



Business Ethics

Course Number:	BUS 311	Term:	Summer, 2021
Instructor:	TBA	Email:	
Contact Hours:	48	Meeting Times:	TBA
Credits:	3.0		

Course Description:

This course introduces students to the relevance and importance of ethics and social responsibility in business. Important learning objectives are to increase students' awareness and understanding of ethical issues in business, and to provide students with useful conceptual tools to guide analysis and decisions. The ultimate intent of the course is to leave students better equipped to identify, think critically about, and resolve ethical issues that are encountered in one's working life at the individual, organizational, and societal levels.

Some of the conceptual tools and frameworks to be discussed throughout the course include:

- Ethics and the Law
- Moral Responsibility
- The Role of Leadership
- Moral Theory, Reasoning, and Development
- Ethical Decision-Making
- Corporate Social Responsibility Theory

The course will apply these conceptual tools and frameworks to the treatment by business of their various stakeholder groups including: shareholders; employees; consumers; suppliers, the international community, the natural environment, communities, and governments. The course includes a discussion of how companies can better establish ethical corporate cultures (e.g. compliance and ethics programs).

Learning Objectives:

Upon successful completion of this course, students will be prepared to:

1. Explain the role of business ethics in the United States and international business environments
2. Describe challenges organizations face when pursuing business social responsibility
3. Analyze ethical implications of business practices from a stakeholder perspective
4. Apply ethics concepts to business cases

Required Textbook and Course Materials:

Business Ethics
Byars, Stanberry
ISBN-10:1-947172-57-3

Language of Instruction:

This course is taught entirely in English, including lectures, homework, assignments and examinations. Teaching assistants will be fluent in both English and Mandarin.

Course Prerequisites:

None

University Policies

Class Format

In Person. Course activities, discussions, assignments and resources will be made available at the start of and during the course.

Attendance, Participation and Deliverables

Courses are very intensive and in order to be successful, students need to attend every class. Attendance is required for all lectures and class activities. Class participation is expected from every student and form a significant portion of the final course grade.

All course deliverables (homework assignments and tests) are due on time as assigned. This course includes *no* make-ups, postponements or additional assignments, except for verified medical emergencies. If you miss an exam/assignment due to a non-sanctioned absence, your score on that exam/assignment will be zero.

Academic Dishonesty

All cases of academic dishonesty will be diligently pursued. Academic dishonesty includes representing the work of another as one's own work or cheating by any means. Academic dishonesty also includes aiding, abetting, concealing or attempting such activity. The penalty is automatic failure of the course and possible suspension from the university.

Grading Scale

97 - 100	A+	77 - 79	C+
93 - 96	A	73 - 76	C
90 - 92	A-	70 - 72	C-
87 - 89	B+	67 - 69	D+
83 - 86	B	63 - 66	D
80 - 82	B-	60 - 62	D-
		0 - 59	F

Professor- and Course-Specific Policies (*Tentative*)

Discussion

By its very nature an ethics course requires active participation. Many of the readings and cases we will analyze are not simple, and questions often do not have a single clearly right answer. Your participation grade will be judged on how actively you participate and contribute to discussions.

Homework

Assignments will be listed at the beginning of the course. The purpose is to prepare you for the exams. The homework is a very important part of the course. No matter how well you think you understand the material presented in class, you won't really learn it until you do the problems.

Grade Components:

In Class Discussion	20%
Mid-term Exam	30%
Final Exam	50%
Total	100%

Course Schedule (*Tentative*)

Module	Topics
1	<p>Overview of Business Ethics</p> <ul style="list-style-type: none"> • What is business ethics? • What is social responsibility? • Ethics and the law <p>Ethical Issues and the Institutionalization of Business Ethics in the Global Environment</p> <ul style="list-style-type: none"> • Moral responsibility • Moral development • Moral theory and international norms <p>The Decision-Making Process</p> <ul style="list-style-type: none"> • Who participates in the process of making and revising business ethics decisions? • What does this process entail in successful organizations? <p>Readings: Chapters 1, 2, and 3</p>
2	<p>Implementing Business Ethics in a Global Economy</p> <ul style="list-style-type: none"> • What are the challenges and opportunities in a global/international approach to business ethics? <p>Ethical Frameworks</p> <ul style="list-style-type: none"> • Stakeholder relationships, Social responsibility, and corporate governance • Moral reasoning process • The role of corporate culture in the decision- making process • The role of leadership <p>Corporate Leadership and Social Responsibility</p> <ul style="list-style-type: none"> • Social responsibility theory • Societal and cultural differences in the global business environment • Developing an effective and meaningful ethics program • Managing and controlling a functional ethics program <p>Readings: Chapters 4, 5, 6, and 7</p>

3	<p>Employees, Senior Leaders, and Managers: Obligations</p> <ul style="list-style-type: none"> • Greed and conflicts of interest • Insider trading • Theft and fraud • Intellectual property infringement • Sexual harassment • Equal treatment in the workplace • Corporate espionage • Workplace safety • Environmental laws and policies <p>Readings: Chapters 8 and 9</p>
4	<p>Employees: Rights</p> <ul style="list-style-type: none"> • Discrimination and harassment • Privacy • Health and safety <p>Consumers: Protection</p> <ul style="list-style-type: none"> • Consumer protection • Products liability torts • Product recalls <p>Readings: Chapters 10 and 11</p>
5	<p>Consumers: Marketing</p> <ul style="list-style-type: none"> • Marketing ethics • Pricing, quality, labeling <p>Global Business Ethics</p> <ul style="list-style-type: none"> • Bribery • International free-trade law • Overseas Suppliers • Sustainability for the long-term • Metrics and measures to ensure a meaningful and effective ethics program <p>Final Exam</p>