

Colorado BMEF CTE Course – Scope and Sequence

Course Name	Corporate Ethics and Social Responsibility	Course Details	Credits = .5 (Semester) Level 4		
		Course = 0.50 Carnegie Unit Credit			
Course Description	Examines the concept of ethical corporate responsibility and how an organization's resources, including individual employees and work groups of the corporation, identify and respond to social and ethical problems. Included in the course are topics of corporate ethics and social responsibility, how these concepts apply to business and management principles, and the individual corporate citizen’s involvement with making ethical decisions.				
Note	This is a suggested scope and sequence for the course content. The content will work with any textbook or instructional resource. If locally adapted, make sure all competencies are covered. This course aligns to the CCNS (MAN 2030)				
SCED Identification # 12060		Schedule calculation based on 60 calendar days of a 90-day semester. Scope and sequence allows for additional time for guest speakers, student presentations, field trips, remediation, or other content topics.			
All courses taught in an approved CTE program must include Essential Skills embedded into the course content. The Essential Skills Framework for this course can be found at https://www.cde.state.co.us/standardsandinstruction/essentialskills					
Instructional Unit Topic	Suggested Length of Instruction	CTE or Academic Standard Alignment	Competency / Performance Indicator	Outcome / Measurement	CTSO Integration
The importance of ethics		Foster an understanding and appreciation of ethics and ethical principles	Review the importance of business ethics and social responsibility.	a. Explore conceptualizations of business ethics from an organizational perspective b. Examine the historical foundations and evolution of business ethics c. Provide evidence that ethical value systems support business performance	FBLA: Business Ethics, Accounting I, Accounting II, Banking & Financial Systems, Global Business, Insurance & Risk Management, Introduction to Business, Introduction to Business Procedures, Journalism, Management Decision Making, Sports & Entertainment Management DECA:

					Business Law and Ethics
Stakeholders' role in business ethics		Explain the nature of corporate ethics and social responsibility	Discuss responsibilities of businesses to stakeholders.	a. Identify stakeholder's roles in business ethics b. Define social responsibility c. Examine the relationship between stakeholder orientation and social responsibility d. Delineate a stakeholder orientation in creating corporate social responsibility e. Explore the role of corporate governance in structuring ethics and social responsibility in business	FBLA: Business Ethics, Accounting I, Accounting II, Banking & Financial Systems, Global Business, Insurance & Risk Management, Introduction to Business, Introduction to Business Procedures, Journalism, Management Decision Making, Sports & Entertainment Management DECA: Business Law and Ethics
			Identify and discuss ways to implement a stakeholder's perspective.	List the steps involved in implementing a stakeholder perspective in social responsibility and business ethics	
Business environments in relation to ethics and social responsibility.		Apply ethics to demonstrate trustworthiness	Discuss the challenges of making ethically and socially responsible decisions in a complex business environment with limited resources and competing stakeholder interests.	a. Provide a comprehensive model for ethical decision making in business b. Examine issue intensity as an important element in the ethical decision-making process c. Introduce individual factors that influence business ethical decision making	FBLA: Business Ethics, Accounting I, Accounting II, Banking & Financial Systems, Global Business, Insurance & Risk Management, Introduction to Business, Introduction to Business Procedures, Journalism, Management Decision Making, Sports & Entertainment

					Management DECA: Business Law and Ethics
Tools used to make ethical decisions.		Understand the role of ethics in social responsibility in organizations	Discuss the framework for ethical decision making.	a. Introduce organizational factors that influence business ethical decision making b. Explore the role of opportunity in ethical decision making in business c. Understand normative considerations in ethical decision making d. Recognize the role of institutions in normative decision making e. Examine the importance of principles and core values to ethical decision making	FBLA: Business Ethics, Accounting I, Accounting II, Banking & Financial Systems, Global Business, Insurance & Risk Management, Introduction to Business, Introduction to Business Procedures, Journalism, Management Decision Making, Sports & Entertainment Management DECA: Business Law and Ethics
Emerging business ethics issues.			Identify past and emerging ethical issues/dilemmas in business.	Define ethical issues in the context of organizational ethics	FBLA: Business Ethics, Accounting I, Accounting II, Banking & Financial Systems, Global Business, Insurance & Risk Management, Introduction to Business, Organizational Leadership DECA: Business Law and Ethics

Individual factors that lead to moral philosophies and values		Exhibit techniques to manage emotional reactions to people and situations.		a. Examine ethical issues as they relate to the basic values of honesty, fairness, and integrity b. Delineate misuse of company resources, abusive and intimidating behavior, lying, conflicts of interest, bribery, corporate intelligence, discrimination, sexual harassment, fraud, financial misconduct, insider trading, intellectual property rights, and privacy as business ethics issues	FBLA: Business Ethics, Accounting I, Accounting II, Banking & Financial Systems, Global Business, Insurance & Risk Management, Introduction to Business, Sports & Entertainment Management DECA: Business Law and Ethics
Organizational factors, i.e., the role of ethical culture and relationships		Manage internal and external business relationships to foster positive interactions.	Describe social responsibility and discuss examples of how corporate employees demonstrate social responsibility.	a. Understand the concept of corporate culture b. Examine the influence of corporate culture on business ethics. c. Determine how leadership, power, and motivation relate to technical decision making in organizations d. Assess organizational structure and its relationship to business ethics e. Explore how the work group influences ethical decisions. f. Discuss the relationship between individual and group ethical decision making	FBLA: Business Ethics, Accounting I, Accounting II, Banking & Financial Systems, Global Business, Insurance & Risk Management, Introduction to Business, Introduction to Business Procedures, Journalism, Management Decision Making, Sports & Entertainment Management, Organizational Leadership DECA: Business Law and Ethics, Human Resources Management

