

# **I PRO 358: Product Development & Business Planning for a Fishing Innovation**

## **Code of Ethics**

### *Overarching Standard*

To assist in developing and marketing a new safer, more efficient fishing hook with the assistance of our sponsor, Sparrowhawk, LLC.

### *Non-Disclosure Agreements*

#### *Pressure*

- Being bound by non-disclosure agreements limits our interactions with some people outside of our I PRO.

#### *Risk*

- Transmitting information in unlawful manner.
- Disclosing confidential information to parties unauthorized to view it.

#### *Measure*

- To ensure that everyone follows and familiarizes themselves with the restrictions of the agreement.

#### *Canon*

- To ensure that the intellectual property of Sparrowhawk remains protected.

### *Market Research*

#### *Pressure*

- Completing consumer surveys ethically and on time.
- Obtaining usable field documentation legally.

#### *Risk*

- Surveying target market consumers without proper ethical considerations.
- Inability to obtain documentation with dues required.

#### *Measure*

- Complete IRB testing to administer surveys.

- Receive legal copies of documents from our sponsor.

#### *Canon*

- To legally and ethically complete all market research.

### ***Team Dynamics***

#### *Pressure*

- Unequal participation of individuals throughout the course of the project.

#### *Risk*

- Same team members making all decisions, skewing the coursework.
- Lack of input from project members with more experience on certain subjects, for example, mock-up creation.

#### *Measure*

- Strict adherence to timesheets with work outside of class, rotating schedules for deliverable items, and an overwhelming push for unity from the team leaders.

#### *Canon*

- Being truthful, outgoing, and taking the time necessary to become involved in the overall team.

### ***Moral Values***

#### *Pressure*

- To meet beyond normal scheduled school hours to complete projects necessary to the success of the product and the IPRO.

#### *Risk*

- Conflict with personal plans, including family or work schedule overlaps.
- Weekend days for some might have spiritual value given the diversity of the group.

#### *Measure*

- Equal involvement in the project between individuals. A shared calendar indicating free time was distributed.

#### *Canon*

- Teamwork both in and outside of class is a key to our success.

### *Previous Ethical Information*

All group members participating in IPRO 358 acknowledge and agree to adhere to the following principles of professional, ethical conduct:

- To complete their assigned tasks in a timely and earnest manner and trust in their fellow team members to do likewise
- To seek help and/or clarification when needed to understand what is required of them
- To remain informed of all topics and important issues addressed by the group
- To treat each of the group members with courtesy and respect as dictated by professional standards
- To communicate clearly and effectively when sharing information with the group
- To be present, on time, attentive, and open-minded during group meetings so as to achieve maximal participation and comprehension
- To resolve any grievances among group members quickly and peacefully, thereby maintaining focus on their primary objective
- To provide/accept constructive criticism to/from other group members politely.

Absences or tardiness will not be tolerated 15 minutes after the meeting has started. An unexcused absence will be documented unless the cause is a result of a family emergency, personal illness, unavoidable academically/professionally-related obligation, or commuting obstacle. If the cause is due to the aforementioned criteria, the absence or tardy will be documented as an excused absence within reason. Any ambiguity must be inquired through iGroups for a vote. The circumstances for voting will be determined by the team leader. There will be only one explained absence and one unexplained absence (no warning given beforehand) for a total of two absences. In the case of repeated tardiness, it will be voted upon whether or not it is counted as an absence.

Problems will be discussed and submitted to the group at the beginning of each meeting. All members are encouraged to speak freely. If a team member is reluctant to discuss a problem with the group, the member can vocalize his concerns with either advisor or team leader. The problem will then be anonymously discussed with the entire group. An example of this process is listed as follows:

- After class the offended individual approaches the team leader and informs him of the concerns.
- If the problem cannot be mediated, and if necessary, the team leader will vocalize the concerns regarding the issue during the next meeting.
- If the problem pertains to the overall team leader, the offended individual may approach an advisor regarding the problem. If necessary during the next meeting, the adviser will vocalize the concerns about the issue.

As it relates to the decision-making process, relevant decisions are to be voted upon, with majority rule. There will be a provision for allowing decisions that were struck down to be reconsidered for discussion after a vote. The motion will be set forth by one individual from the majority party. Up to five minutes will be set aside for discussion before the final vote. This will be the decisive vote. There will be communication established in group meetings, as well as outside of meetings. There are many portals we will utilize for discussion: discussion boards on iGroups, Gmail, Google Documents, etc.