



Syllabus of Record

Program: CET Beijing

Course Code / Title: BJ/BUSN 335 Business Ethics

Total Hours: 45

Recommended Credits: 3

Primary Discipline / Suggested Cross Listings: Business / East Asian Studies

Language of Instruction: English

Prerequisites/Requirements: None

Description

This course examines the ethical dilemmas and problems that arise in business contexts, and outlines ethical standards and principles that apply in business and commerce. Students will have 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. Topics include corporate responsibility and conflict of interest, the corporation and its stakeholders, organizational ethics, global business responsibilities, sustainable development, consumer protection, and achieving diversity in the workforce. Students will gain familiarity with a theoretical approach to business ethics, develop critical skills in analyzing public business ethical controversies, and learn to apply complex moral concepts to concrete business cases. The goal of the course is to develop and deepen the student's understanding of business ethics in the context of society as a whole, the importance of moral character in business, and the positive effects that ethical business practices bring to society.

Objectives

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

1. Identify and apply ethical principles to human decision-making 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. Apply general ethical principles to particular cases or practices in business
5. Discuss the ethical issues inherent in the rapid changes to business operations and production, including information technology and environmental degradation

Course Requirements

Students are expected to attend each class and field-based course component, as outlined in the CET Attendance Policy. Active participation is essential. Students are to read all assigned materials before each class session and come prepared to participate thoughtfully in class discussions. Reading assignments average about 50-80 pages per class.

Graded assignments include:

- Two midterm essay assignments (500 words each), the prompts for which will be provided to students to week before the essay due date
- Three in-class tests throughout the semester
- One final group presentation (15-20 minutes), on topics confirmed with the instructor in advance

Grading

Students will be graded on the following work:

- Participation: 20%
- Essays: 20%
- Tests: 30%
- Final presentation: 30%

Reading

O.C. Ferrell et al (eds). *Business Ethics: Ethical Decision Making & Cases* (12th Edition): Cengage Learning. 2018.

Laura Hartman, et al (eds). *Business Ethics: Decision Making for Personal Integrity & Social Responsibility* (4th Edition): McGraw-Hill Education. 2017.

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

Outline of Course Content

Week 1: Introduction to the Course and Syllabus

Week 2: The Corporation and Its Stakeholders

Week 3: Managing Public Issues and Stakeholder Relationships

Week 4: Corporate Social Responsibility and Citizenship

Week 5: Business in a Globalized World

Week 6: Ethics and Ethical Reasoning

Week 7: Organization Ethics

Week 8: Business-Government Relations

Week 9: Sustainable Development and Global Business

Week 10: The Role of Technology

Week 11: Regulating and Managing Information Technology

Week 12: Stockholder Rights and Corporate Governance

Week 13: Consumer Protection

