Business Ethics provides managers with valuable resources that assist in growing a successful nonprofit business enterprise. At the same time, implementing a corporate culture based on strong ethical principles enhances the organization’s credibility as well as trust and the confidence of the public, donors, employees, government agencies, and those benefiting from the company’s services. Ethical companies benefit from enhanced public relations, improved human relations and client satisfaction. Ethics, in short, benefits the bottom line.

The course aims to provide students with the analytical tools required both to recognize situations in which ethical issues arise in the management of nonprofit businesses, and to enable managers to implement practical solutions to ethical dilemmas in their working lives.

Each week a series of readings are required on ethical topics. Readings will be supplemented by additional current news items or other media. Students prepare weekly Case Studies for analysis and discussion in class. Case studies attempt to simulate real life business environments in which ethical dilemmas arise and ways in which dilemmas might be resolved effectively.

Topics which will be addressed include: theories/sources of business ethics; design and implementation of ethics training programs; ethical mission statements & codes of practice; management of unethical behavior (e.g. theft/fraud); whistle blowing; ethical obligations towards employees/volunteers; regulatory compliance (e.g. Health & Safety/Environment/Civil Rights); public liability in contract/negligence; consumers/recipient of services. Donor relationships; lobbying and politics; conflicts of interest; good ‘corporate citizenship’; ethical financial standards; privacy/confidentiality and new technology; ethical responsibility toward stakeholders; consumers. Throughout the course we examine the interaction of ethics and the legal/regulatory standards governing nonprofits.

Reading Materials: Materials/Case Studies are provided weekly in class. Students may also benefit from a reference text such as: “Moral Issues in Business” Shaw & Barry. (12th Edition.2013) Wadsworth.

Canvas Web site: additional materials and case studies will be posted on the JCU Canvas web site. Please ensure you have access to this site and consult it regularly.

Syllabus/Teaching Schedule: Each week students are expected to read the materials provided and to prepare for discussion the relevant Case Studies.

Classes will follow this format: initial discussion of Case Study or debate topic allocated the previous week. A short break follows and then a discussion of the topic listed in the syllabus.
Weeks One & Two. Valuing Ethics in a Nonprofit Setting: Identifying the Sources of ethics and ethical theory. Practical approaches to ethics in a nonprofit setting.


Week Nine/Ten: Ethical Obligations toward Clients & /Consumers Contractual and negligence /insurance liability issues. Obligations to public/clients/donors/employees.

Week Eleven/Twelve: Ethics & Finances: Prevention, detection and handling of criminal/ fraudulent activity.


Week Fifteen. Course Review & Updates:

Assessment:

Essay/Case Study 1: 25% of final grade. Topic: Applying Ethical Theory in the Management of Non Profit Businesses. (1500 words) Submit: Week Four. Class will include ‘debate’ for and against value of ethics in business management.

Essay/Case Study 2: 25% of final grade Topic: Ethical Employment & the Nonprofit ...case study. (1500 words) Submit: Week 10. Class includes ‘debate’ on the case study issues.

Final Examination: 50% of final grade Two topics from the range of issues covered during the course. Format will be a) case study( analysis and practical resolution) b) ‘memo’ style advice to companies on ethical dilemmas.

Students are reminded that plagiarism is subject to disciplinary consequences (see the University Handbook). Attendance is a requirement of the course. Notify Unavoidable absences in a timely fashion. Lap tops/ tablets/phones not to be used in class without the instructor’s permission.