FORM A
College of Business

PROPOSAL SUMMARY AND ROUTING FORM

Proposal Title: New MMBA 690 course Legal & Ethical Issues in Business

Initiating Unit or Individual: MBA Program – David Steenstra  
Contact Person’s Name: Shannon Yost  e-mail: yosts@ferris.edu  phone: 231-591-2163
Date or Term of Proposal Implementation: Summer 2012

- Group I - A – New degree/major or major, redirection of a current offering, or elimination of a degree, major or minor
- Group I - B – New minors or concentrations
- Group II - A – Minor curriculum clean-up and course changes
- Group II - B – New Course
- Group III - Certificates
- Group IV – Off-Campus Programs

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* Support with Concerns or Not Support must include a list of specific concerns. Votes must be shown for faculty groups. Administrators check appropriate action taken.

To be completed by Academic Affairs

President (Date Approved) Board of Trustees (Date Approved) President’s Council (Date Approved)
1. Proposal Summary
MISM 629 Legal and Ethical Issues in Business was added to the MBA core curriculum effective summer 2007, based on an agreement between the COB Dean, AFIS and MGMT departments that the single course would meet the needs of both programs.

Per the approved curriculum proposal titled “Replace MS-ISM with MS-ISI,” the MISM 629 course has been deleted. The proposal indicates that the new MISI 629 Legal, Ethical, and Fraud Issues course would replace MISM 629 on the MBA check sheet, however upon further review it has been decided that the new MISI course has veered too far away from the MBA requirements.

The new MISI course has much focus on criminal activity, fraudulent schemes, and the role of technology with fraudulent practices, fraud detection and the impact of fraud a substantial portion of the course outcomes.

The proposed MMBA 690 course will have outcomes more in line with the needs of someone in management or administration, including such topics as affirmative action, harassment, unjust dismissal, marketing, advertising, public safety, product liability, occupational health and safety, financial, corporate, and international business ethics.

Although this 690 course is experimental with a temporary number, the plan is to propose is as a permanent course to replace MISM 629 in the MBA core.

Expected enrollment: 201205 – 24 MBA students  
201208 – 20 MBA students  
201301 – 10 MBA students planning, expect additional

2. Summary of All Course Action Required*
   a. Newly Created Courses to FSU:
      Prefix  Number  Title
      MMBA  690  Legal & Ethical Issues in Business
   b. Courses to be Deleted From FSU Catalog:
      Prefix  Number  Title
   c. Existing Course(s) to be Modified:
      Prefix  Number  Title
   d. Addition of existing FSU courses to program
      Prefix  Number  Title
   e. Removal of existing FSU courses from program
      Prefix  Number  Title

3. Summary of All Consultations
   Form Sent (B or C)  Date Sent  Responding Dept.  Date Received & by Whom

4. Will External Accreditation be Sought? (For new programs or certificates only)
   [ ] Yes  [ ] No
   If yes, name the organization involved with accreditation for this program.

5. Program Checksheets affected by this proposal.
Course Identification:
Prefix: MMBA   Number: 690   Title: Legal and Ethical Issues in Business

Course Description:
This course focuses on the ethical and legal ramifications of decisions made in forming business policy and in the day to day operations of an organization. Statutory, case law, and trade agreements will be combined with principles of ethics, privacy, copyright, licensing and intellectual property issues and analyzed using business case studies. Appropriate databases will be utilized to demonstrate methods for research.

Course Outcomes:
- Students will be introduced to ethical concepts
- Students will recognize various legal foundations upon which countries base their laws.
- Students will distinguish between actions involving social/environmental welfare, rights, and justice
- Students will explore personal and organizational responsibility in dealing with unethical and illegal behavior
- Students will be introduced to the moral and legal dilemmas that arise and recognize and understand the legal and ethical ramifications of the decisions and actions (or lack of actions) taken.
- Students will be introduced to the global nature of ethical violations and their impact on business, legal and governmental options available to them.
- Students will evaluate the nature of discrimination, affirmative action, harassment, unjust dismissal, and family issues.
- Students will assess the nature and consequences of issues involving marketing, advertising, public safety, product liability and occupational health and safety
- Students will explore the framework of financial, corporate, and international business ethics and relative legal implications and consequences
- Students will be exposed to Sarbanes Oxley laws and the ramifications for publicly held companies.

Course Assessment:
Each outcome will be achieved by appropriate directed background readings and one or more cases that will be analyzed and briefed within the context of ethical and legal implications.

Course Outline including Time Allocation:
- Domestic and international ethics and violation of international law and trade agreements (5 hrs)
- Ethical theory and ethics in economics, law, management, and decision making (5 hrs)
- Welfare, rights, justice, equality, liberty, and virtue (5 hrs)
- Whistle blowing defined, justification, rights, developing policy (5 hrs)
- Trade secret protection, conflict of interest, privacy of records, internet privacy (5 hrs)
- Discrimination defined and avoidance, sexual harassment, comparable worth, family and work (5 hrs)
- Property rights and employment, at will, protecting against unjust dismissal (4 hrs)
- Marketing, advertising, product safety, occupational safety, hazardous work (3 hrs)
- Ethics in finance, corporate responsibilities, international business ethics (3 hrs)
- Sarbanes Oxley regulations and their effects on publicly held businesses (3 hrs)
- Students will explore and evaluate measures of ethical behavior (2 hrs)
Course Identification:
Prefix: MISI Number: 629 Title: Legal, Ethical, and Fraudulent Issues

Course Description:
Students will analyze legal and ethical issues as they relate to the business environment. Ethical practices, privacy, copyright and licensing issues as they relate to proprietary and personal information are incorporated. Methods to detect and prevent fraudulent practices on a personal and organizational scale are explored. Domestic and international issues, including organized criminal activity, and the role of technology to carry out fraudulent schemes is incorporated into the course framework.

