- From the class discussion
- From the student papers

(Example 1)

(Example 2)

(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?



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

Thank you for your attention !

