

SUCCESSFUL OER ADOPTION IN A BUSINESS CURRICULUM

Mary Beth Furst, M.B.A., Ed.D.; Professor, Business, Howard Community College mbfurst@howardcc.edu

PROJECT BACKGROUND

- Struggled to find a suitable text for BMGT-203 Business Ethics course
- Course is required for business students and meets General Education goal for ethics

IMPLEMENTATION

Failed attempt:

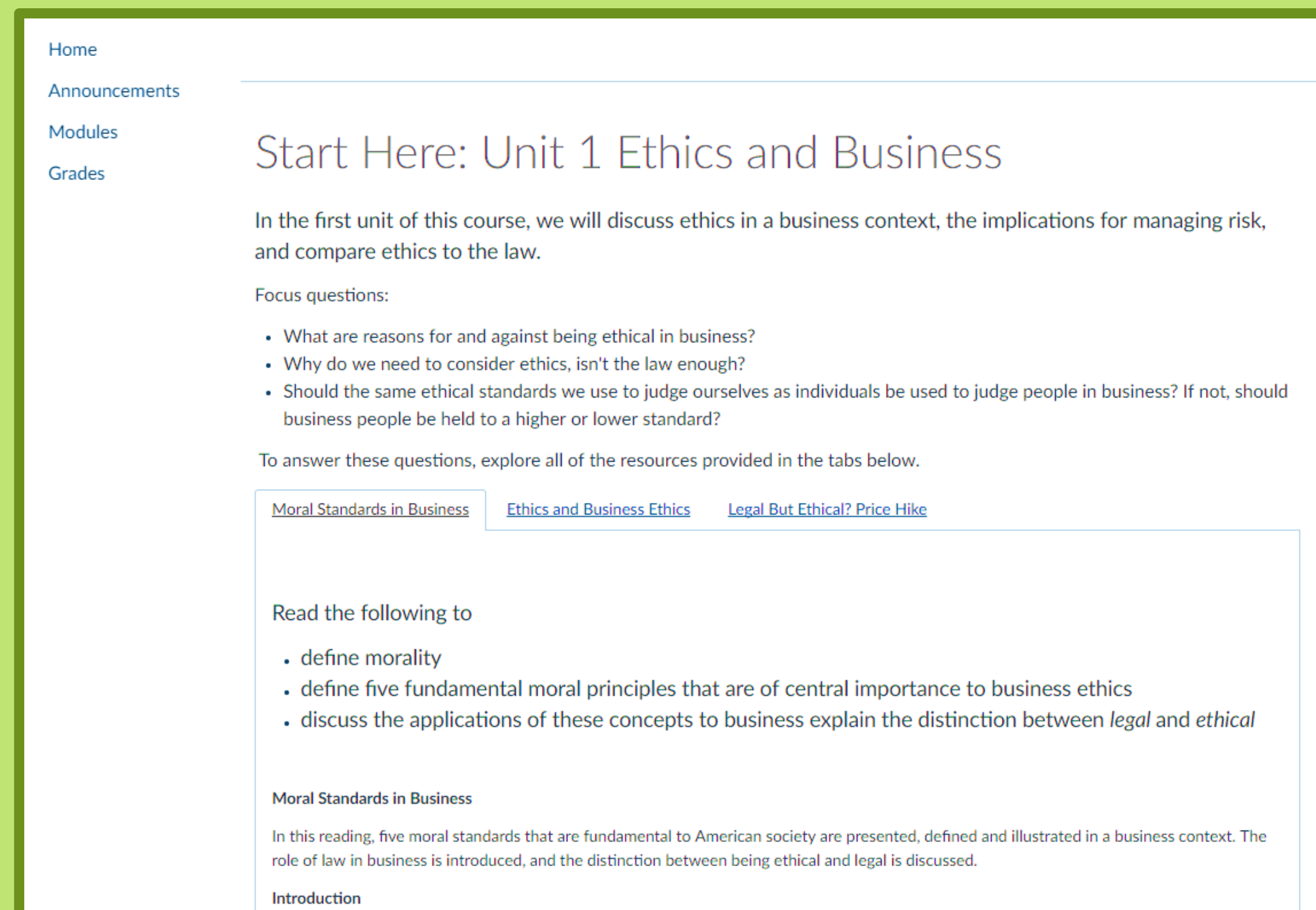
- Replicate best parts of current textbook

Reboot:

- Identify the needs of business students, and, those without business background
- Topic areas most salient to preparing students for transfer
- Organize content across modules
- Build theory into practice
- Provide student “rewards” for full engagement with materials
- Participation and engagement with development process from all instructors

IMPACT

- 139 students across 7 sections
- F2F, online, and hybrid
- \$90/student
- “It helped me re-examine my teaching”
- “Interesting and current cases”



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Start Here: Unit 1 Ethics and Business

In the first unit of this course, we will discuss ethics in a business context, the implications for managing risk, and compare ethics to the law.

Focus questions:

- What are reasons for and against being ethical in business?
- Why do we need to consider ethics, isn't the law enough?
- Should the same ethical standards we use to judge ourselves as individuals be used to judge people in business? If not, should business people be held to a higher or lower standard?

To answer these questions, explore all of the resources provided in the tabs below.

[Moral Standards in Business](#) [Ethics and Business Ethics](#) [Legal But Ethical? Price Hike](#)

Read the following to

- define morality
- define five fundamental moral principles that are of central importance to business ethics
- discuss the applications of these concepts to business explain the distinction between *legal* and *ethical*

Moral Standards in Business

In this reading, five moral standards that are fundamental to American society are presented, defined and illustrated in a business context. The role of law in business is introduced, and the distinction between being ethical and legal is discussed.

Introduction

LESSONS LEARNED

IMAGINE first

FUTURE PLANS

- Keep current
- Study impact
- Consider for similar audiences

RESOURCES

- Library staff
- Instructional design
- Higher Ed sites (Markkula School)