

uCertify

Course Outline

Business Ethics



09 May 2024

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1. Course Objective

The Business Ethics course is designed to equip you with the knowledge and skills to navigate the complex ethical challenges that arise in the corporate world and explore the historical context and evolution of ethical considerations in business. This course is designed for business professionals, managers, entrepreneurs, and anyone looking to integrate ethical practices into their professional endeavors.

2. Pre-Assessment

Pre-Assessment lets you identify the areas for improvement before you start your prep. It determines what students know about a topic before it is taught and identifies areas for improvement with question assessment before beginning the course.

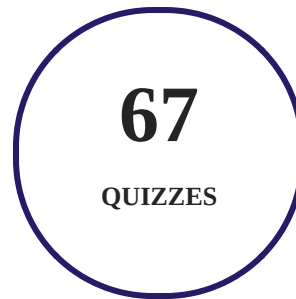
3. Exercises

There is no limit to the number of times learners can attempt these. Exercises come with detailed remediation, which ensures that learners are confident on the topic before proceeding.



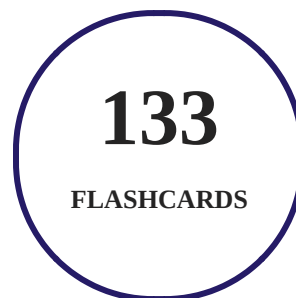
4. Quizzes

Quizzes test your knowledge on the topics of the exam when you go through the course material. There is no limit to the number of times you can attempt it.



5. flashcards

Flashcards are effective memory-aiding tools that help you learn complex topics easily. The flashcard will help you in memorizing definitions, terminologies, key concepts, and more. There is no limit to the number of times learners can attempt these. Flashcards help master the key concepts.



6. Glossary of terms

uCertify provides detailed explanations of concepts relevant to the course through Glossary. It contains a list of frequently used terminologies along with its detailed explanation. Glossary defines the key terms.



7. Expert Instructor-Led Training

uCertify uses the content from the finest publishers and only the IT industry's finest instructors. They have a minimum of 15 years real-world experience and are subject matter experts in their fields. Unlike a live class, you can study at your own pace. This creates a personal learning experience and gives you all the benefit of hands-on training with the flexibility of doing it around your schedule 24/7.

8. ADA Compliant & JAWS Compatible Platform

uCertify course and labs are ADA (Americans with Disability Act) compliant. It is now more accessible to students with features such as:

- Change the font, size, and color of the content of the course
- Text-to-speech, reads the text into spoken words
- Interactive videos, how-tos videos come with transcripts and voice-over
- Interactive transcripts, each word is clickable. Students can clip a specific part of the video by clicking on a word or a portion of the text.

JAWS (Job Access with Speech) is a computer screen reader program for Microsoft Windows that reads the screen either with a text-to-speech output or by a Refreshable Braille display. Student can easily navigate uCertify course using JAWS shortcut keys.

9. State of the Art Educator Tools

uCertify knows the importance of instructors and provide tools to help them do their job effectively. Instructors are able to clone and customize course. Do ability grouping. Create sections. Design grade scale and grade formula. Create and schedule assessments. Educators can also move a student from self-paced to mentor-guided to instructor-led mode in three clicks.

10. Award Winning Learning Platform (LMS)

uCertify has developed an award winning, highly interactive yet simple to use platform. The SIIA CODiE Awards is the only peer-reviewed program to showcase business and education technology's finest products and services. Since 1986, thousands of products, services and solutions have been

recognized for achieving excellence. uCertify has won CODiE awards consecutively for last 7 years:

- **2014**

1. Best Postsecondary Learning Solution

- **2015**

1. Best Education Solution
2. Best Virtual Learning Solution
3. Best Student Assessment Solution
4. Best Postsecondary Learning Solution
5. Best Career and Workforce Readiness Solution
6. Best Instructional Solution in Other Curriculum Areas
7. Best Corporate Learning/Workforce Development Solution

- **2016**

1. Best Virtual Learning Solution
2. Best Education Cloud-based Solution
3. Best College and Career Readiness Solution
4. Best Corporate / Workforce Learning Solution
5. Best Postsecondary Learning Content Solution
6. Best Postsecondary LMS or Learning Platform
7. Best Learning Relationship Management Solution

- **2017**

1. Best Overall Education Solution
2. Best Student Assessment Solution
3. Best Corporate/Workforce Learning Solution
4. Best Higher Education LMS or Learning Platform

- **2018**

1. Best Higher Education LMS or Learning Platform

2. Best Instructional Solution in Other Curriculum Areas
3. Best Learning Relationship Management Solution

- **2019**

1. Best Virtual Learning Solution
2. Best Content Authoring Development or Curation Solution
3. Best Higher Education Learning Management Solution (LMS)

- **2020**

1. Best College and Career Readiness Solution
2. Best Cross-Curricular Solution
3. Best Virtual Learning Solution

11. Chapter & Lessons

uCertify brings these textbooks to life. It is full of interactive activities that keeps the learner engaged. uCertify brings all available learning resources for a topic in one place so that the learner can efficiently learn without going to multiple places. Challenge questions are also embedded in the chapters so learners can attempt those while they are learning about that particular topic. This helps them grasp the concepts better because they can go over it again right away which improves learning.

