Professor Watson Announces Ethics Course Enrollment for Next Ford ASSET Program

December 31, 2025

TUCSON, AZ - December 31, 2025 -
Professor Watson announces the opening of enrollment for the next session of Ethics in the Workplace, a specialized course designed for Ford Motor Company's ASSET Program participants. The course combines theoretical foundations with practical applications tailored specifically for automotive service professionals.

The course represents a continuation of Dr. Greg Watson's commitment to fostering student success through experiential learning that bridges academic theory with real-world business applications. As part of the Ford ASSET (Automotive Student Service Educational Training) Program, the ethics curriculum addresses the unique challenges faced by automotive service professionals while providing transferable skills applicable across industries.

The next session maintains the program's established format of alternating between theoretical discussions and practical case studies drawn from the automotive service industry. Participants examine ethical frameworks for decision-making, workplace culture dynamics, and the application of ethical principles to customer service, team management, and business operations. The curriculum adapts to address emerging industry trends and regulatory changes affecting automotive service centers.

"Ethics education in vocational programs directly impacts student engagement by connecting moral decision-making to daily professional challenges," said Dr. Greg Watson, Professor of Entrepreneurship and Ethics. "When students see how ethical principles apply to their specific industry, they develop stronger critical thinking skills that enhance their professional development and career prospects."

Dr. Watson brings decades of entrepreneurial experience to the classroom, having successfully operated multiple businesses before transitioning to education. His approach combines academic rigor with practical insights gained from real-world business ownership and experience. The course materials incorporate examples from various industries while maintaining focus on automotive-specific applications relevant to Ford

ASSET Program participants.

The ethics curriculum aligns with Ford Motor Company's commitment to professional development and service excellence. Participants who complete the course receive certification that demonstrates their understanding of ethical business practices, adding value to their professional credentials within the Ford dealer network.

The course structure emphasizes interactive learning methods that promote student achievement through collaborative problem-solving and scenario-based exercises. Students analyze real situations encountered in Ford dealership service departments, developing strategies for addressing ethical dilemmas related to customer communication, warranty services, pricing transparency, and workplace relationships.

Beyond the Ford ASSET Program, Dr. Watson offers similar ethics instruction to local small business owners and community college students seeking practical business education. His broader course offerings include Small Business Management, Principles of Marketing, Advertising, and Business Organization and Management.

Professor Watson operates from his virtual Entrepreneurship Studio, where he provides ongoing support to students beyond scheduled class sessions. This commitment to accessibility ensures participants receive guidance as they apply course concepts to their professional environments. The professor's teaching philosophy emphasizes the development of ethical leaders who can navigate complex business challenges while maintaining professional integrity.

Dr. Greg Watson is a retired serial entrepreneur and dedicated educator who teaches entrepreneurship and ethics at the community college level. His courses blend theoretical knowledge with practical applications designed to prepare students for success in competitive business environments.
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For more information about Professor Watson, contact the company here:Professor WatsonGreg Watson(520) 270-7020gregwatson@professorwatson.com1255 N. Stone Ave. Tucson, AZ 85709-3000(520) 270-7020gregwatson@professorwatson.com

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

Website: https://professorwatson.com/

Email: gregwatson@professorwatson.com

Phone: (520) 270-7020