



SCHOOL OF HUMANITIES AND SOCIAL SCIENCES /  
MARCHUTZ SCHOOL OF FINE ARTS /  
SCHOOL OF BUSINESS AND INTERNATIONAL RELATIONS

SEM 2 2021/2022

BUS304  
3 CREDITS  
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## BUSINESS ETHICS

### I COURSE DESCRIPTION:

From Socrates to the interpretation of ethics through cultures, from universal ethics to local applications, from Western paradigms to the globalization of values, we shall be studying, comparing and discussing the crucial role of Business Ethics in 21<sup>st</sup> century businesses and organizations.

Ethics are not only a philosophical approach to living, they are the basis for the building of sound, equitable, sustainable business, trade, humanitarian and personal standards.

Historical research as well as the latest articles on how business ethics affect worlds and peoples we often do not even know exist, will be used as a basis to learn how to be a responsible decision-maker in a globalized economy.

### II COURSE OBJECTIVES:

You might be the managers of the future. As such, you will be responsible, no matter what your position in a company or organization, of your actions and thus, of their consequences. Your decisions will entail an effect on people you know, people you do not know, on companies and strategies far removed from your daily life. This course should provide you with a theoretical and practical framework

which will help you navigate potential ethical issues you may encounter in your daily professional lives.

### III LEARNING OUTCOMES:

As a learning community, the sharing of knowledge and experience will be paramount to your learning curve. There will be two approaches:

- The theoretical one: readings, research, lectures
- The practical one: group case studies and projects, interviews, field trips, personal diaries.

### IV INSTRUCTIONAL METHODS AND ACTIVITIES:

- a) Readings in preparation for the classes
- b) Lectures by the professor responsible for the course, interviews of HR staff and directors from international companies, visits to local companies
- c) Group projects on different chosen topics including field trips
- d) Personal diaries and interviews

### V PRIMARY TEXTBOOKS AND ARTICLES:

Velasquez, M (7<sup>th</sup> edition) *Business Ethics: concepts and cases*

Akerlof, G. A. and Shiller, Robert J. (2015) *Phishing for Phools: the economics of manipulation and deception*

Hopkins, Robert (2013) *The Power of Just Doing Stuff: How Local Action Can Change the World*

Michael Sandel (2013) *What Money Can't Buy, The Moral Limits to Markets*

Mark C. Coleman (2012) *The Sustainability Generation: The Politics of Change & Why Personal Accountability Is Essential Now!*

Joseph Heath (2008) *Business Ethics and Moral Motivation: A Criminological Perspective* <http://homes.chass.utoronto.ca/~jheath/be+mm.pdf>

W. Michael Hoffman (Editor), Robert E. Frederick (Editor), Mark S. Schwartz (Editor) (2014), *Business Ethics: Readings and Cases in Corporate Morality 5th Edition*

Sage Brief Guide to Corporate Social Responsibility

[https://books.google.fr/books?id=ffMgAQAAQBAJ&printsec=frontcover&source=gbs\\_ge\\_summary\\_r&cad=0#v=onepage&q&f=false](https://books.google.fr/books?id=ffMgAQAAQBAJ&printsec=frontcover&source=gbs_ge_summary_r&cad=0#v=onepage&q&f=false)

Business Ethics, US Department of Commerce

[http://trade.gov/goodgovernance/adobe/bem\\_manual.pdf](http://trade.gov/goodgovernance/adobe/bem_manual.pdf)

Business Ethics cases:

<http://www.onlinecollege.org/2011/10/03/20-classic-case-studies-every-business-student-should-know/>

<http://www.icmrindia.org/free%20resources/casestudies/Free%20Business%20Ethics.htm>

## VI EVALUATION AND GRADING:

Attendance and participation in class:	25 per cent
Group presentation:	15 per cent
Personal diaries and learning curves:	10 per cent
Mid-term examination (in-class):	25 per cent
Final examination (in-class) or final paper (10 pages)	25 percent

## VII ATTENDANCE:

As a member of this learning community, your attendance and participation are vital to the group. Attendance will be part of your final grade.

Unexcused absences have a negative impact on your final grade. Each unexcused absence above two will lower the final grade by a half-letter grade. IAU College excused absences: absences linked to IAU excursions; sickness (a medical certificate is required); emergencies.

## VIII CALENDAR:

Spring 2022: Classes on Wednesdays mornings 9 am to 11h55 am.

Date	Topics	Activity
Wednesday 26 January	Presentation of course: expectations and outcomes, syllabus, calendar, materials, personal diary and interviews, assessment. Choice of case studies Personal diary and interview methodology	Individual assessments Q&A session Creation of working groups Determining our group work ethics
Wednesday 2 February	Introduction to Business Ethics: concepts, intercultural perspectives, changing paradigms	Case studies and presentations
Wednesday 9 February	Mission and Vision Statements, Code of Conducts, Ethics Committees: Business Strategies to enhance corporate image or actual caring?	Case studies and presentations
Wednesday 16 February	How Ethical Am I? Prisms, interpretations, excuses and justifications to help us navigate Business Growth	Case studies and presentations
Wednesday 23 February	Western Business Ethics vs the rest of the world: Sustainability of Corporate Social Responsibility	Stephen Pegg, Head of Ethics Lockheed Martin 9h30 to 10h30
Wednesday 2 March	<b>Deadline for handing in mid-semester exam.</b>	
Wednesday 9 March	Image Management and Codes of Conducts The Future of Business Ethics: emerging philosophies, trends and revolutions	Case studies and presentations
Wednesday 16 March	Our Changing World, our Changing Ethics? A review of the most recent research Intercultural Analysis of Universal versus Relative Values and impact on Societies	Shira Tabachnikoff, ITER Case studies and presentations at 2pm
Wednesday 6 April	Corporate Social Responsibility in the 21 <sup>st</sup> century	Case studies and presentations
Wednesday 20 April	Capitalism and Ethics Do I sell and/or do I care? Long-term vs short-term economic viability and compatibility.	Aaron Ambeau IAU Case studies and presentations
Wednesday 27 April	Markets, Speculation, Economic Imperialism and their consequences on the balance of power Liberalism, neo-capitalism and 21 <sup>st</sup> century ideas	Case studies and presentations
Wednesday 4	The specific case of Fast Fashion: an example to	Case studies and presentations

Date	Topics	Activity
May	be followed?	

**FINAL EXAM DEADLINE WEDNESDAY 11 MAY 2022**

**Group work**

**Group ethical dilemmas: The ground rule is to always present at least 2 points of view.**

Choose one and prepare arguments in defence of your position:

<http://businessethicsalliance.org/resources/ethics-scenarios-and-dilemmas>

Follow recent ethical situations in the news and choose one to present in class

<http://www.ibe.org.uk/business-ethics-news/117>

Choose a case study among those learner focused on

[http://ethicsofisl.ubc.ca/?page\\_id=107](http://ethicsofisl.ubc.ca/?page_id=107) and present your views