Learners can do Flashcards, Exercises, Quizzes and Labs related to each chapter. At the end of every lesson, uCertify courses guide the learners on the path they should follow.

Syllabus

Chapter 1: Preface

- About OpenStax
- About OpenStax resources
- About Business Ethics

Chapter 2: Why Ethics Matter

- Being a Professional of Integrity
- Ethics and Profitability
- Multiple versus Single Ethical Standards
- Summary
- Assessment Questions

Chapter 3: Ethics from Antiquity to the Present

- The Concept of Ethical Business in Ancient Athens
- Ethical Advice for Nobles and Civil Servants in Ancient China
- Comparing the Virtue Ethics of East and West
- Utilitarianism: The Greatest Good for the Greatest Number
- Deontology: Ethics as Duty
- A Theory of Justice
- Summary
- Assessment Questions

Chapter 4: Defining and Prioritizing Stakeholders

- Adopting a Stakeholder Orientation
- Weighing Stakeholder Claims
- Ethical Decision-Making and Prioritizing Stakeholders
- Corporate Social Responsibility (CSR)
- Summary
- Assessment Questions

Chapter 5: Three Special Stakeholders: Society, the Environment, and Government

- Corporate Law and Corporate Responsibility
- Sustainability: Business and the Environment
- Government and the Private Sector
- Summary
- Assessment Questions

Chapter 6: The Impact of Culture and Time on Business Ethics

- The Relationship between Business Ethics and Culture
- Business Ethics over Time
- The Influence of Geography and Religion

- Are the Values Central to Business Ethics Universal?
- Summary
- Assessment Questions

Chapter 7: What Employers Owe Employees

- The Workplace Environment and Working Conditions
- What Constitutes a Fair Wage?
- An Organized Workforce
- Privacy in the Workplace
- Summary
- Assessment Questions

Chapter 8: What Employees Owe Employers

- Loyalty to the Company
- Loyalty to the Brand and to Customers
- Contributing to a Positive Work Atmosphere
- Financial Integrity
- Criticism of the Company and Whistleblowing
- Summary

- Assessment Questions

Chapter 9: Recognizing and Respecting the Rights of All

- Diversity and Inclusion in the Workforce
- Accommodating Different Abilities and Faiths
- Sexual Identification and Orientation
- Income Inequalities
- Animal Rights and the Implications for Business
- Summary
- Assessment Questions

Chapter 10: Professions under the Microscope

- Entrepreneurship and Start-Up Culture
- The Influence of Advertising
- The Insurance Industry
- Ethical Issues in the Provision of Health Care
- Summary
- Assessment Questions

Chapter 11: Changing Work Environments and Future Trends

- More Telecommuting or Less?
- Workplace Campuses
- Alternatives to Traditional Patterns of Work
- Robotics, Artificial Intelligence, and the Workplace of the Future
- Summary
- Assessment Questions

Chapter 12: Epilogue: Why Ethics Still Matter

- Business Ethics in an Evolving Environment
- Committing to an Ethical View
- Becoming an Ethical Professional
- Making a Difference in the Business World

Chapter 13: Appendix A: The Lives of Ethical Philosophers

- The Ethics of Aristotle: Virtue Theory
- The Ethics of Bentham and Mill: Utilitarianism
- The Ethics of Kant: Deontology

- The Ethics of John Rawls: Justice Theory

Chapter 14: Appendix B: Profiles in Business Ethics: Contemporary Thought Leaders

- Dan Bane, chairman and chief executive officer of Trader Joe's
- Mary T. Barra, chairman and CEO of General Motors
- Marc Benioff, chairman, CEO, and founder of Salesforce
- John C. (Jack) Bogle, founder of The Vanguard Group
- Yvon Chouinard, founder, and Rose Marcario, CEO and president of Patagonia Works
- Tony Hsieh, CEO of Zappos
- Kim Jordan, CEO of New Belgium Brewing Company
- Indra Nooyi, chairman and CEO of PepsiCo
- Jostein Solheim, CEO of Ben & Jerry's

Chapter 15: Appendix C: A Succinct Theory of Business Ethics

- The Nature of Business Ethics
- The Nature of the Ethical Business Leader

12. Practice Test

Here's what you get

115

PRE-ASSESSMENTS
QUESTIONS

1

FULL LENGTH TESTS

115

POST-ASSESSMENTS
QUESTIONS

Features

Each question comes with detailed remediation explaining not only why an answer option is correct but also why it is incorrect.

Unlimited Practice

Each test can be taken unlimited number of times until the learner feels they are prepared. Learner can review the test and read detailed remediation. Detailed test history is also available.

Each test set comes with learn, test and review modes. In learn mode, learners will attempt a question and will get immediate feedback and complete remediation as they move on to the next question. In test mode, learners can take a timed test simulating the actual exam conditions. In review mode, learners can read through one item at a time without attempting it.

13. Post-Assessment

After completion of the uCertify course Post-Assessments are given to students and often used in conjunction with a Pre-Assessment to measure their achievement and the effectiveness of the exam.

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