



University of International Business and Economics International Summer School

Business Ethics

Term: July 8 – August 2, 2019

Instructor: Naixiang Feng

Home Institution: University of International Business and Economics

Email: fengnaixiang@uibe.edu.cn

Class Hours: Monday through Friday, 120 minutes each day

Office Hours: TBD

Discussion Session: 2 hours each week

Total Contact Hours: 64 contact hours (45 minutes each, 48 hours in total)

Credit: 4 units

Course Description:

Business ethics studies moral dilemmas and problems that arise in business and considers the defensible ways ethical principles and standards ought to be applied to business. Ethics is also about good and bad, and about how best to live meaningful lives, and both these questions must also occupy us in our discussion of business ethics. This course provides students with the opportunity to analyze and discuss a wide range of ethical issues that confront individual managers and corporations. Instruction is based on the case method. Students are required to offer personal appraisals of the issues discussed in class. Topics include the corporation and its stakeholders, managing public issues and stakeholder relationships, corporate social responsibility and citizenship, organizational ethics, global business responsibilities, sustainable development and global business, ethics of corporate responsibility, consumer protection, and managing a diverse workforce. Students will develop a theoretical approach to business ethics, cultivate critical skills in public business ethical discussion, and learn to apply complex moral concepts to concrete business cases.

Course Goals:

After completing the requirements of this course, students should be able to:

1. Identify and apply ethical principles to human decisions typical of business;
2. Understand the techniques of moral reasoning and argumentation that are needed to analyze moral issues in business;
3. Analyze the presuppositions of business—both moral presuppositions and the presuppositions from a moral point of view;
4. Evaluate the individual actions in economic and business transactions within a variety of moral frameworks;
5. Apply general ethical principles to particular cases or practices in business;

6. Discuss the ethical issues inherent in the rapid changes in business, including information technology and environmental degradation.

Required Textbook:

Ann Lawrence (2018). *Business and Society: Stakeholders, Ethics, Public Policy, 15/e.*
McGraw-Hill Education. ISBN: 1259737268

Internet Resources:

www.economist.com	<i>The Economist</i>
www.fortune.com	<i>Fortune</i>
www.nytimes.com	<i>The New York Times</i>
www.wsj.com	<i>The Wall Street Journal</i>
www.bloomberg.com	<i>Bloomberg</i>
www.ft.com	<i>Financial Times (London)</i>
www.cnnmoney.com	<i>CNN Money</i>

Teaching Methods:

Any of the following may be included:

- Case analysis and discussion
- Selected video clips
- Discussion of assigned readings
- Lectures by instructor
- Individual assignments and reports
- Group assignments and reports
- Pop quizzes and written assignments
- Use of appropriate technologies including Excel and power point presentations

Course Requirements:

Class assignments will be given after class. They are given to reinforce the concepts discussed in the lectures and from the text. It is essential that you participate by doing the homework in a timely fashion and participating in the discussion of the homework. Class lectures and discussions will assume that you have a general understanding of the terms and ideas from the required readings. In this combination lecture/discussion format, your individual contributions, questions, and insights become critical to your own learning and that of your classmates.

Course Evaluation:

Students will be graded on the following work:

- Class participations and attendance worth 10% of total grade
- 3 tests worth 30% of total grade
- 3 essays worth 30% of total grade
- 1 final exam worth 30% of total grade

Late assignments will not be accepted without serious cause. Due dates are listed on the course schedule.

About Course Evaluation:

- A) Class participation means taking part in class discussions (hard to do well if you haven't read the assignments). It will mean advance preparation for at least one debate or role-play or other class activity in addition to your group project. And of course it will also mean doing your fair share on your group project
- B) Tests are inclusive of textbook materials.
- C) Three essays will be assigned for the course, each essay constitutes 10% of the total grade

On the Essays

Essay One topic: Can business ethics be taught?

500 words

Due: June 10

Submission: Paper (double-spaced, stapled) or Word (with your last name in the document label).

Essay Two topic: Advertising: immoral and unnecessary or moral and useful?

800 words

Due: July 16

Essay Three topic: What are "sweatshops," and are they good or bad?

1,000 words

Due: July 23

You may use the paper to argue in support of one side of an ethical issue. If so, then you should not only find substantial arguments in support of that position, but also substantial arguments against that position. In other words, try to show that your position successfully withstands strong criticism. Alternatively, you might want to explore an ethical issue without taking a firm stance on either side. In that case also, find substantial arguments on both sides, and analyze their strengths and weaknesses. It may help to ask yourself as you read: What sort of ethical argument is this? Is it consequentialist or nonconsequentialist? Has the author anticipated serious objections to his/her argument? Are the ethical principles assumed or advocated by the author likely to conflict in some situations? Are any significant ethical principles ignored?

