



## **Certified Ethics Associate (CEA)<sup>™</sup>**

### Course of Study

## Introduction

The Certified Ethics Associate (CEA)<sup>™</sup> course, developed exclusively for the Management and Strategy Institute, is designed to give you a solid understanding of the ethical standards required in today's business environment. Companies with strong ethics programs have found that these efforts can reduce potential costly fines, decrease vulnerability and improve reputation. It can positively affect an employees' commitment to work and enhance customer loyalty.

Having a certification in ethics, external to a company's internal ethics requirements, may give a potential job applicant the advantage when applying for a new job or promotion.

The CEA exam is a timed, online exam. It has a required passing score of 65%.

## Competencies

This course of study covers the following competencies:

### **Introduction of ethics**

- Business ethics (also known as corporate ethics) is a form of applied ethics or professional ethics that examines moral principles and moral or ethical problems that arise in a business environment.
  - Learning Outcome: Understand the basics of Ethics within a business environment.

### **Ethics and Morality**

- The terms "ethics" and "morality" are not the same thing.
  - Learning Outcome: Understand the difference between ethics and morality.

## **Moral theories**

- Business ethics is based on moral philosophy, its use and moral standards (i.e., values, principles, and theories) five moral standards have been applied in the field.
  - Learning Outcome: Understand types of Moral theory: Utilitarianism, Egoism, Universalism, Relativism, Virtue ethics

## **Business ethics / Purpose of business**

- When you hear the words Enron or WorldCom, you immediately think of fraud and the failure of business ethics. Is business all about profit? If not, what is the purpose of business?
  - Learning Outcome: Understand why a business is “in business”.

## **Types of Ethics**

- Systematic study of moral standards.
  - Learning Outcome: Understand Normative ethics, Applied ethics, Meta ethics, and the subgroups of each.

## **Degree and acceptance of ethics**

- Current and future acceptance of ethics.
  - Learning Outcome: Understand current and future acceptance of ethics.

## **Whistle-Blowing**

- “Whistle-blowing” refers to a practice of informing either a superior, a compliance or regulatory agency, or the general public of some action done or about to be done by an organization or some individual in that organization that would be harmful, unjust, in violation of human rights, illegal, run counter to the defined purpose of the Whistle-Blowing organization, or otherwise immoral.
  - Learning Outcome: Understand Whistle-blowing and the possible effects and consequences.

## **Overall Business Ethics**

- A deeper look at business ethics.
  - Learning Outcome: Understand ethics in advertising, white-collar crime, insider trading, hacking, intellectual property, employee/employer expectations.

## Learning Resources

### Required:

Material included with your purchase is required reading.

- Free online training material provided by MSI. The material includes everything you will need to learn to pass the exam. This material is included for free with the purchase of your exam. It is in digital form, and available immediately after payment.

### Optional:

This material is not required, however it will assist you in becoming Ethics Certified.

- O. C. Ferrell, John Fraedrich, Ferrell (Jan 2014), Business Ethics: Ethical Decision Making & Cases 10th Edition, ISBN-13: 978-1285423715
- Denis Collins (Sept 2011), Business Ethics: How to Design and Manage Ethical Organizations 1st Edition, ISBN-13: 978-0470639948

## Preparing for Success

In order to successfully complete the CEA exam, you will need to make sure you have the appropriate resources to support your learning.

- A quiet location, free from distraction.
- Internet access.
- Current (newest) version of Internet Explorer, Firefox, or Chrome browser.
- Take study notes while going through the training.
- When you are ready to take the exam, you should allot 1-hour of time.

## Frequently Asked Questions

### What happens if I fail the exam?

- You are given two additional attempts to pass the exam at no additional cost.

### Will I receive a physical certificate in the mail?

- Yes, MSI will mail you a certificate suitable for framing as well as transcripts.

### Will I receive Professional Competency Units (PCU's)?

- Yes, the Certified Ethics Associate (CEA) exam awards 10 PCU's upon passing of the exam.