

Bill Daniels Teaching Business Ethics Workshop
Santa Fe, NM
May 17, 2010

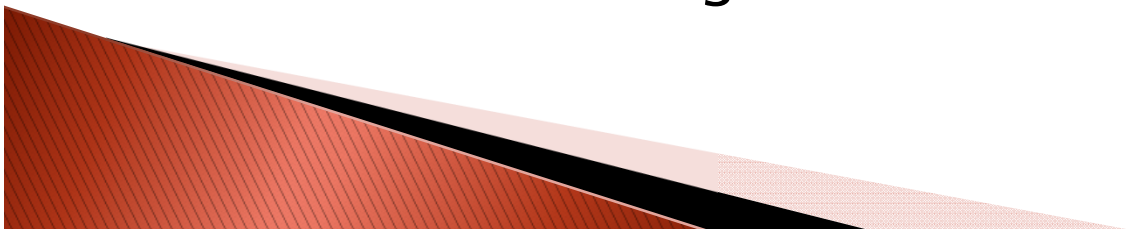


Business Ethics Teaching Resources & Approaches

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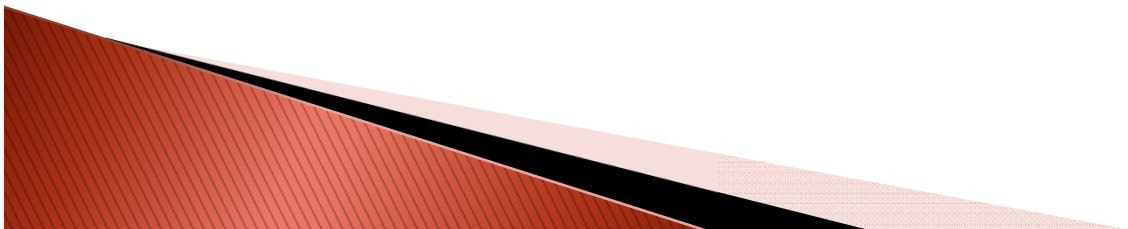
What we are trying to accomplish with varied tools & techniques...

- ▶ Improvements in critical thinking skills:
 - reflective judgment about what to think or do in response to observations, experience and/or decision making opportunities
 - careful reasoning and analysis
 - requiring careful analysis before judgments are made
 - no clear-cut answers...not being lead down an obvious path
 - cognitive skills applied in problem solving and decision making



Fundamental criticism of management education

- ▶ “...tendency to focus on the teaching of theory, but not on the application of that theory to practice.”
 - D.C. Lane (1995) “On a resurgence of management simulations and games,” *The Journal of Operational Research Society*.



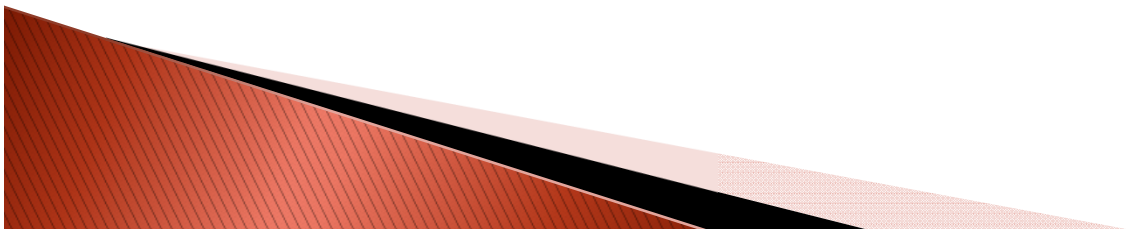
Behavioral Simulations...

- ▶ collapse time & accelerate learning
 - ▶ build complexity into decision making
 - ▶ allow managed conceptions of reality
 - ▶ simulate actual organizational decision making
 - ▶ engaging & 'hands on' learning process
 - ▶ cost effective & easy to implement
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- ▶ Salas, Wildman & Piccolo (2009) "Using Simulation-Based Training to Enhance Management Education," *Academy of Management: Learning & Education*, Vol. 8, #4.



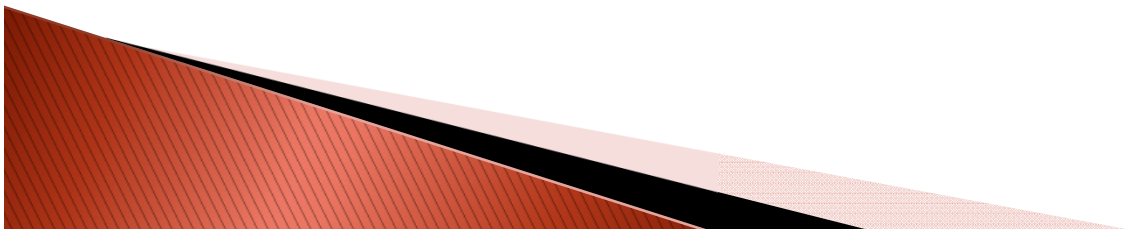
Ethics Behavioral Simulations

- ▶ address organizational ethical decision making process
- ▶ create an organizational dilemma and set up a response team of key personnel to respond
- ▶ allows students to see what constitutes ethical decision making in the organization
- ▶ makes students think about stakeholders & time frames for decisions
- ▶ biggest problem: incoming students think organizational ethics is common sense...easy
 - simulations help to dispel that myth



