

**Proposal for The Carol and Lawrence Zicklin Center for Business Ethics Research
The Wharton School, University of Pennsylvania
"Best Practices in Teaching Business Ethics: Views From the Trenches"
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Proposal

The study will build on the academic literature discussing business ethics teaching by examining the views expressed by those teaching business ethics at The Wharton School of The University of Pennsylvania. Collectively, the respondents have been teaching business ethics for over [100] years. The study seeks to identify 'best practices' in teaching business ethics at the undergraduate and graduate levels. Best practices will include recommendations regarding course objectives, course content, cases, readings, types of evaluation, as well as teaching methods. The study is intended to form an initial building block for a much more detailed global study of best practices in teaching business ethics around the world, and in conducting a comparative analysis of such practices.

Methodology

The study will use both a survey and in-depth semi-structured interviews. Informed consent agreements will indicate that the results can be used for any potential publication purpose, including journal articles, book chapters, or online publishing. Respondents will have an opportunity to indicate that they do not wish their names to be used, or to grant permission for their names to be used.