Professor Watson Announces Return of Ethics Course for Ford ASSET Program Service Technicians

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TUCSON, AZ - August 28, 2026 -
Professor Greg Watson has announced the seasonal return of his Ethics in the Workplace course, offered exclusively each summer to service personnel enrolled in the Ford Motor Company Ford ASSET Program. The course, which runs on an approximate eight-to-ten week cycle, prepares automotive service professionals to navigate the ethical dimensions of decision making in real-world business and industry settings.

The Ford ASSET Program, or Automotive Student Service Educational Training, is a collaboration between Ford Motor Company and select community colleges across the United States. The program pairs classroom instruction with paid internships at participating Ford dealerships, allowing students to alternate between academic study and hands-on experience over a two-year period. Watson's Ethics in the Workplace course adds a structured examination of ethical frameworks, personal values, and professional standards to that technical training.

The curriculum addresses ethical issues in decision making, ethical frameworks for choices, personal values and priorities, and the standards that shape workplace culture. Rather than treating ethics as an abstract subject, the course centers on applied scenarios that service technicians encounter when working directly with customers, colleagues, and employers. This practical orientation is intended to support student success by connecting classroom principles to daily professional responsibilities.

"Ethics is not a topic that lives only in a textbook, and the technicians in the Ford ASSET Program understand that better than most," said Greg Watson, instructor of the Ethics in the Workplace course. "When a service professional is trusted to give an honest assessment of a repair, that trust is built on ethical judgment. The goal of this course is to give students the tools to make sound decisions under real pressure."

Watson noted that the course design emphasizes participation, discussion, and case analysis as central to

student engagement. Students examine how social and cultural values inform decisions and how ethical priorities can guide conduct when situations are not clearly defined. The applied structure is meant to translate directly into the workplace, where technicians apply ethical standards alongside their technical skills.

The Ethics in the Workplace course is one of several offerings taught by Watson, whose broader curriculum spans small business management and entrepreneurship, principles of marketing, advertising, dynamics of leadership, and human relations in business and industry. His courses serve both academic students and local small business owners seeking strategic and tactical concepts they can apply immediately in their own operations

"The measure of this course is not a grade at the end of the term," Watson added. "The measure is student achievement that follows these individuals into their careers, into their dealerships, and into every interaction with a customer who is depending on them to do the right thing.".

Professor Greg Watson is a retired serial entrepreneur who now dedicates his time to teaching entrepreneurship and ethics at the community college level. Through his instruction and a virtual Entrepreneurship Studio, he works to give back to the entrepreneurial ecosystem by equipping students and business owners with the principles and skills needed to succeed in a competitive environment. His teaching combines theoretical foundations with applied practice across a range of business disciplines.
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Professor Watson

Dr. Greg Watson is a retired serial entrepreneur, dedicated to giving back to the entrepreneurial ecosystem. He experienced dedicated college professor, thus a lifelong commitment to training, teaching, and giving to others was born

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