

Proposal for

**Strengthening Business Ethics Education in Undergraduate Programs**

Business Ethics Steering Committee (BESC)

Zicklin School of Business

Baruch College

The City University of New York

March 31, 2017

[As approved by the Zicklin School's Faculty in its meeting of Thursday, April 27, 2017.]

## **1. Business Ethics Steering Committee (BESC) Members**

Chair: David Rosenberg (Director: The Robert Zicklin Center for Corporate Integrity)

Department Reps:

Accountancy: Jane Barton

Economics and Finance: Ashok Vora

Management: Anne-Laure Winkler

Marketing: Sankar Sen

Law: Matthew Edwards

Real Estate: Alex Zevelev

SCIS: Arie Harel

Course Coordinators:

BUS 1000/1011: Hirokazu Takada

BPL 5100: Naomi Gardberg

Associate Dean for Academic Initiatives and Innovation: Qing Hu

Executive Director of Undergraduate Programs: Will Millhiser

Director of Accreditation and Curriculum Management: Lisa Vaia

Acknowledgement: This proposal is developed based on ideas from many faculty, staff, and administrators in the Zicklin School of Business. The Committee thanks Justice Tillman and Thomas Teufel for their valuable input in this process. The Committee also thanks Matthew LePere of the Robert Zicklin Center for Corporate Integrity.

## **2. Background**

The BESC was formed with the approval of the Zicklin Faculty on October 13, 2016 and charged with developing a structure to strengthen business ethics education in undergraduate programs. Toward this end, the Committee reviewed and ultimately decided to revise Associate Dean Qing Hu's March 2016 proposal.

## **3. Learning Goals and Assessment**

This proposal serves to support the pre-existing Zicklin School of Business BBA General Program Goal of Civic Awareness and Ethical Decision-making: "Students will have the knowledge base and analytical skills to guide them when faced with ethical dilemmas in business. Students will have an awareness of political, civic and public policy issues affecting business." Assessment will occur in BPL 5100 and will be coordinated by the faculty and the Director of Accreditation and Curriculum Management.

#### **4. Recommendation**

The Committee's review of best practices in undergraduate business ethics education leads us to believe that the best approach to support Civic Awareness and Ethical Decision-making would include a 3-credit course devoted to the topics of business ethics, business and society, etc. We recognize however that the Zicklin School does not currently have the necessary resources to develop, implement and maintain such a course. What follows, therefore, is a plan that will incrementally bolster ethics in the undergraduate curriculum to a satisfactory but not necessarily ideal level.

##### Five Touch-Point Business Ethics Model

Zicklin Undergraduates will encounter and engage business ethics issues at a minimum of five distinct times during their academic careers:

- 1) BUS 1011
- 2) Capstone or required core course in each BBA major
- 3) MGT 3120
- 4) BPL 5100
- 5) Business ethics focused, extra-curricular program

#### **5. Implementation**

In order for the multi-tiered, five touch-point approach to be effective and accomplish its intended goal in learning outcomes, the following learning activities are recommended:

- 1) Introduction of ethics theories and framework(s) in BUS 1011 (or equivalent for transfer students) for the equivalent of one full week (3 hours of instruction time)
  
- 2) Critical analysis of discipline-specific business ethics issues in the Capstone or required core course in each BBA program for the equivalent of a total of one full week (3 hours of instruction time, these may be continuous or spread out throughout the semester). The relevant courses in each program are:
  - a) Stan Ross Department of Accountancy:
    - i) Accountancy - ACC 5400 Principles of Auditing
  
  - b) Bert W. Wasserman Department of Economics and Finance:
    - i) Economics – ECO 3100 Intermediate Micro-Economics and ECO 3200 Intermediate Macro- Economics (1.5 hours of instruction time per course)
    - ii) Finance – FIN 3610 Corporate Finance and FIN 3710 Investment Analysis (1.5 hours of instruction time per course)

- c) Narendra Paul Loomba Department of Management
  - i) Entrepreneurship – MGT 4963 Entrepreneurial Start ups
  - ii) Human Resource Management – MGT 3800 Management and Society
  - iii) Operations Management – MGT 3800 Management and Society
  
- d) The Allen G. Aaronson Department of Marketing and International Business
  - i) Marketing - MKT 5750 Marketing Strategy
  - ii) International Business - IBS 5750 International Competitiveness Capstone
  
- e) William Newman Department of Real Estate
  - i) Real Estate - RES 3100 Real Estate Principles
  
- f) Paul H. Chook Department of Information Systems and Statistics:
  - i) Computer Information Systems – CIS 3400 Database Management Systems I
  - ii) Statistics and Quantitative Modeling – STA 3155 Intermediate Statistical Methods
  
- 3) Critical analysis of general business ethics case(s) in MGT 3120;
  
- 4) Critical analysis of general business ethics issues in BPL 5100;
  
- 5) Exposure to contemporary business ethics topics at business ethics seminars offered by the Robert Zicklin Center for Corporate Integrity and other approved entities at Baruch College.

The initial implementation of this multi-tiered approach to business ethics education is expected to take place in Fall 2017. Faculty will have the discretion to develop material on ethics suitable to the specific nature of the courses they teach and to their professional interests and expertise.

## **6. Review and Continuous Improvement**

During the 2017 – 2018 academic year, the department chairs or the course coordinators of the courses listed in the first four touch points are encouraged to solicit advice from the BESC regarding the content of ethics theories, frameworks, and cases (if any) used in the courses. If this advice results in significant changes to the syllabi, they should then be approved under the pre-existing governance procedures as with any course.

The BESC is not a permanent standing committee. Once it has completed its mission of guiding the implementation of the ethics in BBA curriculum, the Zicklin UCC will be responsible for routine maintenance of the program. Occasionally, with the approval of the faculty, the BESC may reconvene to review and recommend major changes if and when the situation arises.