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College of Business focuses on ethics

November 6, 2006



In a post-Enron world where instances of backdating of executive stock options continue to be disclosed, the College of Business has designated Nov. 6-9 as Business Ethics Week at SF State. More than 45 business faculty members have

planned ethics-related activities for their courses. In addition, the college is sponsoring two public events.

Roger Gray, chief operating officer of IP Networks and former chief information officer for PG&E, will speak on business ethics at 5 p.m. Tuesday, Nov. 7, in room 101 of the Science building.

A panel of SF state faculty will address "Corporations and the Natural Environment: Does the Market Trump Ethics?" at 5 p.m. Wednesday, Nov. 8, in room 226 of Burk Hall. Panelists include Joel Kassiola, dean of the College of Behavioral and Social Sciences; Murray Silverman, professor of management, and Bruce Paton, assistant professor of management.

"This is a fantastic way to get thousands of our business students to focus on business ethics, which is highly needed in today's business world," said Professor of Marketing Bill Perttula, who organized Business Ethics Week. "The response from faculty has been great. They have proven that business ethics is a relevant part of the curriculum -- no matter what type of business course it is."

Perttula's Internet marketing course will feature a guest speaker who has advised businesses on ethical issues related to Web sites.

Other faculty members have planned a range of activities for their classes, from screenings of "The Corporation" and "Enron: The Smartest Guys in the Room" to discussions on ethics in product management, marketing research, sales management and accounting. Faculty will also present case studies in business ethics and ask their students to prepare group projects or individual