

BUS 270 Business Ethics

Purpose: The purpose of this course is to give students a clear understanding of how business ethics work within organizations. They will also learn how business ethics affect society and government and vice versa.

Course Format: Business Ethics consists of three course modules that are divided into Areas of Study. Each Area of Study has several lessons each of which includes a short video presentation (based on the reading material) and a very short quiz to help you measure your learning.

If you are taking the course as independent study it is completely self-paced but must be completed within 90 days. You can watch the video lessons and do the reading on your schedule whenever and wherever you want. All of the reading material you will need is included.

At the end of each Area of Study, you must complete a chapter test to see if you're ready to move on or have some material to review. Once you've completed the entire course, you will be required to take a final proctored exam.

Learning Objectives: Upon completion of the three sections of this course, students should be able to:

1. Evaluate theories of ethics and factors affecting ethical behavior in the workplace
2. Analyze how employees, managers, and stakeholders function within a company
3. Assess how businesses, the government, and the economy impact one another
4. Evaluate techniques for managing different types of diversity in the workplace
5. Explain the interdependence between business and community
6. Analyze the impact of the media industry and journalism on businesses
7. Compare ethical and unethical marketing and advertising
8. Evaluate factors in outsourcing and the impact of international business
9. Identify strategies social activists and businesses use against each other
10. Consider the stages involved in becoming an ecologically sustainable organization
11. Break down the ethical issues with international business, globalization, and domestic and international trade policy

Course Content: As part of a cooperative arrangement this course uses material that was originally developed by Study.com. The original material has been enhanced to meet the educational standards of the college.

BUS 270.1 Ethics in Business, Government and Society

First Area of Study: Introduction to Business Ethics

Second Area of Study: Employees, Stockholders, & Corporate Governance

Third Area of Study: The Relationship Between Business, Government & Society

Fourth Area of Study: Public Relations for Business

Fifth Area of Study: Diversity in the Workforce

Sixth Area of Study: Business-Government Relations



BUS 270.2 Social Responsibility, Consumer Rights and the Role of Media

First Area of Study: Business' Influence on the Political Environment

Second Area of Study: Corporate Social Responsibility & Citizenship

Third Area of Study: Business & the Community

Fourth Area of Study: The Media's Impact on Business

Fifth Area of Study: Consumer Rights and Regulations

Sixth Area of Study: Ethics in Advertising

BUS 270.3 Global and Environmental Concerns

First Area of Study: Strategies of Special Interest Groups

Second Area of Study: Technology, Business & Society

Third Area of Study: Environmental Issues in Business

Fourth Area of Study: The Global Business Environment

Fifth Area of Study: Individual Integrity & Ethics