

Results of a Business Ethics Curriculum Survey Conducted by the Center for Business Ethics.

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OBJECTIVE:

This survey was done to find out whether a 'business ethics' course was being offered in an academic institution, its title, its curriculum status, its enrollment, the department offering it and when it entered the curriculum. If there were no such course, the survey asked if one was planned for the future.

METHODS USED:

1200 colleges and universities (including 700 AACSB members) were given a brief questionnaire of the survey. The response rate from both AACSB and non AACSB was just over 50%.

KEY FINDINGS:

- Out of 655 schools that responded, 317 offered a business ethics course.
- 386 courses were listed by these 317 schools.
- Of these 386, 279 were taught at the undergraduate level, 53 at the graduate level and 54 at both levels. 271 were elective, 101 were required and 14 were both depending on specific programs.
- Annual enrollment in the 386 courses was estimated between 35,000 to 40,000.
- Of the 338 schools which do not offer such a course, 48 are planning to offer and 144 would like to.
- 151 of these courses were titled 'Business Ethics' and 44 were titled 'Business and Society'.
- 186 (out of the 386 courses) were offered by Philosophy Departments. 147 were offered by Business departments. 19 were interdisciplinary.
- 322 of the 386 courses have entered the curriculum since 1973, with a gradual increase each year.

Of the AACSB schools which responded (374 of them):

- 205 schools offered a business ethics course. 169 said they do not.
- 259 course titles were listed by the 205 schools.
- Of the 259 courses, 179 were at the undergraduate level, 41 were at the graduate level and 39 were both. 182 were elective, 69 were required and 8 were both.
- Annual enrollment for these 259 courses range between 27,000 to 32,000 students.
- Of the 169 schools which do not offer the course, 29 are planning to and 62 would like to.
- 110 (of the 259) courses were offered by Philosophy Departments and 114 by Business Departments.

- 97 of the courses were titled 'Business Ethics'. 37 were titled 'Business and Society'.

CONCLUSION:

The main observation is that Business Ethics is a growing field and is showing no signs of peaking out. The title 'Business Ethics' is a popular title of the courses, and they are primarily being offered by Philosophy (or Religion) and Business Departments.

Of those schools which do not have a business ethics course, more schools were planning on introducing such a course in the future than those which indicated no interest in doing so.

LINKS:

[Center for Business Ethics.](#)
[Full Document of Survey.](#)