



## Business Ethics in the New Economy with Dr. Marianne Jennings

**Course Overview:** Today's organizations conduct business in ways that were not even thought of 10 years ago, and even since the global economic recession began in 2008 - how businesses achieve their strategic objectives have continued to change. Increased competition. Globalization. Pressure to hit the numbers. Changing technologies. Emerging markets. Increased speed in order to deliver on objectives. Social networking. Mergers and acquisitions. Increased regulatory requirements. All of these changes make it imperative that employees at all levels of an organization are conducting themselves ethically and in compliance with applicable laws. This course will help learners gain an awareness of what is or is not ethical in relevant business situations in today's new global marketplace. Dr. Marianne Jennings will provide guidance on proper actions to be taken, and an explanation of how there is no "grey area" in business ethics. At the conclusion of this training course the viewer should have an understanding of and be better equipped to handle the following business ethics issues: increased competition, achieving business objectives such as sales and profits, dealing with business ethics issues with management, disregarding proper policies and procedures to increase efficiencies, and coping with business ethics issues in technology and social media.

### Learning Objectives:

- Introduction
  - Overview and Objectives
- What Are The Issues?
  - Increased Competition
  - Hitting the Numbers – Sales and Profits
  - Leadership Missteps
  - Need for Speed – Waiving Procedures
  - Technology and Social Media
- Summary
- Comprehensive Test

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**Advisor:** Dr. Marianne Jennings



Dr. Marianne Jennings is a professor of legal and ethical studies in business from the W.P. Carey School of Business at Arizona State University. She has conducted numerous seminars and published a broad range of resources on law and ethics, including books such as *Seven Signs of Ethical Collapse* and *Case Studies in Business Ethics*. A recipient of numerous awards and citations, Dr. Jennings has done consulting work for law firms, businesses and many professional groups. Learn more about Dr. Marianne Jennings at her website, *The Ethical Barometer*.