

Some Benefits of Including Executives and Other Senior Managers in the Ethics Classroom

In my experience, including executives and other senior managers in the ethics classroom yields many benefits, including the following.

1. The very presence of executives in the classroom speaks volumes to students about the importance of ethics in the workplace. Students are looking for role models. They take advice from successful business people seriously, especially when it is given face-to-face in an ethics classroom.
2. Executives can bolster the relevance of ethics by giving concrete examples of how and why ethical behavior in the workplace is important.
3. Executives and other senior managers can advise students about the importance of joining an organization that has values that match their own --and how to go about it.
4. The presence of senior practitioners in the ethics classroom can influence the topics that get covered in the business school curriculum at large. This is because the insights offered by these practitioners can inform other business disciplines as well.