GEN502
Business Ethics
Module 3, 2019-2020

Course Information

Instructor: Aravind YELERY
Office: PHBS Building, Room 609
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Office Hour: By appointment

Teaching Assistant:
Phone:
Email:

Classes:
Lectures: Tuesday, 8:30-10:20 (session 6); Tuesday, 13:30-15:20 (session 7)
Venue: PHBS Building, Room 425 (both sessions)

Course Website:
PHBS Course Management System

1. Course Description

1.1 Context

Course overview:
Business Ethics remains one of the core areas of concern for global businesses. Success in business and corporate institutions requires sound understanding of business ethics which traverse between moral, philosophy and culture, the individual and company inherits and exhibits. This is more pertinent in the age of competition where the values of business ethics are undermined.

In the age of globalization, information and communication driven business practices, ethics are more important than they've been in past decades. Breach of ethics will adversely impact the growth and existence of a company, on the other hand, conversely, any efforts made to conduct business ethically will be more apparent and publicly recognized. As more businesses begin to realize the importance of responsible and ethical practices, developing a company ethically is going to become more significant as competitors invest in their respective initiatives. As research indicates, the new generation of talent entering the professional world considers to work for a company that conducts business ethically and responsibly as the benchmark. It also attracts interests from governance institutions and structures to assess the industry practices. Hence the study of Business Ethics is a cornerstone of modern professionalism.

The course will help professionals develop the fundamental perspective of ethical behavior and business success. It also emphasizes on how one can develop ethical principles and how such principles can be incorporated into our moral reasoning processes.

1.2 Textbooks and Reading Materials

The following book is for the *reference* reading:

Laura P. Hartman, Joseph R. DesJardins & Chris MacDonald (2017). *Business Ethics: Decision Making for Personal Integrity & Social Responsibility,* 4th Edition. McGraw-Hill Education, New York.

2. Learning Objectives/Outcomes

2.1 Intended Learning 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.	Yes
	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 analyze 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 specific objectives/outcomes

The primary aims of this course are as follows:

- Understand the ethical concepts that are relevant to resolving moral issues in business,
- Impart the reasoning and analytical skills needed to apply ethical concepts to business, decisions,
- Identify the moral issues involved in the management of specific problem areas in business,
- Identify and understand the social, technological, and natural environments within which moral issues in business arise, and
- Compare, discuss and debate cases of moral dilemmas faced by businesses and professionals

Additional broad derivatives will be as follows:

- Understand the new dialectics of growth – inclusiveness, connectivities and shared prosperity,
- Understand the role of leaders, institutions and society, and
- Study new institutions of non-western way governance and ethics to ensure growth and sustainability

2.3 Assessment/Grading Details

The final evaluation of your performance in this course will be based on a midterm exam, a final exam, a term project, class attendance and participation with the following weightages:

	Weightage
Mid-term exam	30%
Final-term exam	60%
Attendance & class participation	10%

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, 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	Class Meeting Dates*	Unit Title (sub-topics)
1	Tuesday, February 18	a. **Introducing Business Ethics**; a basic definition of business ethics; describing the relationship between ethics, morality and ethics theory; ethical challenges in different types of organization; 'triple bottom line' of sustainability b. Case Study

2	Tuesday, February 25	a. **Ethical Principles in Business and framing Business Ethics**; Utilitarianism, Justice and Fairness; an Ethic of Care; Corporate Social Responsibility in terms of its levels, strategies and outcomes b. Case Study
3	Tuesday, March 3	a. **Evaluating Business Ethics**; the role of normative ethical theory for ethical decision-making in business; ethics in the market place. b. Case Study
4	Tuesday, March 10	a. **Making decisions in Business Ethics** – descriptive ethical theory; relationship between descriptive and normative theory of ethical decision making; individual influences on ethical decision making b. Case Study
5	Tuesday, March 17	Midterm Exam
6	Tuesday, March 24	a. **Managing Business ethics** – Tools and techniques of Business Ethics management; b. Case Study
7	Tuesday, March 31	a. **Contextualizing Business ethics** – Suppliers, Competitors, and Business Ethics; Government, regulation and Business Ethics b. Case Study
8	Tuesday, April 7	a. **Ethics and the Environment**; The Dimensions of Pollution and Resource Depletion; Remedies and Duties of the Firm b. Case Study
9	Tuesday, April 14	a. **Business Ethics and Globalisation** b. Case Study
	Tuesday, April 21 (details to be announced later)	FINAL EXAM

***** The class dates are subject to change/alter given the severity of the epidemic and the class timings will be arranged in consultation with the admin. Every student is expected to show tolerance and be in high spirit as the situation demands common responsibility of all of us to finish the curriculum in time and with great integrity.

4. Miscellaneous

4.1 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.

4.2 About the Instructor

Dr. Aravind Yelery is the Senior Research Fellow at HSBC Business School in Peking University (PHBS). His research interests include International Political Economy, globalization, multilateral institutions, global south, apart from his core specializations on China's foreign policy, Chinese business, Chinese manufacturing trends, urbanization and Chinese Government and politics.

He has contributed *Opinion*, interviews to leading Global media which includes, *Indian Express*, *Financial Times*, *NHK World*, *Catch News*, CNN-IBN, *Asia Times*, China Global Television Network (CGTN), *Xinhua* News Agency, *The WEEK*, *Ifeng* (Phoenix News Media), *China Daily*,

South China Morning Post, People.cn, Jingji guancha bao and *Beijing Review* among others. Aravind has been a speaker, panel moderator and Chair at conferences in India, South Africa, Vietnam, HongKong, Russia, United Kingdom, China, Brazil etc. He holds a PhD from Jawaharlal Nehru University, New Delhi.