Course Information

Instructor: Terrill L. Frantz
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Office Hour: By appointment (arrange via email)
Website: http://faculty.phbs.pku.edu.cn/terrill
Classes:
Lectures: Tuesdays: 8:30-10:20 (Section E&M);
                      10:30-12:20 (Section F2);
                      13:30-15:20 (Section F3)
Venue: PHBS Building, Room 403
Course Website:
http://be16.phbs.info

1. Course Description

1.1 Context
Course overview:
Ethical issues in business represent one part of the moral territory we must navigate in all of our daily activities. This course will focus not only on the particular demands of business but also analyze these in relation to how we weigh the competing interests and values confronting us in the larger world in which our work lives are embedded. From this course, students can learn about the potential consequences of business actions, and enhance their abilities in making ethical decisions.

Prerequisites:
This is a required course. There are no formal prerequisites for Business Ethics, although students should have good reading and writing skills, and some ability and willingness to consider ethical issues and different sides of an issue. Skills to be developed in the course include analysis of argumentative texts, critical assessment of rational positions, reasoning and rational defense of views, and relating general ideas to particular situations.

1.2 Textbooks and Reading Materials
Primary textbook:
- *Management Ethics: Placing Ethics at the Core of Good Management* (2012/16), by D. Mele; Hoboken, NJ: Wiley; ISBN-10: 1349319473, ISBN-13: 978-1349319473

2. Learning Outcomes

The general goals of this course are:
- To examine the role and purpose of ethics in business
- To present methods of moral reasoning, case analysis, and of resolving ethical dilemmas
- To present the ethical values considered especially relevant to business activity—respect for human dignity, honesty, fairness, and the development of trust.
- To present the concept of Corporate Social Responsibility, and explore its relevance to ethical business activity

- To investigate the ethical obligations and ethical ideals present in the relationship between employers and employees
- To investigate whether ethics sets any boundaries on competition, marketing, sales, and advertising
- To consider any moral obligations of businesses to the environment and to people in other countries

Students taking this course will learn to
- identify the moral questions that business activity specifically creates
- distinguish between ethical and other types of values
- recognize ethical considerations and values relevant to business activity
- evaluate common beliefs about ethics—especially common beliefs about the role of ethics in business
- reflect on the nature of business, realize alternatives models for conducting business
- apply moral reasoning to specific situations and defend the conclusions of that reasoning
- evaluate the ethics of particular business decisions and general practices in business
- appreciate the role of ethics in business and social life

2.1 Intended Learning Outcomes
Course Unit Learning Outcomes

Unit	Unit Title (sub-topics)	Outcomes *At the completion of the unit, the student should be able to:*
1	**Overview of Business Ethics**	• Understand conceptualizations of business ethics from the organizational perspective, • Discuss the historical foundations and evolution of business ethics, • Appreciate the evidence that ethical value systems support business performance, and • See the extent of ethical misconduct in the workplace and understand the pressures for unethical behavior, • Identify stakeholders' roles in business ethics, • Define social responsibility, • Discuss the relationship between stakeholder orientation and social responsibility, • Delineate a stakeholder orientation in creating corporate social responsibility, • Understand the role of corporate governance in structuring ethics and social responsibility in business, and • List the steps involved in implementing a stakeholder perspective in social responsibility and business ethics.
2	**Ethical Issues and the Internationalization of Business**	• Define ethical issues in the context of organizational ethics, • Discuss ethical issues as they relate to the basic values of honesty, fairness, and integrity, • Delineate misuses of company resources, abusive and intimidating behavior, lying, and other business ethic issues, • Understand the challenge of determining an ethical issue in business, • Distinguish between the voluntary and mandated boundaries of ethical conduct, • Provide specific mandated requirements of the Sarbanes-Oxley legislation and implementation, • Describe the passage of the Odd-Frank Act and the Consumer Protection act and provisions, • Provide an overview of regulatory efforts with regulatory incentives for ethical behavior, • Provide an overview of the recommendations and incentives fr developing an ethical corporate culture, and • Provide an appropriate core practices and their relationship to social responsibility.
3	**The Decision-Making Process**	• Describe a comprehensive model for ethical decision making in business, • Discuss the intensity of ethical issues as an element influencing ethical decision making process, • Describe individual factors that may influent ethical decision making, • Describe organizational factors that may influence ethical decision making, • Understand the role of opportunity in ethical decision making, • Understand normative considerations in ethical decision making • Recognize the role of institutions in normative decision making • Appreciate the importance of principles and core values to ethical decision making, • Understand how moral philosophies and values influence individual and group ethical decision making • Compare and contrast the teleological, deontological, virtue, and justice

perspectives of moral philosophy,
- Discuss the impact of philosophies on business ethics,
- Recognize the stages of cognitive moral development and its shortcomings,
- Understand white-collar crime as it relates to moral philosophies, values, and corporate culture,
- Explain the concept of corporate culture,
- Understand the influence of corporate culture on business ethics,
- Describe how leadership, power, and motivation relate to ethical decision making in organizations,
- Assess organizational structure and its relationship to business ethics,
- Explore how the work group influences ethical decisions, and
- Describe the relationship between individual and group ethical decision making.

