



COURSE SYLLABUS

HONORS SEMINAR V: AESTHETICS, VALUES & AUTHORITY

DYNAMIC TENSIONS¹

Professor: Michelle A. Romero
Office Hours: By Appointment
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IDH 3034 U41 (Fall 2018)
Thursdays 5:00pm-7:40pm
Deuxieme Maison (DM 144)-MMC

COURSE DETAILS

DESCRIPTION

This class focuses on the dynamic tensions between business, law and morality. Often times, our personal values are at odds with (1) what is asked of us or (2) what we are presented with, in the workplace. Lawful, profitable actions may lead to unethical results. The law does not address every situation, and neither do company policies. Can someone “cross the line” without actually “crossing the line?”

Professionals (of any industry) cannot make sound business decisions without considering legal or ethical implications because unethical behavior may create legal risks. Hence, we will attempt to reconcile these issues by discussing and analyzing current events, cases, corporate governance policies, compliance programs and the overall social responsibility of organizations and individuals.

You will be encouraged to think about the effects of your decisions and the decisions of others on business and society. Simultaneously, you will be learning relevant business and legal concepts, honing your critical thinking, analysis and problem-solving skills—all helping you develop as a leader.

OBJECTIVES

- To equip students with a framework to be able to identify, analyze and resolve ethical issues in business decision-making
- To assist students in developing ethical management and leadership skills by understanding how to make principled and effective decisions in the workplace
- To provide students with an opportunity to critically examine their morals

LEARNING OUTCOMES

Upon completion of this course, students will be able to:

- Communicate effectively and persuasively in oral presentations and written documents
- Demonstrate analytical problem-solving skills, critical thinking and ethical reasoning
- Read legal/regulatory documents and analyze case studies from leading business schools
- *Global Awareness*: demonstrate knowledge of the interrelatedness of local, global, international and intercultural issues, trends and systems
 - Demonstrate knowledge of the interrelated global dynamics (e.g., social-cultural, political, economic) that shape aesthetics, values, and authority in diverse cultural contexts

¹ This upper division class has been designated as a Global Learning (GL) course. For more information, visit: <https://goglobal.fiu.edu>.

- *Global Perspectives:* develop a multi-perspective analysis of local, global, international and intercultural problems
 - Analyze the multiple global forces that shape their understanding of aesthetics, values, and authority (e.g., economic, political, sociological, technological, cultural)
- *Global Engagement:* demonstrate a willingness to engage in local, global, international and intercultural problem solving
 - Develop solutions to local, global, international, and/or intercultural problems related to aesthetics, values and authority

FORMAT

This is a face-to-face course, where class preparation and participation are essential. You are responsible for all assigned readings (unless instructed otherwise), regardless of whether we spend time in class discussing. In a typical class, a student will be asked to start us off by answering a question, discussing an issue or summarizing the assigned reading. After a few minutes of initial discussion/analysis, we will open the dialogue to the rest of the class. As a group, we will then try to complete the analysis and address the issues presented. With follow-up questions, you will be able to defend and refine your reasoning, as well as hone your verbal skills.

Because of the interactive nature of this course, you will find it difficult to participate in meaningful class discussions if you fail to read the materials carefully prior to class.

On occasion, I will post additional readings, resources or exercises in Canvas, or distribute handouts in class. Canvas will be used as a central repository for data and for submitting assignments. You will also be able to monitor your grades via the gradebook.

REQUISITES

Pre-Requisites: You must be enrolled in the Honors College and eligible to take upper division Honors coursework.

Co-Requisites: None.

MATERIALS

- **Textbook:** *Business Ethics: Ethical Decision Making & Cases* by Ferrell & Fraedrich (12th ed. 2019) ISBN: 13: 978-1-337-61445-0 (MindTap Management)
 - **Optional:**
 - ISBN: 13: 978-1-337-73820-0 (MindTap & loose-leaf version of text)
 - ISBN: 13: 978-0-357-70000-6 (Cengage Unlimited)
- **Supplement:** Harvard Business Publishing Coursepack (purchase using link below)
 - <https://hbsp.harvard.edu/import/562971>

COURSE POLICIES

COMMUNICATION

Communication is key! Please keep me apprised of any issues or anticipated problems regarding attendance, assignments and the like.

I will use your FIU e-mail or Canvas to communicate with you regularly and expect that you will frequently monitor these accounts.

IMPORTANT: Visit your Account Profile in Canvas to add your photo and adjust your Settings to include your FIU e-mail and mobile number for class communication.

ETIQUETTE

You are required to behave in a courteous manner and maintain a professional demeanor at all times (both in person and virtually). Side conversations in class are disruptive and show a lack of respect for your fellow classmates and for me. Please keep mobile phones on silent or vibrate mode.

ACADEMIC MISCONDUCT

In the Honors College, the term “honor” refers both to academic accomplishment and character. Students in the Honors College are held to the highest standards of personal accountability. Dishonesty in any form is antithetical to the very definition of being an Honors student at FIU. All Honors students are expected to know what constitutes misconduct and to abide by both [University](#) and [College](#) policies.

