

## ACBSP Four-Year College Ethics Education Survey Instrument

### SECTION I: Administrative Practice Issues

1. Does your school require its undergraduate business students to take a course entirely devoted to ethics?

\_\_\_\_ Yes      No \_\_\_\_ (If "No", please proceed to Question 2 on the next page)

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If "Yes", please respond to the questions 1A through 1E

- 1A. What is the course title? (Please Print)

Course Title: \_\_\_\_\_

- 1B. Is the course part of the required undergraduate business core curriculum?

\_\_\_\_ Yes      No \_\_\_\_

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If "No", is it required as part of the Institutional Core Curriculum or as part of a business major?

\_\_\_\_ Institutional Core                      Business Major \_\_\_\_

- 1C. Is the course taught in the school of business?

\_\_\_\_ Yes      No \_\_\_\_

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If "No", in what department is the course taught? \_\_\_\_\_

- 1D. Is the course taught by a faculty member from a business-related discipline?

\_\_\_\_ Yes      No \_\_\_\_

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If "No", from what discipline? \_\_\_\_\_

- 1E. If the course is taught within the business department, is the course cross-listed with a non-business course or courses?

\_\_\_\_ Yes      No \_\_\_\_

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If "Yes", with which department is it cross-listed? \_\_\_\_\_

Please SKIP Questions 2 and 3 and continue the survey with Question 4.

2. If you answered "No" to Question 1, does your school require its undergraduate business students to take a course of which at least 50 percent is devoted to ethics?

Yes      No  (Please proceed to Question 3)



If "Yes", please respond to Questions 2A through 2E.

2A. What is the course title? (Please Print)

Course Title: \_\_\_\_\_

2B. Is the course part of the required undergraduate business core curriculum?

Yes      No



If "No", is it required as part of the Institutional Core Curriculum or as part of a business major?

Institutional Core      Business Major

2C. Is the course taught in the school of business?

Yes      No



If "No", in what department is the course taught? \_\_\_\_\_

2D. Is the course taught by a faculty member from a business-related discipline?

Yes      No



If "No", what discipline? \_\_\_\_\_

2E. If the course is taught within the business department, is the course cross-listed with a non-business course or courses?

Yes      No



If "Yes", with which department is it cross-listed? \_\_\_\_\_

3. If you responded "No" to both Question 1 and Question 2, how does your school meet your accrediting body's business ethics requirement? (Please Print)

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## SECTION II: Business Ethics Education: Attitudes, Beliefs, and Opinions

For the following questions, please circle your response to each question using the following

- scale: (5) Strongly Agree  
 (4) Somewhat Agree  
 (3) Neutral  
 (2) Somewhat Disagree  
 (1) Strongly Disagree

4. An undergraduate business ethics course should be required of all business students.	1	2	3	4	5
5. Business ethics should be integrated throughout the undergraduate business curriculum, but not required as a separate course.	1	2	3	4	5
6. Business ethics should be taught both as a required course and integrated throughout the undergraduate curriculum.	1	2	3	4	5
7. There is no need to explicitly address ethical issues in the undergraduate business curriculum.	1	2	3	4	5
8. Business ethics is best taught outside the school of business by an expert in ethics (i.e. by a person trained in philosophy/moral development).	1	2	3	4	5
9. Business ethics is best taught inside the school of business by an expert in ethics (i.e. by a person trained in philosophy/moral development).	1	2	3	4	5
10. If an undergraduate business program requires a course in business ethics, it should be taught by a business faculty member.	1	2	3	4	5
11. There is an adequate supply of faculty qualified to teach an undergraduate business ethics course(s).	1	2	3	4	5
12. Ethical behavior in business has declined in the past decade.	1	2	3	4	5
13. The recent heightened concern about ethics in business is of little long-term consequence for undergraduate business education.	1	2	3	4	5
14. In general, effective business leaders are ethical.	1	2	3	4	5
15. Business ethics ought to be an important part of the educational mission of undergraduate or ACBSP-accredited business programs.	1	2	3	4	5

16. Undergraduate business programs should have a code of ethics for their students.	1	2	3	4	5
17. Undergraduate business programs should have a code of ethics for their faculty.	1	2	3	4	5
18. ACBSP should take the lead in developing a model code of ethics for undergraduate business schools.	1	2	3	4	5
19. ACBSP should provide training for faculty on how to teach business ethics and integrate it into the business curriculum.	1	2	3	4	5
20. In light of recent high-profile business scandals, undergraduate business schools should place more emphasis on business ethics education.	1	2	3	4	5
21. It is likely that students who take an undergraduate business ethics course will experience a change in attitude and behavior.	1	2	3	4	5
22. An undergraduate business ethics course should seek to change student's attitudes and behaviors.	1	2	3	4	5
23. A concerted effort by undergraduate business schools to improve the ethical awareness of students will eventually raise the ethical level of actual business practice.	1	2	3	4	5
24. Business ethics is taught in a satisfactory manner for the undergraduate business students in our program.	1	2	3	4	5
25. Our undergraduate business students are more sensitive to ethical issues in business by the time they complete our program than when they started our program.	1	2	3	4	5
26. Doctoral students in business should be required to address ethical issues that apply to their area of specialization.	1	2	3	4	5

**SECTION III: Practices, Plans, Attitudes, and Demographics**

27. Does your school or program have a student code of ethics?

\_\_\_ Yes      No \_\_\_

28. Does your school or program have a faculty code of ethics?

\_\_\_ Yes      No \_\_\_

29. Rank the following four descriptions of your ideal undergraduate business ethics professor.

(1 = Least Preferred to 4 = Most Preferred – Please do not repeat your responses)

\_\_\_\_\_ A Philosophy/Ethics Professor with no formal training, education, or experience in business

\_\_\_\_\_ A Philosophy/Ethics Professor with formal training, education, or experience in business

\_\_\_\_\_ A Business Professor with no formal training, education, or experience in philosophy/ethics

\_\_\_\_\_ A Business Professor with formal training, education, or experience in philosophy/ethics

30. What would you say is the **single greatest impediment** to increasing the emphasis on ethical education in the undergraduate business curriculum? (Please Print)

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31. Is your school affiliated with an “Ethics Center”?

\_\_\_\_\_ Yes    \_\_\_\_\_ No    If “Yes”, which one?

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31A: If No to Question 31, does your school plan to affiliate with an existing “Ethics Center”?

\_\_\_\_\_ Yes    \_\_\_\_\_ No    If “Yes”, which one?

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31B: Whether “Yes” or “No” to Question 31 or 31A, does your college or university plan to create or develop an “Ethics Center”?

\_\_\_\_\_ Yes    \_\_\_\_\_ No    If “Yes”, what will the focus of the “Ethics Center” be?

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