Associated PHBS Program Outcomes

Learning Goals	Objectives	Assessment
1. Our graduates will be effective communicators.	1.1. Our students will produce quality business and research-oriented documents.	N
	1.2. Students are able to professionally present their ideas and also logically explain and defend their argument.	Y
2. Our graduates will be skilled in team work and leadership.	2.1. Students will be able to lead and participate in group for projects, discussion, and presentation.	Y
	2.2. Students will be able to apply leadership theories and related skills.	Y
3. Our graduates will be trained in ethics.	3.1. In a case setting, students will use appropriate techniques to analyse business problems and identify the ethical aspects, provide a solution and defend it.	Y
	3.2. Our students will practice ethics in the duration of the program.	Y
4. Our graduates will have a global perspective.	4.1. Students will have an international exposure.	Y
5. Our graduates will be skilled in problem-solving and critical thinking.	5.1. Our students will have a good understanding of fundamental theories in their fields.	Y
	5.2. Our students will be prepared to face problems in various business settings and find solutions.	Y
	5.3. Our students will demonstrate competency in critical thinking.	Y

2.2 Assessment/Grading Details

Assessment task	Weighting
Midterm Exam	30%
Comprehensive Final Exam	70%

Exam: Exams are closed-book. The format of exam questions will be multiple-choice. Exam content will be derived from in-class lectures, course readings and any other course-associated materials. The midterm and the comprehensive exams will be held during a regularly schedule class meeting time. Midterm will be 50 questions, while the final exam will be 100 questions. Students are offered additional exam-points [the post-exam score curve] for successfully and accurately entering their exam answers into the course computer system within 12 hours of the exam completion.

Exam Rescheduling: Students unable to participate in the scheduled exam will have an opportunity to take the exam at a later-scheduled date. A penalty of 10-percentage-points will be assessed against the rescheduled exam score; moreover, to cover the additional costs for hiring an exam proctor, a financial penalty (100rmb) will be assessed to the student for rescheduling any exam [payment must be made in cash at the time of the retake]. The ONE-TIME exam retake session will be scheduled on the day which is six days following the scheduled exam date. *No other exam make-up options will available, under ANY circumstances*.

2.3 Academic Honesty and Plagiarism

It is important for a student's effort and credit to be recognized through class assessment. Credits earned for a student work due to efforts done by others are clearly unfair. Deliberate dishonesty is considered academic misconducts, which include plagiarism; cheating on assignments or examinations; engaging in unauthorized collaboration on academic work; taking, acquiring, or using test materials without faculty permission; submitting false or incomplete records of academic achievement; acting alone or in cooperation with another to

falsify records or to obtain dishonestly grades, honors, awards, or professional endorsement; or altering, forging, or misusing a University academic record; or fabricating or falsifying of data, research procedures, or data analysis.

All assessments are subject to academic misconduct check. Misconduct check may include reproducing the assessment, providing a copy to another member of faculty, and/or communicate a copy of this assignment to the PHBS Discipline Committee. A suspected plagiarized document/assignment submitted to a plagiarism checking service may be kept in its database for future reference purpose.

Where violation is suspected, penalties will be implemented. The penalties for academic misconduct may include: deduction of honour points, a mark of zero on the assessment, a fail grade for the whole course, and reference of the matter to the Peking University Registrar.

For more information of plagiarism, please refer to *PHBS Student Handbook*.

3. Topics, Teaching and Assessment Schedule

Unit	Unit Title (sub-topics)	Class Meeting Dates	Core Readings
1	**Course Introduction** **Overview of Business Ethics**	Tue., Nov. 15 Tue., Nov. 22	Chapters 1-2
2	**Ethical Issues and the Internationalization of Business**	Tue., Nov. 29 Tue., Dec. 06	Chapters 3-4
	Mid-term Exam (Re-take: 12:30, Mon., Dec 19)	Tue., Dec. 13	
3	**The Decision-Making Process**	Tue., Dec. 20 Tue., Dec. 27 Tue., Jan. 03	Chapters 5-7
	Comprehensive Exam (Re-take: 12:30, Mon., Jan. 16)	Tue., Jan. 10	

4. Important Miscellaneous

The course website: (listed above) is the primary communications vehicle for outside-of-class communications and course documentation. The student is expected to routinely check the site for information and class-related announcements— perhaps daily. Instructions on using the website will be provided on the first day of class.

About the Instructor: Dr. Terrill Frantz is an Assistant Professor of Management. He joined the faculty of PHBS in 2010. He has 20 years of corporate experience in global investment banks (Morgan Stanley and JP Morgan) in New York, London, and Hong Kong, and in consulting for organizations in industries, such as chemicals, US presidential politics, and numerous SMEs. His academic specialty is in Organization Behavior during M&A, with a primary research focus on Post-Merger Integration—he has published numerous academic articles and book chapters on the subject. Dr. Frantz has a life-long orientation in software technology, finance, and international business management, buttressed by both work experience (Asia-Pacific Operations Officer for Technology at Morgan Stanley, Assistant to the CIO at Morgan Stanley, etc.) and advanced degrees from the Stern Business School, New York Univ., and two Doctorate degrees (Computer Science from Carnegie Mellon Univ., and Organization Change from Pepperdine Univ.). His first Doctorate dissertation (Pepperdine University) is entitled, "Patterns of Change in Organization Performance." And the second doctorate thesis (Carnegie Mellon University) is entitled, "A Behavioral Theory of the Merger: Dynamics of the Post-Merger Integration Process." Prof. Frantz has lived in China (Hong Kong & Shenzhen) for 13 years.