Please refer to the following for additional information:

[Code of Academic Integrity](#)

[Student Handbook](#)

RELIGIOUS OBSERVANCES

Every effort will be made, where feasible and practical, to accommodate students whose religious practices coincide with class requirements or scheduling. Please make sure to notify me *at the beginning of the semester* of which dates you will be absent or any anticipated problems with completing course work.

ACCESSIBILITY & ACCOMMODATION

If you have a physical, mental or sensory challenge, please contact our [Disability Resource Center](#) (DRC) as early in the course as possible. Upon contact, the DRC will review your request and communicate with me, your other instructors and essential university personnel to make necessary arrangements for you.

HONORS COLLEGE REQUIREMENTS

Registration in this course implies an acceptance of and compliance with Honors College requirements.

[Academic Standing](#)

In order to graduate through the Honors College at FIU, students must earn a minimum number of credits from the point of entry to the Honors College; have at least a “B” average in all Honors courses and a 3.3 Cumulative GPA.

[Engagement & Community Service](#)

Honors College students are required to accumulate at least **20 Citizenship Points** each academic year (Fall/Spring) by attending Honors College activities. Students attending only one semester (Fall or Spring) are required to accumulate **10 Citizenship Points**.

An important part of being a member of the Honors College is demonstrating leadership by serving the extended community. All Honors College students must complete at least **20 Volunteer Service Hours** per academic year (Fall/Spring).

[Portfolios](#)

The Honors College uses portfolio method to assess student learning outcomes. The portfolio allows for maximum flexibility in gauging student learning. Students decide (with instructor consultation) what “artifacts” or assignments to include for consideration in their portfolios to demonstrate successful achievement of each of the five key student learning outcomes over the course of their Honors experience.

ASSIGNMENTS & GRADING

GUIDELINES

All assignments must be submitted by 11:59pm EST on the date due in the corresponding Assignment Dropbox in Canvas, unless otherwise indicated. Please submit in MS Word or PDF format.

Late assignments will be accepted but will incur a late penalty of 10 percentage points for each day or portion thereof that they are late, unless prior arrangements have been made with me.

If you do not already have Adobe Acrobat Reader or Microsoft Office, download them for free [HERE](#).

Carefully proofread *all* assignments before submission. For writing assistance, I encourage you to visit [The Center for Excellence in Writing](#), a full-service writing center providing assistance and feedback to FIU students. I also recommend using [Purdue OWL](#), which houses very helpful writing resources, including citation assistance.

Specific assignment & exam details will be provided separately.

ATTENDANCE & PARTICIPATION

Attendance and active participation are required and will be reflected in your final grade. You are expected to be prepared, on time and to remain for the entire class period. Material *may* be covered in class that is *not* covered in the readings, thus excessive absences *may* negatively affect your ability to do well in this course.

Attendance will be recorded via FIU Check-In:

- Download the FIU Check-In app and sign in with your FIU credentials:
 - [Google Play for Android](#)
 - [App Store for iOS](#)
- Scan the QR code in class via the app—you can start checking in (9) minutes before class is scheduled
- A confirmation message will appear upon successful check-in

Note: You may receive a “No Event Found” message if you check in before the (9) minute mark or if you recently enrolled in the class (you’ll be able to check in within 24 hours). This brief Student Guide walks you through the process.

If you experience any issues during the check-in process, please contact Educational Technology Services (ETS) at (305) 348-2814 or etshelp@fiu.edu.

MINDTAP & TUESDAY TIMES ROUNDTABLE

You are required to log in to MindTap (via Canvas) and to complete the assigned quizzes and activities. The purpose is two-fold—(1) to keep you on task and (2) to assess your knowledge of the material. This way you are aware of which substantive areas require more review. As such, you will be graded based upon completion, not scores.

Attendance at (1) Global Learning Tuesday Times Roundtable Discussion (calendar can be found [HERE](#)) or other Office of Global Learning event is required. In order to receive credit, you must:

- Sign in AND
- Prepare a one-page, detailed summary of the session that includes:
 - The viewpoints expressed vis-a-vis your views;
 - What you learned; AND
 - What you thought of the session/event as a whole

ASSIGNMENT SCALE

COURSE REQUIREMENTS	DUE	POINTS	WEIGHT
(2) Case Analyses	Sep 22 Nov 2	200	20%
Movie Review	Oct 5	150	15%
Midterm Exam	Oct 18	150	15%
Group Project	Nov 15	200	20%
Final Exam	Dec 6	150	15%
MindTap/Tuesday Times Roundtable (TTR)	Nov 30	50	5%
Attendance/Participation		100	10%
TOTAL		1000	100%

FINAL GRADE SCALE

LETTER	POINTS	RANGE	PERCENT	LETTER	POINTS	RANGE	PERCENT
A	4.00	951-1000	100%-95%	C+	2.33	767-799	<80%-77%
A-	3.67	900-950	<95%-90%	C	2.00	700-766	<77%-70%
B+	3.33	866-899	<90%-87%	D	1.00	601-699	<70%-60%
B	3.00	832-865	<87%-83%	F	0.00	< 600	< 60%
B-	2.67	800-831	<83%-80%				

COURSE CALENDAR

This syllabus is subject to change. It is your responsibility to regularly monitor Canvas Announcements, Conversations/Inbox and your FIU student e-mail to be aware of any changes. All times expressed in this document, Canvas and the course generally are in Eastern Standard Time (EST), unless otherwise noted.

