Professor Watson Announces Ethics Course Enrollment Opening for Ford ASSET Program Participants

April 30, 2026

TUCSON, AZ - April 30, 2026 -
Professor Watson announces the opening of enrollment for the upcoming session of Ethics in the Workplace, a specialized course designed for Ford Motor Company's ASSET Program participants and community college students. The course, scheduled to begin in the coming weeks, combines theoretical foundations with practical applications tailored specifically for automotive service professionals and small business owners.

The Ethics in the Workplace course addresses the unique challenges faced by automotive service professionals while providing transferable skills applicable across industries. The curriculum covers ethical decision-making frameworks, workplace culture considerations, customer communication standards, warranty service protocols, and pricing transparency practices. Each topic directly relates to situations encountered in Ford dealership service departments and other business environments.

Dr. Greg Watson, retired serial entrepreneur and educator at the community college level, brings extensive real-world business experience to the classroom. "Ethics education goes beyond understanding right and wrong?it involves developing practical strategies for navigating complex workplace situations," stated Dr. Watson. "This course empowers participants with tools they can immediately apply in their professional environments, whether they work in automotive service or manage their own businesses."

The course structure emphasizes interactive learning methods that promote student achievement through collaborative problem-solving and scenario-based exercises. Participants analyze real situations from various industries, with special attention to automotive-specific applications relevant to Ford ASSET Program participants. The curriculum aligns with Ford Motor Company's commitment to professional development and service excellence.

Recent industry data highlights the growing importance of ethics training in technical fields. Service professionals who receive formal ethics education demonstrate improved customer satisfaction ratings and stronger workplace relationships. The course addresses this need by combining academic rigor with practical application, ensuring participants develop both theoretical understanding and practical skills.

The interactive format of the course encourages student engagement through case studies, group discussions, and role-playing exercises. Participants work through ethical dilemmas related to customer service, workplace relationships, and business operations. This hands-on approach helps students develop critical thinking skills while building confidence in their decision-making abilities.

"The response from previous course participants has been overwhelmingly positive," noted Dr. Watson. "Students consistently report that the practical focus on real workplace scenarios enhances their learning experience and contributes to student success in their careers."

Beyond the Ford ASSET Program, the course welcomes local small business owners and community college students seeking practical business education. The diverse classroom environment enriches discussions and provides varied perspectives on ethical challenges across different industries.

Professor Watson operates a comprehensive educational platform offering courses in Small Business Management, Principles of Marketing, Advertising, Business Organization and Management, and Ethics in the Workplace. His teaching philosophy emphasizes experiential learning and practical application of business principles. The Ethics in the Workplace course represents a cornerstone of his curriculum, providing essential skills for professional development across all industries.

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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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