Course Outcomes and Assessment Plan:
- **Outcome**: Analyze the moral and legal dilemmas that arise in the areas of free speech, intellectual property, privacy, licensing and security from a global perspective.
  - **Assessment**: Class discussion, individual assessment, individual essay, final research paper
- **Outcome**: Evaluate how culture and global political systems impact legal and ethical standards.
  - **Assessment**: Class discussion, individual assessment; final research paper; final exam
- **Outcome**: Evaluate laws and regulations for their role in preventing fraudulent practices.
  - **Assessment**: Class discussions, individual assessment, individual essay, final research paper.
- **Outcome**: Evaluate the impact that fraud has on the global economy.
  - **Assessment**: Class discussion; individual assessment; case study; final research paper; final exam
- **Outcome**: Investigate and provide practice in fraud detection and prevention methods.
  - **Assessment**: Class discussion, individual assessment; case study

Course Outline including Time Allocation:
- **Moral and Legal Dilemmas. (15% time allocation)**
  a) Free speech
  b) Intellectual property
  c) Licensing
  d) Information security
  e) Impact of ethics on decision making
- **Cultural and Global Political Systems. (20% time allocation)**
  a) Value systems
  b) Economies and drivers
  c) Personal value systems
- **Laws and Regulations. (25% time allocation)**
  a) Legal and jurisdictional issues
  b) Regulating agencies
  c) Global and regional authorities
  d) Technical influences and deficiencies
- **Impact of Fraud on the Global Economy. (20% time allocation)**
  a) Types of fraud
  b) Trends
  c) The role of technology in fraud
  d) Economic impact
- **Fraud Detection and Prevention. (20% time allocation)**
  a) Code of ethics
  b) Professional conduct
  c) Detection and prevention techniques
  d) Reducing fraud opportunity
CREATE NEW COURSE
Course Data Entry Form

FORM F
Create New Course
Rev. 07/23/07

I. ACTION TO BE TAKEN: CREATE A NEW COURSE
   Notes
   1. Complete each item in Section I and Section II.
   2. If this course is to be used as a prerequisite for other university courses, Form Fs that reflect
      the prerequisite change must be submitted for those courses as well.

   Term Effective (6 digit code only): 201205  Examples: 200801(Spring), 200805(Summer), 200808(Fall)
   Note: The first four digits indicate year, the next two digits indicate month in which term begins.

II. PROPOSED FOR NEW COURSE: Complete all sections a through r. See manual for clarification.

   a. Course Prefix
      MMBA

   b. Number
      690

   c. Enter Contact Hours per week in boxes.
      LECTure
      LAB
      INDependent Study – Check (x)☐
      Practicum: ☐
      Seminar: ☐

   d. Course Title: Legal & Ethical Issues in Business  (Limit to 30 characters/spaces.)

   e. College Code: BUS  f. Department Code: MGMT
   Credit Hours: Check (x) type and enter maximum and minimum hours in boxes.
      g. Type: ☐ Variable  ☑ Fixed
      h. Minimum Credit Hours ☐  i. Maximum Credit Hours ☐ 3

   j. May Be Repeated for Added Credit: Check (x) ☐ Yes  ☑ No

   k. Levels: Check (x) ☑ Undergraduate ☐ Graduate ☐ Professional

   l. Grade Method: Check (x) ☑ Normal Grading  ☐ Credit/No Credit only (Pass/Fail)

   m. Does proposed new course replace an equivalent course? Check (x) ☐ Yes  ☑ No

   n. Equivalent course: Prefix ☐  Number ☐  See instructions on Replacement courses.

   o. CATALOG DESCRIPTION – Limit to 75 words – PLEASE BE CONCISE.
      This course focuses on the ethical and legal ramifications of decisions made in forming business
      policy and in the day to day operations of an organization. Statutory, case law, and trade
      agreements will be combined with principles of ethics, privacy, copyright, licensing and
      intellectual property issues and analyzed using business case studies. Appropriate databases
      will be utilized to demonstrate methods for research.

   p. Term(s) Offered: FWS  (See instructions for listing.)  q. Max. Section Enrollment: 20

   r. Prerequisites/Co-requisites/Restrictions: (If none, leave blank.) Limited to 100 spaces.

UCC Chair Signature/Date:  ____________________________  1/1/12  
Academic Affairs Approval Signature/Date:  _________________  ____________________

To be completed by Academic Affairs Office: - Standard & Measures Coding and General Education Code
☐ Basic Skill (BS) ☐ General Education (GE) ☐ Occupational Education (OC) ☐ G.E. Codes

Office of the Registrar use ONLY
Date Rec'd: ____  Date Completed: ____  Entered: SCACRSE __ SCADETL __ SCARRES __ SCAPREQ __