

MAKT 205 : Ethical Decision Making in Business

This course emphasizes the complexities of business decision making within an ethical framework. After identifying the wide variety of ethical issues facing individuals in business and the moral philosophies which can be applied, the course will develop an ethical decision-making framework. Both the role of the individual and of the organization in influencing ethical decision-making will be emphasized as will the impact of cultural influences on international business ethics. Managing ethics will be proposed as an essential part of the function of organizational leaders.

Credits 3

CIP Code

52.1401

Prerequisites

Or any 3 credit hour of MATH. LIBR 150 may be taken concurrently.

Prerequisite Courses

MAKT 201

ENGL 111

LIBR 150

MATH 110

Course Outcomes

After successfully completing the course, the learner will be able to:

- Explain whether social responsibility hurts or helps an organization's economic performance.
- Identify professional ethics.
- Apply a range of theories to analyze opportunities in more complex marketing concepts
- Able to present engaging/persuasive arguments and debates.
- Describe what influences ethical decision-making.
- Explain what practical steps managers can take to improve ethical decision-making.
- Utilize frameworks for ethical decision making, such as the 10-step model.
- Identify and evaluate the various stakeholders related to the moral dilemma.
- Make ethical decisions regarding marketing objectives that encompass the stakeholders and take different theoretical stances of ethics and values.
- Understand the role and importance of ethical decision making in the marketing environment.