

Denial and Leadership in Business Ethics Education



Diane L. Swanson, Kansas State University
William C. Frederick, University of Pittsburgh

Overview of Main Points



- The history of denying ethics in curriculum
- Perpetuating denial
- Admitting the necessity of reform
- Recognizing holistic ethics coverage
- Leading reform

The History of Denying Ethics in Curriculum



- The myth of value-free economics
- The tendency for narrow vocational coursework
- Uneven coverage across schools
- Slippage of ethics (even in the aftermath of corporate scandals)

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Perpetuating Denial

- Force of institutional habit
- Weak accreditation standards (AACSB)
- Students graduate with weak ethical roadmaps

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Admitting the Necessity of Reform

- Students can learn ethical reasoning skills
- Mature coursework and knowledge exist
- Exemplary, innovative programs exist
- Academic reforms lag other institutional reforms
- Public awareness is growing

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Recognizing Holistic Ethics Coverage

- Stand alone foundational course in ethics is necessary
- Integration of ethics across curriculum should be a goal
- Other initiatives (guest speakers, ethical codes, service projects, endowed chairs, and so on) are highly desirable

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Leading Reform

- Corporate officers should demand holistic ethics coverage
- University Administrations should apply budgetary pressure for necessary coursework
- Media should intensify coverage
- AACSB should apply "post mortem" oversight
- A possible role for public policy

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