"The essence of man lies in his powers of creation, both material and moral. Materially he is the maker of things. Morally he is the maker of himself," M. Henri Bergson (1932).

Course Structure
6:00 to 7:15 pm  Lecture, review, group work
7:15 to 7:30 pm  Break
7:30 to 8:30 pm  Case work, reporting
8:30 to 9:00 pm  Reading, prep for next class

Course Description
This course seeks to answer the question, “What is the purpose of business?” In doing so, it will examine the relationship among business, government, and society, including cultural institutions. It will explore arguments regarding the balance between wealth creation and corporate responsibility. It will also review recent, significant cases in business ethics. This is a philosophically-oriented (e.g., Confucius, Aristotle, Kant) course in business ethics that includes social science data, corporate compliance regulation, and independent research.

Course Outcomes
After finishing this course, you will be able to:
(1) Engage in a process of decision making that will give you a deeper awareness of your own conscience.
(2) Identify and evaluate moral dilemmas on an individual and corporate level.
(3) Create a Personal Creed to guide you as you begin your career.

Course Requirements & Grading
You will receive five grades for the following areas. Final grades will be a composite of the weighted total. All grades will be posted in the Blackboard Grade Center.

- **Quizzes (40%)** Based on assigned readings, Power Point presentations, and class discussions. Four, prepared and taken in class. No makeups.
- **Group Work (25%)** One group presentation based on a case study of your choice. Twenty-minute presentation to the class.
- **Personal Creed (15%)** This should take the form of a personal mission statement. Three-page minimum.
• **Individual Analysis (10%)** Deeper, discipline-oriented analysis of your group project. Three-page minimum.

• **Professional Conduct (10%)** attendance, participation, non-distracted conduct (e.g., no cell phones, Internet surfing unrelated to in-class research). See Notate Bene.

(A 100-95%; A- 94-90; B+ 89-87; B 86-83; B- 82-80; C+ 79-77; C 76-73; C- 72-70; D 69-65).

**Required Reading**
Access course readings by going to Blackboard/Content and then Course Readings and the specific folder for that week (e.g., Historical Development)…or…Blackboard/Content and Cases (e.g., Petrobras). Make sure you check Announcements regularly for updates or changes to the calendar.

**For Your Personal & Professional Development**


**Themes (schedule for Themes and Cases TBD in class)**

**Cases**
Volkswagen, Uber, Monsanto, Enron, Petrobras, HSBC, Group Cases

**Notate Bene**
• *Dry run presentations will take place prior to final presentations.*
• You are expected to do the readings/case study research and participate in the discussions without the distraction of online browsing or texting. If you must text, do it *outside* the classroom. Also, do not use this class to prepare for exams
in other classes. **This is ten percent of your final grade.**

- Group work is to follow the Root Cause Analysis methodology introduced in class.
- Individual analyses will be graded on **content** (is it substantive?), **expression** (is it analytical and well-written?), and **grammar** (American style and usage, not British).
- **Plagiarism and other forms of cheating** are never worth it. You could fail the course. If you’re not sure what constitutes plagiarism or have any questions regarding university policy, ask the professor.

**Resources**

- Writing Center. Walsh Library Reference Area, Room 121. [https://www.fordham.edu/info/20126/writing_center](https://www.fordham.edu/info/20126/writing_center)
- Career Services. [http://www.fordham.edu/info/24470/career_services](http://www.fordham.edu/info/24470/career_services)
- Safety. [http://www.fordham.edu/info/20016/safety_health_and_wellness](http://www.fordham.edu/info/20016/safety_health_and_wellness)
- For emergencies or cancellations due to weather, call 1-800-280-7669. Also, check WFUV (90.7 FM).