

Source: [Elizabethtown College](#)

Released: Mon 10-Apr-2006, 13:25 ET

Business Ethics Course Taught by Priest, Former Business Executive

Libraries

Business News

Keywords

ETHICS BUSINESS ETHICS MORALS

Contact Information

Available for logged-in reporters only

Description

While many colleges have added business ethics courses to their curriculum since scandals like Enron hit the headlines, Elizabethtown College may be the only one to offer a course team taught by a priest and former business executive.

Newswise — While many colleges have added business ethics courses to their curriculum since scandals like Enron hit the headlines, Elizabethtown College may be the only one to offer a course team taught by a priest and former business executive.

“Business Ethics” is being taught by the Rev. Dave Danneker, pastor of St. Peter Parish in Elizabethtown and campus minister at the College, and William Alexander, former CEO of his family’s commercial construction business who also lectures at the University of Pennsylvania’s Wharton School.

Cross listed as a business and philosophy course, the course is an overview of business ethics with a particular emphasis upon basic principles and their application in the workplace. Students critically examine fundamental principles that guide business ethics and then apply them to relevant situations that employers and employees confront each day.

Elizabethtown’s unique approach to the course brings theory and practice together in an important way, according to Anthony Matteo, chair of the philosophy department. “Father Dave has a doctorate in ethics from St. Louis University, and Bill Alexander has an M.B.A., great experience in the business world and is affiliated with the Wharton School.”

“Before this team approach, we were teaching principles, now we’re able to teach principles and practicum -- how to apply them,” said Danneker. “In the past, we examined theory as it was applied through textbooks and newspaper cases. Now we can examine theory practically as it’s applied to real-life scenarios through case studies and anecdotal information from Bill.”

Alexander agrees. “The course is unique because you have someone who’s confronted ethical issues of business combined with Father Dave, who has significant education and background in ethics.

Students walk away with the knowledge of complexity of the business world and at the same time, have a commitment to perform ethically in that complex world.”

“So far, the course has been pretty interesting because it is taught by one professor who strictly deals with the ethics and morality aspects of business and another who solely deals with business itself,” said Peter Moore, a sophomore business administration major from Sinking Spring, Pa. “Many times in business, ethics and morals are kind of overlooked, because people do what they have to do to make money and maximize their company’s profits, rather than trying to, for instance, be equal and fair to all employees. Father Danneker has done a very good job teaching us ways to evaluate whether some part of the business world might be considered ethical or unethical. My favorite part of the class is when Father Danneker and Prof. Alexander don’t see eye to eye on issues, because they simply do not look at these issues in the same light. One is a priest and one is a straight-up businessman, so it’s fun to hear their individual comments and opinions on the same topics.”

At Elizabethtown College -- central Pennsylvania’s premier small, comprehensive college -- 1800 men and women enjoy personal attention, breadth of curriculum, experiential learning and a commitment to serving others. Elizabethtown has been ranked for 12 consecutive years by “U.S. News and World Report” as one of the top comprehensive colleges in the North.

© 2006 [Newswise](#). All Rights Reserved.