NAF Professional Ethics
Course Scope and Sequence

July 2016

This course gives students a solid understanding of the role ethics holds across the professions. It develops students' ability to evaluate ethical issues with reason and logic, and it gives them the tools they need to resolve ethical dilemmas that they will encounter during their careers. Employers today are actively looking for employees with these skills.

An introduction to the philosophies that have informed ethical reasoning since antiquity helps students to realize that thinking through ageless questions such as "what is justice?" and "what does being an ethical person really mean?" is the first step to discovering what they value and how they can use ethics to guide them in their careers. Students then explore the qualities that characterize an ethical professional.

Students practice using a decision-making framework to locate the underlying question that must be answered to resolve a range of ethical dilemmas. They practice using the ethical theories and framework they have learned to propose solutions to ethical issues presented as case studies. With these ethical tools on hand, students investigate ethics in the workplace, the kinds of ethical problems that employees frequently confront, and the systems that protect employees from such unethical practices as discrimination and unlawful termination.

Students see that management has a different set of ethical challenges. They consider the relationship between obedience and authority and analyze the qualities of effective leaders, as well as the ways managers can inspire ethical behavior and create an ethical workplace culture.

Students learn about ethical issues specific to online professional communication and digital professional etiquette. They expand their investigation to look at corporate ethics and the ethics of marketing before delving into the ethical landscape of the industry they are preparing to enter. Their culminating projects require students to bring the knowledge and skills they have developed in this course to bear on a serious ethical issue that their industry faces today. Students work in groups to present their findings and proposed solutions to an audience of industry professionals. Alternatively, they participate in an ethics bowl to exhibit their skills with reasoning and productive discussion.

This course is expected to take a total of 67 50-minute class periods.

Unit 1: Introduction to Ethics

Lesson 1: Course Introduction

Estimated # of Class Periods: 4

Learning Objectives

- Infer the skills and knowledge about ethics needed to be successful in an authentic project
- Identify general ethics terms with which to build a taxonomy
- Display understanding of ethical concepts that form the basis of ethics in industry
- Interpret current ethical dilemmas according to different ethical philosophies
- Evaluate whether people are more motivated by self-interest or by moral and ethical considerations

Lesson 2: Ethics and Professionalism

Estimated # of Class Periods: 4

Learning Objectives

- Identify the characteristics of an ethical professional

- Display understanding of the relationship between integrity, ethics, and professionalism

- Compare and contrast personal ethics and professional ethics

- Develop a personal professional code of ethics

Lesson 3: An Ethical Decision-Making Framework

Estimated # of Class Periods: 5

Learning Objectives

- Distinguish between facts, opinions, and solutions

- List questions to ask when evaluating an ethical dilemma

- Display understanding of an ethical decision-making framework

- Evaluate ethical dilemmas and propose ethical solutions

Unit 2: Ethics and Workplace Cultures

Lesson 4: Workplace Ethics

Estimated # of Class Periods: 6

Learning Objectives

- Identify ways that organizational cultures differ

- Characterize the relationship between organizational culture and ethics

- Propose a solution to an ethical dilemma in the workplace using an ethical decision-making framework

- Display understanding of the ethical challenges employees face

- Compare and contrast the ethical implications of snitching and whistle-blowing and the role that loyalty plays in both

- Identify his or her level of motivation in regards to speaking up when faced with knowledge of unjust or unethical behavior

Lesson 5: The Ethics of Management

Estimated # of Class Periods: 6

Learning Objectives

- Characterize the psychological relationship between authority and obedience

- Explain the concept of authority and the responsibility that authority figures have to behave ethically

- Describe some of the ethical situations managers face

- Describe admirable qualities found in leaders and evaluate which of those qualities contribute to ethical leadership

- Evaluate specific ways managers can inspire and uphold ethical conduct in the workplace

Lesson 6: Professional Ethics Online

Estimated # of Class Periods: 5

Learning Objectives

- Display understanding of the ethical challenges and opportunities of the digital realm

- Compare and contrast characteristics of professional online culture with workplace culture

- List the components of professional email etiquette

- Identify common ethical breaches in online professional communication

- Identify any uncertainty he or she has about ethical professional etiquette using social media

Unit 3: Ethics and Business Practice

Lesson 7: Ethical Misconduct in the Workplace

Estimated # of Class Periods: 6

Learning Objectives

- Identify and explain some of the ways the US federal government regulates business for ethics and legal compliance

- Explain how the seven minimum requirements of the US Federal Sentencing Guidelines relate to common principles in business ethics

- List and compare some of the ethical issues involved in setting up or doing business abroad

- Evaluate some of the ethical questions that arise in an increasingly global marketplace

- Identify stakeholders who might be affected as a result of unethical business behavior

- Display understanding of the importance of ethical corporate practices

Lesson 8: Ethics in Marketing

Estimated # of Class Periods: 5

Learning Objectives

- Define *marketing* and list its main elements

- Describe and explain the ethical issues involved in marketing

- Analyze an example of unethical marketing and explain why it is unethical

Unit 4: Ethics and Careers

Lesson 9: Ethics and Finding the Right Job

Estimated # of Class Periods: 4

Learning Objectives

- Evaluate personal experience and qualifications for potential employment opportunities
- Demonstrate the ability to create an effective online professional profile
  Identify the personal importance of working for an ethical employer

Lesson 10: Ethics in Industry

Estimated # of Class Periods: 6

- Describe ethical considerations specific to a particular industry
- Identify terms that are used to describe the ethics of a particular industry
- Decide how best to convey the ethics of a particular industry in graphic form
- Compare and contrast a personal ethical standpoint with that of a particular industry

Lesson 11: The Culminating Project

Estimated # of Class Periods: 10

- Identify current ethical issues a particular industry faces
- Evaluate a serious issue that a particular industry faces today
- Synthesize ethical concepts and use a decision-making framework to propose a solution to a serious ethical issue a particular industry faces
- Demonstrate the ability to write a comprehensive report about an ethical issue faced by a particular industry today

Lesson 12: Project Presentation and Course Closure

Estimated # of Class Periods: 6

Learning Objectives

- Demonstrate the ability to give a professional presentation
- Evaluate personal experience and performance in the course
- Monitor personal success in learning the principles of professional ethics
- Summarize key learning across the whole subject of professional ethics
- Decide how best to represent a personal code of ethics