



Lincoln University

Ethics of Business Management

BA 309

Credit: 3 units (45 lecture hours)

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Required textbook: Business Ethics: Managing Corporate Citizenship and Sustainability in the Age of Globalization, 3/E, Andrew Crane, Dirk Matten, Oxford University Press, USA; ISBN-10: 9780199564330; ISBN-13: 978-0199564330.

Revised: August 05, 2014

Catalog Description

The course is an advanced review of ethical theories and values systems. Topics include moral issues, codes of ethics, conflict of interest, social and fiduciary responsibilities, the work ethics, and other situations which arise within business management. (3 units)

Course Objectives

This course is designed to equip students with skills and knowledge needed to navigate complex ethical issues of the modern business world. Urgent questions raised by globalization, financial crises, and environmental challenges will be examined using various ethical theories, philosophies and systems of values. Students are expected to develop leadership skills needed to implement solutions to ethical problems in the business environment.

Upon the completion of the course students will be able to:

- 1) Provide coherent reasoning using major ethical theories;
- 2) Assess ethical strategies employed in the business world;

- 3) Analyze cultural variables and their effects on ethical values;
- 4) Identify and employ various tools and techniques of business ethics management.

Procedures and methodology

Core concepts identified from the textbook will be augmented through supplementary sources (made available to students on the class website) and applied to the real life situations through case studies, essays, and other assignments.

The coursework will include required reading followed by various assignments. The course consists of 3 modules. At the end of each module students have to submit all assignments for a given module as well as pass a written examination. At the end of the course students must submit an individual/group research project.

All communication between students and instructor (including assignments submissions) has to be conducted through the course website.

Class Rules

All exams, assignments, case studies and projects must be completed and handed in on time. Late submissions will result in lower grade (each day of delay costs 5% points). Submissions of assignments will be conducted preferably via the course website. Make-up exams are not allowed.

Plagiarism is not tolerated and will result in F for the assignment, quiz, or exam.

Exams

The exams will consist of questions based on assigned chapters and supplementary reading.

Course Project

Every student must complete a research paper for graded submission at the end of the course. In this research paper students are expected to conduct a case study of a real-world company, which has been accused of unethical conduct. The paper should study the effect such accusation had on the business, measures taken by the management to solve the problem at hand as well as the result of such measures.

Research paper must be formatted according to APA style guidelines. Research projects must comply with the Lincoln University requirements.

Assessment Criteria

All assignments, projects and exams are evaluated using the indicated system:

94-100	A	73-76	C
90-93	A-	70-72	C-
87-89	B+	67-69	D+
83-86	B	60-66	D
80-82	B-	0-59	F
77-79	C+		

Tentative Weights

Attendance	5%
Project	25%
Assignments	30%
Exams	40%

Course Outline:

Module 1

1. Introduction
2. Corporate responsibility, stakeholders and citizenship
3. Normative ethical theories
4. Descriptive ethical theories

Exam I

Module 2

5. Tools and techniques of business ethics management
6. Shareholders and business ethics
7. Employees and business ethics

Exam II

Module 3

8. Consumers and business ethics
9. Suppliers, competitors and business ethics
10. Government regulation and business ethics

Final Exam

11. Project Presentations