If the argument depends in part on empirical studies, are they strong ones, or do they ignore important evidence? Is what the author proposes realistic in economic or business terms? (These questions are meant to be suggestive, not mandatory or exhaustive.)

Be very careful to avoid plagiarism. You must cite your sources everywhere in your paper where you use their ideas, and not only when you quote them directly but also where you paraphrase their points in your own words. In general, you should only use direct quotes when you find the authors' wording to be especially effective. But your paraphrasing or summaries of authors' points should be thorough: it's not fair to an author to change only a couple of words in a paragraph of his/hers and then imply (by not using direct quotes) that the paragraph is entirely your own prose.

Give full references at the end of your paper, using a standard citation format:

- 1) Book (non-anthology): author's name, book title (publisher, date).
- 2) Article in an anthology: name of the article's author, "article title," name of the editor of the anthology, book title (publisher, date), pages.
- 3) Periodical article: author, "article title," periodical title, volume/issue (date): pages.
- 4) Web page: author, "title of page or article" (organization name, date), URL.

Within your text, e.g., at the end of a paragraph or a direct quote, you may refer to a source simply as (author, pages).

D) Final exam is a comprehensive exam which will cover all lectures, readings and class discussions and the text materials.

Assignments and examinations will be graded according to the following grade scale:

A	90-100	C+	72-74
A-	85-89	C	68-71
B+	82-84	C-	64-67
B	78-81	D	60-63
B-	75-77	F	below 60

Attendance, Participation and Preparation:

This course depends on student engagement and attention during the lecture, discussion and multi-media presentations. Attendance is expected for the full class period. In the event unavoidable emergencies or conflicts prevent you from attending class or leaving early, please notify me in advance. Each student is responsible for anything that is missed during an absence and so having a class partner is advisable. To prepare for class, read the designated pages in course packet as listed on the syllabus, and read all the required articles and watch related

videos on Sakai in order to follow the lecture and participate in discussion. Your thoughts and ideas bring value to me and the other students and so participation is encouraged.

Use of Technology:

In order to minimize distractions and be fully engaged in the class lecture and discussions laptops, tablets, cell phones etc., must be turned off during class.

Academic Integrity:

The University of International Business and Economics expects students to be honest in their academic work. Academic dishonesty is viewed as a serious violation of university rules and such misconduct is not accepted by academic community. In particular, students must refrain from plagiarism, cheating and collusion in connection with examinations, submitting substantially the same piece of work to different classes and must fully acknowledge all the sources of ideas and all assistance received in work submitted to the instructor for evaluation. Violation of the rules of academic honesty may lead to suspension or disqualification of the student from further study at the University.

Tentative Course Schedule:

Class	Chapter title/topic	Assignments
July 8	Introduction Of The Course And Syllabus	Reading: Chap. 1
July 9	The Corporation and Its Stakeholders	I. Case: Walmart Stores, Inc. II. Reading: Chap. 2
July 10	Managing Public Issues and Stakeholder Relationships	I. Prepare for discussion on CSR in China II. Reading: Chap.3 Essay ONE due
July 11	Corporate Social Responsibility and Citizenship	I. Prepare for discussion on pros and cons of globalization II. Case: Starbucks
July 12	Business in a Globalized World	Review for Test 1
July 15	Test 1 (Chapters 1-4)	Reading: Chap.6
July 16	Organizational Ethics	Reading: Chap. 7 Essay TWO due
July 17	Business-Government Relations	I. Case: Uber II. Reading: Chap.9

July 18	Sustainable Development and Global Business	I. Case: Nike II. Reading: Chap.10
July 19	Managing for Sustainability	I. Case: Levi Strauss & Company II. Prepare for Test 2
July 22	Test 2 (Chapters 6,7,9,10)	Reading: Chap.11
July 23	The Role of Technology	I. Case: Alibaba and counterfeit products II. Reading: Chap. 12 Essay THREE due
July 24	Regulating and Managing Information Technology	I. Case: Apple's iCloud service attacked II. Reading: Chap. 13
July 25	Stockholder Rights and Corporate Governance	I. Case: The Bailout of AIG International II. Reading: Chap.14
July 26	Consumer Protection	I. Case: Takata airbag recalls II. Prepare for Test 3
July 29	Test 3 (Chapters 11-14)	Reading: Chap. 15
July 30	Employees and the Corporation	I. Case: Worker's pay increased at Target II. Reading: Chap. 16
July 31	Managing a Diverse Workforce	I. Case: Marriott International II. Reading: Chap.18&19
Aug.1	The Community and the Corporation & The Public and Corporate Reputation	I. Case: Whole Foods Markets II. Prepare for final exam
Aug.2	Final exam	

While this syllabus should provide you with an outline of the course, grading criteria and a tentative schedule, please note that the instructor reserves the right to modify this syllabus and schedule as deemed necessary.