

GER TEMPLATE—Valuing or Specialized Valuing (Please circle)

Course Name and Number: BCC 430, Legal & Ethical Issues in Corporate Communication

Course Description:

This course examines legal and ethical issues and ethical decision making strategies and responsibilities. Topics include crisis communication, judicial issues, disclosure and confidentiality concerns, fair practices in business competition, international law, cyber law, intellectual properties, and regulatory impact. Students will review issues relating to professional and legal conduct as well as specific laws that apply to corporate, non-profit, government, and political arenas.

Course Objectives:

Upon completion of this course, each student will be able to:

- Identify issues related to federal civil procedure to decrease company liability.
- Describe direct and indirect costs of litigation.
- Analyze the role of miscommunication within a company that can lead to legal liability.
- Describe the driving forces that lead to litigation and identify how those forces can be minimized through managing customer and employee expectations.
- Determine how legal knowledge can add value to a company and state how to diagnose legal liability and integrate legal literacy.
- Examine decisions to create legal leverage.
- Outline the knowledge management process.
- Identify how legal knowledge adds value to a company.
- Describe how the creation of a corporate code of conduct exemplifies commitment.

Goal: (Valuing/Specialized Valuing) To develop students' abilities to understand the moral and ethical values of a diverse society and to understand that many courses of action are guided by value judgments about the way things ought to be. Students should be able to make informed decisions through identifying personal values and the values of others and through understanding how such values develop. They should be able to analyze the ethical implications of choices made on the basis of these values.

Institutional Competencies	Associated Assessment(s)
1) Compare and contrast historical and cultural ethical perspectives and belief systems.	Through assigned reading and class discussion, students are exposed to different decision-making processes for companies around the world and are able to compare and contrast processes and their results.
2) Utilize cultural, behavioral, and historical knowledge to clarify and articulate a personal value system.	Through a corporate training exercise, students determine a single legal issue that has a large affect on their current employer. They then formulate a presentation that includes: 1) an overview of that particular issue; 2) examples of cases where companies have been exposed to liability of that issue; and 3) a training exercise where the audience (role of employees of the students' company) apply the statutory and case law the student presented to hypothetical situations in the workplace.
3) Recognize the ramifications of one's value decisions on self and others.	Through research, students are to locate articles that discuss companies that have had civil judgments entered against them, and analyze how the decisions made by company executives/employees led to the liability.
4) Recognize conflicts within and between value systems and recognize and analyze ethical issues as they arise in a variety of contexts.	Through case studies completed in class, students analyze unethical decisions that have been made by executives of Fortune 500 companies that have led to exposure of that company to legal liability and develop a plan of action as to how they would have handled the issue differently.
5) Consider multiple perspectives, recognize biases, deal with ambiguity, and take a reasonable position.	Through examinations, students are placed in the role of a corporate communication director in several hypothetical fact patterns and are asked to apply the law to the set of facts in order to determine the following: 1) extent of liability of their company; 2) their response to the alleged liability.