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Teaching Business Communication: Ethical Issues— Experiential Learning Theory

Reading Discussion Led By:
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Writing for the Workplace

The paper focuses on how an assignment focusing on ethics and information technology can be used to help students develop a code of ethics.



The awareness of unethical practices of “people in high places” is increasing.



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Unethical practices has caused some businesses to close!



Corporate downsizing is also a result of unethical practices!



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Fair and the proud

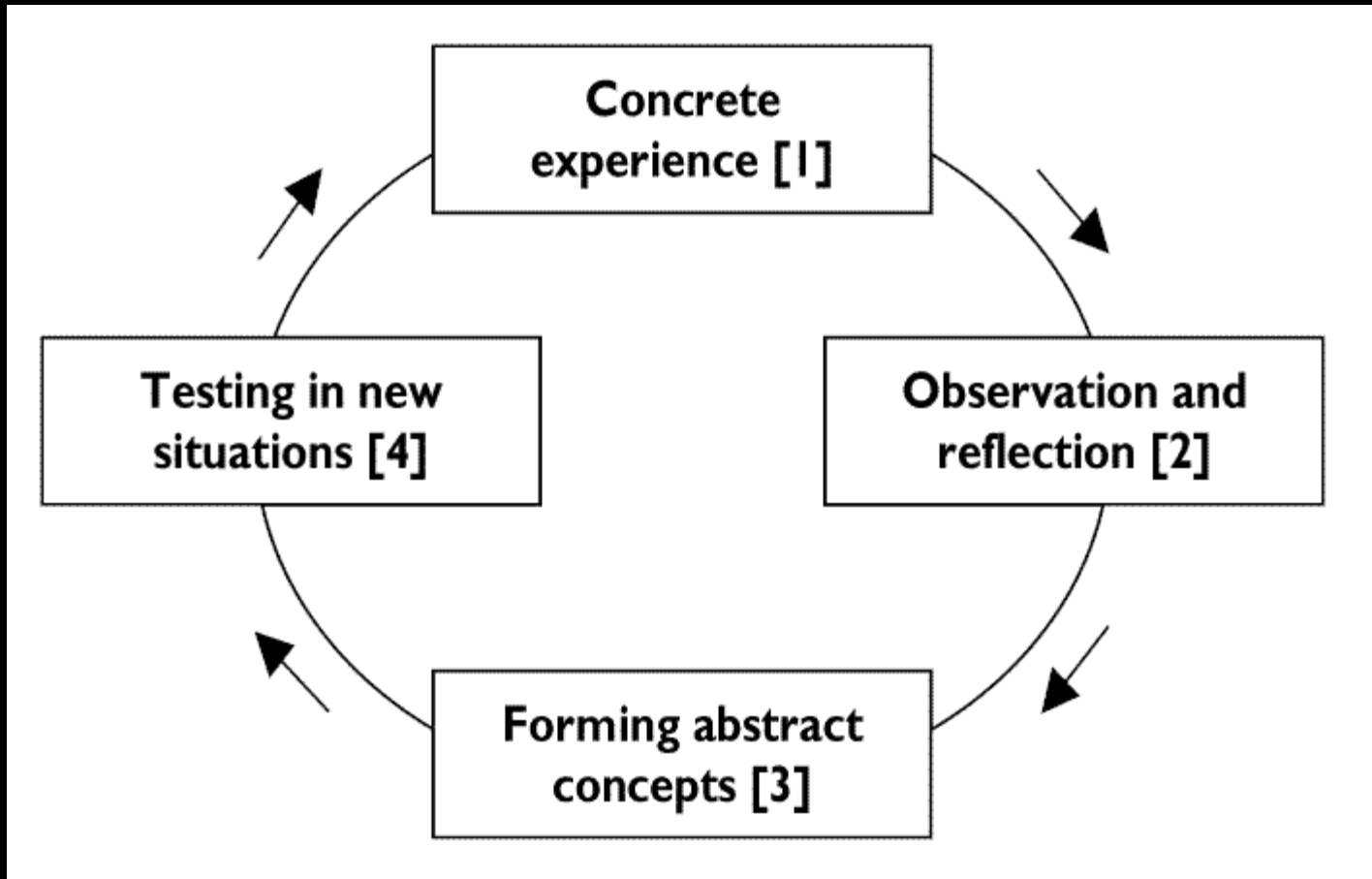
A case study and experiential learning theory is the foreground of business students' assignment.



Experiential learning theory is learning by doing.



David A. Kolb is the originator of experiential learning theory—
Kolb's Experiential Learning Theory.



The steps in Kolb's Experiential Learning Theory:

1. A person carries out a certain action and sees the effect of this action.
2. A person understands these effects to anticipate the result(s) of action if it occurs again.
3. A person understands the general principle under which the action falls.
4. A person applies general principle in a new instance.

