

Course Last Updated 3/27/2024



Business Ethics

Section I: Course Overview

Course Code: BUS352

Subject Area(s): Philosophy, Business

Prerequisites: One 200 level business course or two 100 level business courses

Language of Instruction: English

Total Contact Hours: 45

Credits: 3

Course Fees: N/A

Course Description

This course examines the ethical implications for different industries and sectors, their companies, products and stakeholders. It covers the impact of globalization and cross-cultural dimensions, together with the international variations in perspective and regulation. In addition, it also addresses and promotes understanding of several specific ethically and socially sensitive topics in business and management. Questions of who might be responsible for managing ethical conduct, and what might be done to change behaviours are addressed. Case studies on topics currently in the news such as environmental pollution, obesity, and the impact of social media on mental health are included. Lectures, class activities and field studies highlight ethical frameworks and behaviours within a global work environment and across a variety of historical and current issues, reflecting critically on how theoretical ethical frameworks can be applied and developed within the organizational setting.

Learning Objectives

- Identify key terms for business ethics
- Describe the ethical frameworks, mechanisms and institutions that govern and influence ethical behavior in various organizations.
- Categorize the ethical challenges facing multinational enterprises working across national boundaries.

- Deconstruct significant current ethical issues, argue priorities, gather evidence and formulate findings.

Section II: Instructor & Course Details

Instructor Details

Name: TBC

Contact Information: TBC

Term: TBC

Course Day and Time: TBC

Office Hours: By appointment

Grading & Assessment

The instructor assesses students' mastery of course learning objectives by using the forms of assessment below. Each of these assessments is weighted toward the final grade. The Assessment Overview section provides further details for each.

Engagement - 20%

Mid-Term Paper - 20%

Interim Paper - 15%

Final Paper - 45%

Assessment Overview

This section provides a brief description of each form of assessment listed above. Forms of assessment may be slightly modified in the term syllabus.

Engagement (20%): Students are expected to be engaged in class, to have read the [CEA CAPA Engagement Policy](#), and to understand the [Class Engagement Rubric](#) that outlines how engagement is graded.

Mid- Term Paper (Ethical Theories and Organizations; 1,000 words; 20%): This is an individual assignment submitted prior to the mid-term break covering the topics from weeks #1 to #5. The choice of topics for the mid-term paper will be announced in week #2. Students are required to present an analysis of the topic by applying insights and findings from readings for the course. Assessment will be based on the quality of application of the theories, examples and content of the weekly lessons and class discussions, as well as the reading materials. Students should note this paper is required in report format (guidance will be provided) and is not an essay.

Interim Paper (Code of Conduct; 750 words; 15%): Students will write an ethical code of conduct for an organization of their choice. Guidance on the structure and formatting of this type of document will be provided.

Final Paper (45%): The final paper for this course is an assessment of each student's cumulative learning across the semester. It is in the format of research project that involves working with one

or more students in a research team to investigate one or two organizations in relation to a specific topic. Work is assessed through one individual and two group assignments:

Part 1: Research Project Framework (group)

Students will be allocated to Research Project teams for the duration of the course and will work in their team to deliver part 1 and part 3 of the research project. Research teams will first identify a research topic and present this together with key research questions in week #3, and in week #5, define, develop and present the framework which will drive their research for their individual reports and group presentations due in the second half of the semester. All students in a team will receive the same grade and feedback.

Part 2: Research Project Report (individual)

Using the materials gathered and analysis undertaken by their research team, students will each work individually on a research report on a specific aspect for the chosen topic of up to 1,500 words. Guidance on the structure and formatting of the report will be provided.

Part 3: Research Project Presentation (group)

Each team will present the key findings from their research in class. A maximum of 20 minutes is allocated for each team. There will be a Q&A session following the presentation. Guidance on the structure and formatting of the presentation will be provided.

Students will be given feedback on their presentations in CANVAS – all students in a team will receive the same grade and feedback.

