Dr. Greg Watson Launches Pioneering Ethics Course for Ford ASSET Program

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TUCSON, AZ - September 04, 2025 -
Dr. Greg Watson announces a new session of his course, "Ethics in the Workplace," set to launch for members of the Ford ASSET Program. This course is a crucial part of the program and is designed to mix ethics theory with real-world applications. It provides useful insights not only for college students but also for owners of small local businesses. In this class, Dr. Watson applies his deep knowledge of entrepreneurship and ethics to help participants understand ethical decision-making in a business setting.

This course is aimed specifically at Ford service staff and focuses on enhancing their understanding of ethical principles within the automotive sector. It aims to help members make better-informed ethical choices during their work interactions, which is a key aspect in today's market. The course's syllabus covers the role ethics play in decision-making, tackling the delicate balance between achieving business goals and fulfilling social responsibilities.

"Our main goal is making sure that students and industry pros both see why ethical behavior is key to maintaining trust and credibility in business. This is crucial for student success," said Dr. Watson. His strategy combines ethics with business tactics that he sees as vital for building a culture of integrity and responsibility within companies.

The Ford ASSET Program, which stands for Automotive Student Service Educational Training, partners with community colleges nationwide to provide a practical learning experience. In this collaboration, students at Ford dealerships learn on the job while also receiving academic instruction. The ethics course taught by Dr. Watson plays a pivotal role here, ensuring participants grow not just in technical skills but also in their ethical standards.

The ethics course runs over about eight to ten weeks and adjusts to the participants' changing needs and market shifts. It blends theoretical debates with strategic applications that students and business owners can

use to boost their operations and achieve better results.

Greg Watson pointed out the dual perks of the course, "Access to both theory and its practical application means participants can start applying what they learn right away. This leads to enhanced student engagement and professional growth."

By focusing on ethics in business management and decision-making, Dr. Watson's course underscores the significance of ethical leadership in business tasks. The ongoing sessions give participants constant chances to explore these key principles, making sure ethics stay important in their careers.

The course's popularity among students and local business people shows its value in offering a full view of workplace ethical issues. Participants tackle real-world scenarios to gain practical ethical insights. This style not only readies students for future challenges but also underscores the necessity of ethical behavior for achieving lasting business success.

Students and professionals eager to deepen their knowledge of ethics in the business world are encouraged to sign up. Local business owners wanting to strengthen their decision-making skills will also find useful insights in Professor Watson's course.

As part of ProfessorWatson.com's commitment to high-quality education in entrepreneurship and ethics, the "Ethics in the Workplace" course remains central to its offerings. By bridging the gap between classroom theory and real-world practice, Dr. Watson showcases student achievement and prepares students for life after college.

Dr. Watson also offers other business-related courses, including Small Business Management, Principles of Marketing, and Advertising. To enroll or learn more about courses, visit ProfessorWatson.com.

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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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