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Business Ethics: The Magazine of Corporate Responsibility

http://business-ethics.com/

- Why was the site selected?
  Teaching ethics to students at all levels of education is important. Students should learn what is moral and they need to understand that business ethics are not always black and white, even though they sometimes should be. This site was one I ran across while researching business education topics on college websites. It was listed as a resource.

- What is the value of the content to you?
  The content covered in this website is business ethics. I hope to be a business education teacher and business ethics is an important subject that students should be introduced. This website allows students to read about current topics and situations about ethics that are facing members of the business community. In this way, students can see exactly why they are learning about business ethics. They can see what can happen if you aren't ethical in business practices. In addition there is a wealth of resource material available from this site. Students should be informed of the situations they could face in the business world and the consequences of less than pure ethical decisions.

- How can the site be used in an instructional setting or other educational environment?
  Students can use the material on the site to get a better understanding about the current situations in business regarding ethics. The resource material that is available from this site is available as substitution and extensions of instruction by allowing students to get a real world perspective of topics covered in class. There is even an "Education" portion of the site that has videos, books, and reports that cover ethical situations facing our educational systems today.

- What curricular standards does the site support?
  There are several standards that the site could aid the teacher in illustrating. Below is a list of standards that must be addressed in a Business Essentials Class at the high school level:

  BCS-BE-11: The student compares and contrasts common ethical issues.

  BCS-BE-12: The student evaluates personal responsibility of ethical behavior.

  BCS-BE-13: The student investigates the relationship between ethics and law.

  BCS-BE-14: The student derives the importance of employer/employee relationships.

  BCS-BE-15: The student evaluates the impact of technology on business ethics.

Software/Website Evaluation Form

Title of Software/Website:

Intended Grade Level:

Content Area:

SA	A	D	SD	NA	Content
	X				The content is accurate.
	X				The objectives meet my curriculum needs.
	X				The reading level and vocabulary is appropriate for the intended user.
		X			The website/software has various levels of instruction for varied abilities.
SA	**A**	**D**	**SD**	**NA**	**Technical Aspects**
X					Uses the unique capabilities of the computer.
				X	Sound can be turned off.
				X	Maintains a record of student performance/progress.
				X	Instructions are clear.
				X	User can skip over familiar instructions.
SA	**A**	**D**	**SD**	**NA**	**Design**
X					Graphics and sound add to effectiveness of the program.
X					Screen format is well planned and consistent.
				X	Difficulty of instruction adjusts according to student response.
				X	Feedback is effective and appropriate.
				X	Students can access menu to change activities.
				X	Responds to errors effectively.
SA	**A**	**D**	**SD**	**NA**	**Support**
	X				Documentation is clear and comprehensive.

SA	A	D	SD	NA	Motivation
X					Print materials are provided for students.
	X				Additional learning activities are suggested in the documentation.
SA	**A**	**D**	**SD**	**NA**	**Motivation**
	X				Easy to use.
	X				The students will like it.

Three things I liked about the website/software:

I like that the site is current and it has a variety of information available that uses different Web 2.0 technologies such as podcasts and videos. Another benefit of this site is the wealth of resources and links that lead the student to a myriad of information. Last, but not least, I think that the site is great because it has RSS feed available for instant access from students' or a teacher's blog. Students and teachers can even tweet information and their opinions on the stories they read. I like that there are case scenarios for students to study and analyze. The site incorporates a breadcrumb trail to try and aid the user in navigation (however it isn't that easy to use).

Three things I disliked about the website/software:

I would like there to be activities that get students involved in the subject of business ethics. I wish there were more case studies and possibly an integrated blog involved in the site. The home page houses the bulk of the information instead of the information being easily navigated via the dropdown menus at the top of the page. This causes the user to have to go back and forth from the home page to the desired sections of the site.

My Overall Recommendation:

My recommendation is for teachers to use this site as a supplement or aid in teaching ethics in the classroom. Use the scenarios and case studies to allow students to analyze and put themselves into real-life ethical situations. This will aid in understanding of concepts presented in class and will meet the standards presented by the Georgia Performance Standards.