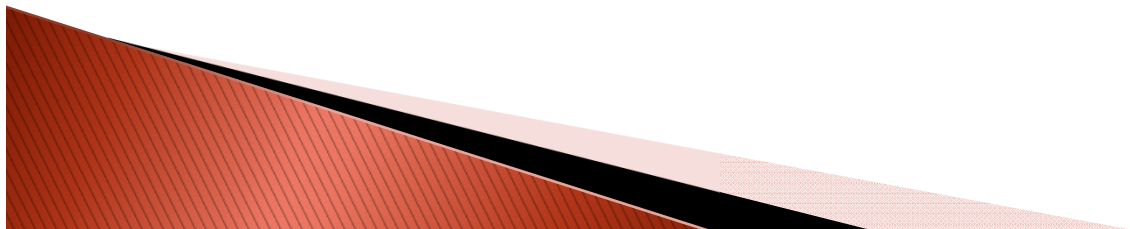
Key Considerations...

- ▶ Who are the key stakeholders & what are their stakes?
- ▶ What could have been done to prevent the current ethical dilemma?
- ▶ What are the key short, mid and long range considerations?
- ▶ What are your recommendations & action plan for the CEO?
- ▶ Team dynamics & their influence on group decision-making



Why Use Simulations to Teach Ethics

- ▶ brings organizational ethics down to a level where students can relate to the decisions
- ▶ active learning & engages the student in the process
- ▶ students comment positively on the impact of simulations in their course evaluations
- ▶ students can see the solutions are not easy or common sense
- ▶ allow students to experience diversity in perspective in working through a team solution
- ▶ enhances critical thinking skills

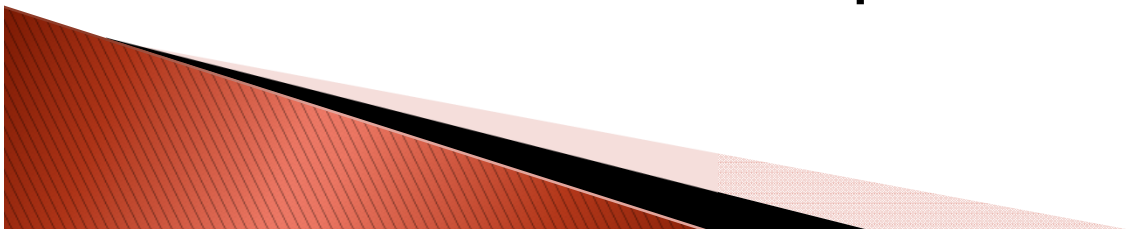


Wall Street Journal Educator Business Ethics Abstracts

ProfessorJournal.com

— The Wall Street Journal Site for Educators —

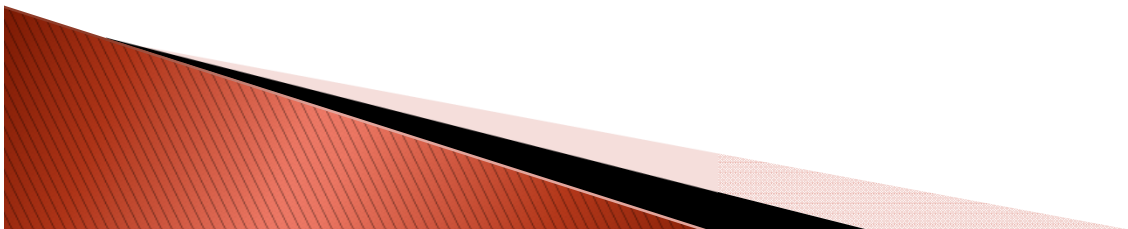
- ▶ register for free at professorjournal.com
- ▶ 3 weekly summaries of WSJ articles with business ethics considerations
- ▶ questions/exercises for classroom use
- ▶ links to full text article
- ▶ over 6,000 professors around the world use these abstracts provided by O.C. Ferrell





UNM Business Ethics Certificate Program

- ▶ designed for professors who are just beginning to teach or considering a business ethics/business & society course
- ▶ provides tools, frameworks, cases, simulations, podcasts, debate issues, videos, etc to teach business ethics
- ▶ collaborative model for sharing resources
- ▶ e-businessethics.com





Ethics Quick Test...

- ▶ Is the action legal?
- ▶ Does it comply with our values?
- ▶ If you do it, will you feel bad?
- ▶ How will it look in the newspaper?
- ▶ If you know it's wrong, don't do it!
- ▶ If you're not sure, ask.
- ▶ Keep asking until you get an answer.

Source: <http://www.ti.com/corp/docs/company/citizen/ethics/quicktest.shtml>,
accessed May 12, 2010.