Active Learning

Experiential learning is an essential component of education abroad, and participation in field studies is a required part of coursework. In this course, students explore the city in which they are studying using a variety of methods. This provides the opportunity to gain nuance and perspective on the host context and course content, as well as to collect information and resources for assigned papers, projects, and presentations.

- Visit to London Museum

Readings and Resources

The below readings and resources are representative of what will be assigned as required in this course but may vary slightly in the term syllabus.

All students are given access to the online library of the University of New Haven (UNH), accessible [here](#), and are expected to comply with [UNH Policies](#) regarding library usage.

Wherever possible, required readings are made accessible through the online library or Canvas. Students are responsible for obtaining all required readings.

Each course utilizes Canvas as its LMS. Students are expected to check Canvas regularly for updates and deadlines. Canvas is also the primary platform for contacting your instructor in case of questions or concerns about the course.

Required Readings

Crane, A., & Matten, D. (2019). *Business Ethics: Managing Corporate Citizenship and Sustainability in the Age of Globalization* (5th ed.). Oxford University Press. (Older editions of the key text are also acceptable.)

Kates, M. (2015). "The Ethics of Sweatshops and the Limits of Choice", *Business Ethics Quarterly* 25(2) (Apr.), pp. 191-212.

Norcross, A. (2004). "Puppies, Pigs and People: Eating Meat and Marginal Cases"

Rachels, J., & Rachels, S. (2015). Chapter 2, "The Challenge of Cultural Relativism". In *The Elements of Moral Philosophy* (8th ed.). McGraw-Hill Higher Education.

Rawls, J. (1971). Chapter 1, Part 3, "The Main Idea of the Theory of Justice". In *A Theory of Justice*. Harvard University Press, Belknap Press.

Shafer-Landau, R. (2012). Chapter 9, "Consequentialism: Its Nature and Attractions." In *The Fundamentals of Ethics*, (4th ed.). Oxford University Press.

Wittmer, D. P. (2007). "Descriptive Ethics"

Zwolinski, M. (2009). "Dialogue on Price Gouging: Price Gouging, Non-Worseness, and Distributive Justice"

Course Calendar

Session 1	
Topics	INTRODUCTION TO BUSINESS ETHICS
Activity	<ul style="list-style-type: none"> • Introductions, student interests, knowledge and experience • Overview, course map, format and delivery, assignments and assessment • Review of topics for this class: <ul style="list-style-type: none"> 1-1 Philosophy, ethics, morals and ethical theory 1-2 The nature of organizations and the world of work 1-3 Business and society • Exercises: reading reviews, case studies, class discussions, individual and group work
Readings and Assignments	Assignments: Students must bring writing materials – paper and pens – to class.

Session 2	
Topics	METAETHICS: THE NATURE OF MORALITY IN ORGANIZATIONS
Activity	<ul style="list-style-type: none"> • Review of topics for this class: <ul style="list-style-type: none"> 2-1 Ethical relativism and globalization 2-2 Emotivism and corporate social responsibility (CSR) 2-3 Nihilism and corporate citizenship • Exercises: reading reviews, case studies, class discussions, individual and group work • Briefings: Mid-term Paper, Final Paper
Readings and Assignments	Readings: Crane, A., & Matten, D. (2019). Chapter 2, "Framing Business Ethics: Corporate Responsibility, Stakeholders and Citizenship" Rachels, J., & Rachels, S. (2015). Chapter 2, "The Challenge of Cultural Relativism". In <i>The Elements of Moral Philosophy</i> (8th ed.). McGraw-Hill Higher Education. Assignments: PREPARE Research Project Framework for review in week #3 CHOOSE Mid-term Paper topic for review in week #3