DATE	TOPIC	CLASS PREPARATION/ASSIGNMENTS (complete <i>before</i> class unless otherwise noted)
Week 1 THU 8/23	Introduction	<ul style="list-style-type: none"> ▪ Review Syllabus ▪ Purchase materials ▪ Familiarize yourself with Canvas & its communication settings ▪ Setup FIU Check-In: http://attendance.fiu.edu ▪ Read & Acknowledge “Academic Honesty Policy”
Week 2 THU 8/30	Critical Thinking & Legal Reasoning	Read: <ul style="list-style-type: none"> ▪ Supp: <i>How to Analyze a Case</i> ▪ Supp: <i>How to Write a Case-Based Essay</i> ▪ Supp: <i>Law & Legal Reasoning</i>
Week 3 THU 9/6	The Importance of Business Ethics	Read: <ul style="list-style-type: none"> ▪ Chapter 1 ▪ (Case 6) <i>Starbucks Venti Social Responsibility & Brand Strategy</i>
Week 4 THU 9/13	Stakeholder Relationships, Social Responsibility & Corporate Governance	Read: <ul style="list-style-type: none"> ▪ Chapter 2 ▪ (Case 5) <i>Monsanto: A Growing Controversy</i> ▪ (Case 12) <i>Lululemon: Turning Lemons into Lemonade</i>
Week 5 THU 9/20	Stakeholder Relationships, Social Responsibility & Corporate Governance <i>continued</i>	Read: <ul style="list-style-type: none"> ▪ Chapter 2 ▪ (Case 5) <i>Monsanto: A Growing Controversy</i> ▪ (Case 12) <i>Lululemon: Turning Lemons into Lemonade</i> ▪ Case Analysis #1 DUE Sep 22 by 11:59pm
Week 6 THU 9/27	Emerging Business Ethics Issues	Read: <ul style="list-style-type: none"> ▪ Chapter 3 ▪ (Case 4) <i>POM Wonderful: Crazy Healthy!</i> ▪ (Case 16) <i>PepsiCo: Poised to Deal with the “Next Generation”</i> ▪ (Case 20) <i>Enron: Not Accounting for the Future</i>
Week 7 THU 10/4	Emerging Business Ethics Issues <i>continued</i>	Read: <ul style="list-style-type: none"> ▪ Chapter 3 ▪ (Case 4) <i>POM Wonderful: Crazy Healthy!</i> ▪ (Case 16) <i>PepsiCo: Poised to Deal with the “Next Generation”</i> ▪ (Case 20) <i>Enron: Not Accounting for the Future</i> ▪ Movie Review DUE Oct 5 by 11:59pm

Week 8 THU 10/11	The Institutionalization of Business Ethics	Read: <ul style="list-style-type: none"> ▪ Chapter 4 ▪ (Case 10) <i>Google: The Drive to Balance Privacy with Profit</i> ▪ (Case 15) <i>Apple Maintains Strong Ethical Roots</i>
Week 9 THU 10/18	MIDTERM EXAM 5:00-7:00pm DM 144	
Week 10 THU 10/25	Ethical Decision Making	Read: <ul style="list-style-type: none"> ▪ Chapter 5 ▪ (Case 11) <i>Zappos: Taking Steps toward Maximizing Stakeholder Satisfaction</i> ▪ (Case 14) <i>Whole Foods: 365 Degrees of Commitment to Stakeholders</i>
Week 11 THU 11/1	Ethical Decision Making <i>continued</i>	Read: <ul style="list-style-type: none"> ▪ Chapter 5 ▪ (Case 11) <i>Zappos: Taking Steps toward Maximizing Stakeholder Satisfaction</i> ▪ (Case 14) <i>Whole Foods: 365 Degrees of Commitment to Stakeholders</i> ▪ Case Analysis #2 <u>DUE Nov 2 by 11:59pm</u>
Week 12 THU 11/8	Individual Factors: Moral Philosophies & Values	Read: <ul style="list-style-type: none"> ▪ Chapter 6 ▪ (Case 13) <i>Insider Trading at the Galleon Group</i> ▪ Supp: <i>How Do I know if I am Morally Responsible?</i> ▪
Week 13 THU 11/15	GROUP PRESENTATIONS	<ul style="list-style-type: none"> ▪ Group Paper <u>DUE Nov 15 by 11:59pm</u>
Week 14 THU 11/22	NO CLASS	Happy Thanksgiving!
Week 15 THU 11/29	Wrap-Up	<ul style="list-style-type: none"> ▪ Tuesday Times Roundtable Paper <u>DUE Nov 30 by 11:59pm</u> ▪ MindTap Quizzes/Activities <u>DUE Nov 30 by 11:59pm</u>
Week 16 THU 12/6	FINAL EXAM 5:00-7:00pm DM 144	Enjoy your Winter Break! See you next year!!

12/13: Final Grades Available [HERE](#)