Ethical leadership		Explain the role of ethics in leadership	Discuss ethical leadership and how it may benefit a business organization.	a. Define ethical leadership b. Examine requirements for ethical leadership c. Realize the benefits that come from effective ethical leadership d. Understand how ethical leadership impacts organizational culture e. Learn about the different styles of conflict management f. Understand how employees can be empowered to take on responsibilities in ethical leadership g. Examine leader-follower relationships h. Learn about leadership styles and how they influence ethical leadership i. Use the RADAR model to determine how ethical leaders handle misconduct situations	FBLA: Business Ethics, Accounting I, Accounting II, Banking & Financial Systems, Global Business, Insurance & Risk Management, Introduction to Business, Introduction to Business Procedures, Journalism, Management Decision Making, Sports & Entertainment Management, Organizational Leadership DECA: Business Law and Ethics, Human Resources Management
				a. Understand the responsibility of corporation to stakeholders b. Understand why businesses need ethics programs c. List the minimum requirements for an ethics program d. Describe the role of codes of ethics in identifying key corporate risk areas e. Identify factors in successful ethics training, program types, and goals f. Examine the ways ethical standards are monitored, audited, and enforced	FBLA: Business Ethics, Accounting I, Accounting II, Banking & Financial Systems, Global Business, Insurance & Risk Management, Introduction to Business, Introduction to Business Procedures, Journalism, Management Decision Making, Sports & Entertainment Management,

					Organizational Leadership
Managing and controlling business environment ethics programs		Utilize critical-thinking skills to determine best options/outcomes.	Define the relationship of social responsibility as it relates to the diversified workforce of business.	a. Define ethics auditing b. Identify the benefits and limitations of ethics auditing c. Examine the challenges of measuring non-financial performance d. Explore the stages of the ethics-auditing process e. Understand the strategic role of the ethics audit	FBLA: Business Ethics, Accounting I, Accounting II, Banking & Financial Systems, Global Business, Insurance & Risk Management, Introduction to Business, Introduction to Business Procedures, Journalism, Management Decision Making, Sports & Entertainment Management, Organizational Leadership DECA: Business Law and Ethics, Human Resources Management
The importance of how sustainability affects ethics and social responsibility dimensions		Understand the role of ethics in social responsibility in operations and risk management	Demonstrate knowledge of how sustainability relates to social responsibility and ethical decision making. Characterize how mandatory and voluntary ethical programs assist in risk management	a. Relate sustainability to ethical decision making and social responsibility b. Examine global environmental issues related to the atmosphere, water and land c. Review environmental legislation related to sustainability d. Compare renewable energy sources that provide alternatives for sustainability	FBLA: Business Ethics, Accounting I, Accounting II, Banking & Financial Systems, Global Business, Insurance & Risk Management, Introduction to Business, Introduction to Business Procedures, Journalism, Management Decision

				e. Evaluate business responses to sustainability related to green marketing and greenwashing f. Provide strategic directions for implementation of sustainability	Making, Sports & Entertainment Management, Organizational Leadership, Business Law, Insurance & Risk Management DECA: Business Law and Ethics, Human Resources Management
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Academic Standards Alignment

Colorado CTE courses are required to integrate academic and essential skills into course content. The following academic standards have been identified as aligned to this course and should be integrated throughout instruction.

[CO CTE Academic Standards Resources](#) (Rubrics, integration strategies, etc)

[CDE Colorado Academic Standards Online](#) (Online standards lookup tool)

Reading, Writing, & Communicating

Standard 1: Oral Expression and Listening

- **Prepared Graduate 1:** Collaborate effectively as group members or leaders who listen actively and respectfully; pose thoughtful questions, acknowledge the ideas of others; and contribute ideas to further the group's attainment of an objective.
- **Prepared Graduate 2:** Deliver effective oral presentations for varied audiences and varied purposes.

Standard 2: Reading for All Purposes

- **Prepared Graduate 4:** Read a wide range of informational texts to build knowledge and to better understand the human experience.

- **Prepared Graduate 5:** Understand how language functions in different contexts, command a variety of word-learning strategies to assist comprehension, and make effective choices for meaning or style when writing and speaking.

Standard 3: Writing and Composition

- **Prepared Graduate 6:** Craft arguments using techniques specific to the genre.
- **Prepared Graduate 7:** Craft informational/explanatory texts using techniques specific to the genre.

Standard 4: Research Inquiry and Design

- **Prepared Graduate 10:** Gather information from a variety of sources; analyze and evaluate its quality and relevance; and use it ethically to answer complex questions.

Note: Mathematics and Science standards will be added in the future. Visit the [Colorado Academic Standards](#) page for the most current version.