Session 3	
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Topics	NORMATIVE ETHICS: THE ETHICAL ORGANIZATION
Activity	<ul style="list-style-type: none"> • Review of topics for this class: 3-1: Utilitarianism: how organizations deliver “good” outcomes 3-2: Kantian Ethics: economics and “Rational Man” 3-3 Rawlsian Ethics: competition and inequality • Exercises: reading reviews, case studies, class discussions, individual and group work • Briefings: Mid-term Paper, Final Paper
Readings and Assignments	<p>Readings: Crane, A., & Matten, D. (2019) Chapter 3, “Evaluating Business Ethics”</p> <p>Rawls, J. (1971). Chapter 1, Part 3, “The Main Idea of the Theory of Justice”. In A Theory of Justice. Harvard University Press, Belknap Press.</p> <p>Shafer-Landau, R. (2012). Chapter 9, “Consequentialism: Its Nature and Attractions.” In The Fundamentals of Ethics, (4th ed.). Oxford University Press.</p> <p>Assignments: SUBMIT Research Project Framework DUE September 26 (draft – final due week #5)</p>

Session 4	
Topics	DESCRIPTIVE ETHICS: ETHICAL DECISION MAKING
Activity	<ul style="list-style-type: none"> • Review of topics for this class: 4-1: Moral issues 4-2: Moral context 4-3: Ethical standards • Exercises: reading reviews, case studies, class discussions, individual and group work • Briefing: Mid-term Paper, Final Paper • Ethical theories review
Readings and Assignments	<p>Readings: Crane, A., & Matten, D. (2019). Chapter 4, “Making Decisions in Business Ethics”</p> <p>Wittmer, D. P. (2007). “Descriptive Ethics”</p> <p>Assignments: PREPARE Mid-term Paper due week #6 COMPLETE Research Project Framework due week #5</p>

Session 5	
Topics	ETHICS FOR BUSINESS AND ORGANIZATIONS
Activity	<ul style="list-style-type: none"> • Review of topics for this class: 5-1) Corporate citizenship 5-2) Ethics, corporate culture and leadership 5-3) Stakeholder theory • Briefing: Mid-term Paper • Exercises: reading reviews, case studies, class discussions, individual and group work
Readings and Assignments	<p>Readings: Crane, A., & Matten, D. (2019). Chapter 1, “Introducing Business Ethics”</p>

	<p>Crane, A., & Matten, D. (2019). Chapter 10, “Civil Society and Business Ethics”</p> <p>Assignments: SUBMIT Research Project Framework (final) DUE October 10 COMPLETE Mid-term Paper due week #6</p>
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Session 6	
Topics	CORPORATE SOCIAL RESPONSIBILITY (CSR)
Activity	<ul style="list-style-type: none"> • Review of topics for this class: 6-1) The nature of corporate responsibility 6-2) Responsibility to society 6-3) Responsibility for the environment • Exercises: reading reviews, case studies, class discussions, individual and group work • Briefings: Field Study, Interim Paper • Paper Writing Workshop
Readings and Assignments	<p>Readings: Crane, A., & Matten, D. (2019). Chapter 2, “Framing Business Ethics” Crane, A., & Matten, D. (2019). Chapter 11, “Government, Regulation and Business Ethics”</p> <p>Assignments: SUBMIT Mid-term Paper DUE October 17</p>

Session 7	
Topics	Midterm Break

Session 8	
Topics	FIELD STUDY
Activity	Visit to a London Museum to explore ethical issues faced by cultural organizations. Details, preparation required and logistics to be announced before Break Week
Readings and Assignments	<p>Assignments: SUBMIT Field Study Reflection DUE October 31</p>

Session 9	
Topics	GLOBAL BUSINESS ETHICS
Activity	<ul style="list-style-type: none"> • Review of topics for this class: 7-1) Ethics in a global business environment 7-2) Business ethics management 7-3) Setting standards of ethical behaviour • Exercises: reading reviews, case studies, class discussions, individual and group work • Briefings: Interim Paper, Final Paper
Readings and Assignments	<p>Readings: Crane, A., & Matten, D. (2019). Chapter 5, “Managing Business Ethics”</p> <p>The Ethics & Compliance Initiative. “Organizational Code of Conduct Construction and Content”</p>

