GEN502
Business Ethics
Module 4, 2017-2018

Course Information

Instructor: Christer Ljungwall
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Office Hour: By appointment (arrange via email)

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Stevanus Tjunandar
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Classes:
Lectures: Mondays, 10:30-12:20
Venue: PHBS Building, Room 313

Course Website:
PHBS Course Management System (To be advised)

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. The overarching goal of this course is to prepare future managers for confronting the truly difficult situations that arise when deploying economic resources, altering the physical environment, and making decisions that affect the life of investors, employees, community members, and other stakeholders. This course will focus not only on the particular demands of business but also analyse 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.

1.2 Textbooks and Reading Materials

Primary textbooks:
Mele, D. (2012). *Management Ethics: Placing Ethics at the Core of Good Management.* Palgrave Macmillan.

Ferrell, O.C., Fraedrich, J., Ferrell, L. (2015). *Business Ethics: Ethical Decision Making & Cases*, 10th edition. Cengage Learning.

2. Learning Objectives/Outcomes

2.1 Intended Learning Objectives/Outcomes

Learning Goals	Objectives	Assessment (YES with details or NO)
1. Our graduates will be effective communicators.	1.1. Our students will produce quality business and research-oriented documents.	No
	1.2. Students are able to professionally present their ideas and also logically explain and defend their argument.	Yes
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.	Yes
	2.2. Students will be able to apply leadership theories and related skills.	Yes
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.	Yes
	3.2. Our students will practice ethics in the duration of the program.	Yes
4. Our graduates will have a global perspective.	4.1. Students will have an international exposure.	Yes
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.	Yes
	5.2. Our students will be prepared to face problems in various business settings and find solutions.	Yes
	5.3. Our students will demonstrate competency in critical thinking.	Yes

2.2 Course Unit Learning Objectives/Outcomes

Unit	Unit Title	Outcomes
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 behaviour, ▪ Identify stakeholder's 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, ▪ 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 the relate to the basic values of honesty, fairness, and integrity, ▪ Delineate misuse of company resources, abusive and intimidating behaviour, 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 behaviour, ▪ Provide an overview of the recommendations and incentives for 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 influence 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 crimes as it relates to moral philosophies, values, and 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

2.3 Assessment/Grading Details

Assessment task	Weighting
Class Participation	20%
Midterm Exam	30%
Final Exam	50%

Explanation:

Class participation grades reflect the instructors' judgment of the students' contribution to the learning environment. The grades take into account (1) the ***frequency*** of the students' response in class, and (2) the ***quality*** of the response (e.g., relevance to course materials; insights that differ from others' point of view; elaboration or clarification of others' opinions) as well as (3) the ***professionalism*** of the students' conduct (e.g., attendance, punctuality, preparedness, and behaviour during the class). The class participation score will be differently graded as full score, half score, or zero score for each student.

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 final exams will be held during a regularly schedule class meeting time. Midterm will be 50 questions, while the final exam will be 100 questions.

Reschedule exam will be provided for students who is unable to participate in the scheduled exam. A penalty of 10-percentage points will be assessed against the rescheduled exam score. There is only one reschedule exam and no other exam make-up options will be available. The date will be scheduled and announced by the instructor.

2.4 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, honours, 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	Mon., May 7 Mon., May 14	Chapters 1-2
2	Ethical issues and the Internationalization of Business	Mon., May 21 Mon., May 28	Chapters 3-4
	Mid-term Exam	Mon., June 4	
3	The Decision-Making Process	Mon., June 11 Mon., June 18 Mon., June 25 Mon., July 2	Chapters 5-7 Exam prep
	Final Exam	Mon., July 5	

4. Additional Information

PHBS Course Management System
CMS 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-preferably on a daily basis. Instructions on using the website will be provided on the first day of class.

About the Instructor
Dr. Christer Ljungwall is a China political-economist, and an expert in economic development, global innovation trends, and innovation policy. He joined the PKU-HSBC Business School as lecturer in 2018. He is also Vice-President, Head of Research, at ENC International Advisory Group. He has held positions over the years as Sr. diplomat with the Swedish government; Sr. Economist with the Asian Development Bank; and Research fellow at Peking University. He is affiliated Professor at Copenhagen Business School. He is a regularly invited speaker on Chinese and Asian economic and political affairs, and innovation. He is strategic advisor to a number of MNCs, member of the Scientific Advisory Board - the Knowledge Economy (BIT Congress) and, member of The Growth Net, New York. He is the author of 35+ academic journal articles in English, 150+ reports, and five books. Dr. Christer Ljungwall received his PhD in economics from Gothenburg University in 2003.