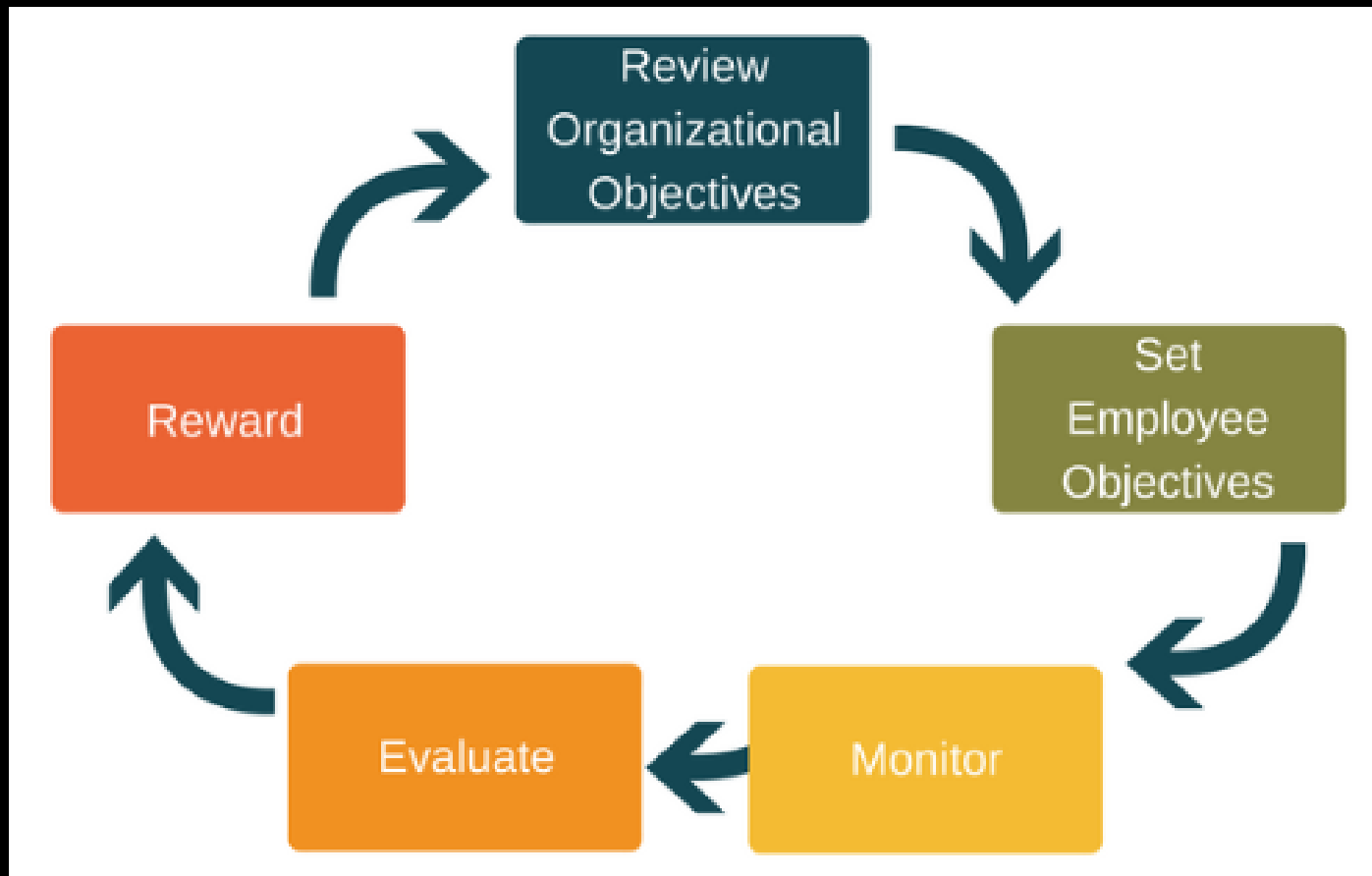
❖ Noteworthy aspects -

- * here and now experience to test ideas
- * use of feedback to change practices and theories.

Students were required to reflect over Kolb's Experiential Learning Theory as preparation to develop a code of ethics.



Students were to use Ober's guidelines for ethical communication to analyze the ethical problem (MBO) approach.



The end result is a code of ethics.



Some resources are:

- ❖ Kolb, David A. *Experiential learning: experience as the source of learning and development*. Englewood Cliffs: Prentice-Hall, 1984.
- ❖ Newstrom, John W. and Edward E. Scannell. *More Games Trainers Play: Experiential Learning Exercises*. New York: McGraw-Hill, 1983.
- ❖ Newstrom, John W. and Edward E. Scannell. *Still More Games Trainers Play: Experiential Learning Exercises*. New York: McGraw-Hill, 1991.
- ❖ www.infed.org/biblio/b-explrn.htm
- ❖ www.reviewing.co.uk/research/experiential.learning.htm
- ❖ www.1000ventures.com/business_guide/mgmt_mbo_main.html