	Assignments: COMPLETE Interim Paper due week #10 PREPARE Final Paper due week #12
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Session 10	
Topics	THE ETHICS OF PRODUCTION
Activity	<ul style="list-style-type: none"> • Review of topics for this class: 8-1) Overview of the ethics of production 8-2) The health and wellbeing of consumers 8-3) Animal rights and welfare • Exercises: reading reviews, case studies, class discussions, individual and group work • Briefing: Final Paper • Class Debate Workshop
Readings and Assignments	Readings: Crane, A., & Matten, D. (2019). Chapter 8, "Consumers and Business Ethics" Norcross, A. (2004). "Puppies, Pigs and People: Eating Meat and Marginal Cases" Assignments: SUBMIT Interim Paper (individual) DUE November 14 PREPARE Class Debate (group) due week #12 in class PREPARE Final Paper - Research Project Report (individual) due week #12

Session 11	
Topics	THE ETHICS OF RESOURCE MANAGEMENT
Activity	<ul style="list-style-type: none"> • Review of topics for this class: 9-1: Overview of the ethics of human resource management 9-2: Ethical supply chains 9-3: Human rights and modern slavery • Exercises: reading reviews, case studies, class discussions, individual and group work • Briefings: Class Debate, Final Paper
Readings and Assignments	Readings: Kates, M. (2015). "The Ethics of Sweatshops and the Limits of Choice", Business Ethics Quarterly 25(2) (Apr.), pp. 191-212. Assignments: COMPLETE Class Debate (group) due week #12 in class COMPLETE Final Paper - Research Project Report (individual) due week #12

Session 12	
Topics	CLASS DEBATE
Activity	<ul style="list-style-type: none"> • Class Debate team rehearsals • Class Debate Event • Briefing: Final Paper
Readings and Assignments	Assignments: SUBMIT Final Paper – Research Project Report (individual) DUE November 28

	PREPARE Final Paper – Research Project Presentation (group) due week #14
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Session 13	
Topics	THE ETHICS OF SALES AND MARKETING
Activity	<ul style="list-style-type: none"> • Review of topics for this lesson: 7-1: Overview of the ethics of sales and marketing 7-2: Consumers and business ethics 7-3: The practice of price gouging • Exercises: reading reviews, case studies, class discussions, individual and group work • Briefings: Final Paper • Research Presentation Workshop
Readings and Assignments	<p>Readings: Crane, A., & Matten, D. (2019). Chapter 8, “Consumers and Business Ethics”</p> <p>Zwolinski, M. (2009). “Dialogue on Price Gouging: Price Gouging, Non-Worseness, and Distributive Justice”,</p> <p>Assignments:</p> <ul style="list-style-type: none"> • COMPLETE Class Debate due week 11 • PREPARE Final Exam due week 12 • PREPARE Applied Paper due week 12 <p>SUBMIT Case Paper DUE November 16th</p>

Session 14	
Topics	RESEARCH PROJECT WORKSHOP
Activity	In class worktime with teams for research project
Readings and Assignments	<p>Assignments:</p> <p>Finalize project by next class period</p>

Session 15	
Topics	RESEARCH PROJECT PRESENTATIONS
Activity	<p>SUBMIT Research Project Presentation slide deck (group) DUE before class December 10</p> <ul style="list-style-type: none"> • Team Research Project Presentations in class (group)
Readings and Assignments	<p>Assignments:</p> <p>SUBMIT team presentation feedback (individual) DUE December 10</p>

Section III: Academic Policies and Standards

Academic Policies

Students are expected to review and understand all CEA CAPA student policies, including our [Academic Policies](#) and [Engagement Policy](#). CEA CAPA reserves the right to change, update, revise, or amend existing policies and/or procedures at any time. Additional requirements that may be associated with a specific course or program are addressed in the term syllabus.

Student Learning & Development Objectives

CEA CAPA has identified [Student Learning and Development Objectives \(SLDOs\)](#) for all programs in all locations: content in context, navigating differences, power and equity, critical thinking and intellectual curiosity, career and professional development, and sustainability and migration.

These are meta-level learning objectives that transcend coursework and are infused across all elements of program delivery, beyond specifics of course offerings, addressing student learning holistically and framing it a larger learning context.