

2.3.2 Basic information of each course/module (Provide information where applicable in Table 3.)

Table 3: Summary of information on each course/module

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| 1. | Name of Course/Module: Business Ethics and Corporate Responsibility | | | | | |
| 2. | Course Code: BBA 2044 | | | | | |
| 3. | Name(s) of academic staff: TBA | | | | | |
| 4. | Rationale: The student will develop an understanding for the importance of ethics in business and the corporate responsibilities that business organizations must assume in business and society. An emphasis will be on contemporary trends in corporate responsibilities with respect to ethical, legal, economic and regulatory conditions in the global marketplace. | | | | | |
| 5. | Semester and Year offered: Semester 4 Year 2 | | | | | |
| 6. | Total Student Learning Time (SLT) | Face to Face | | | | Total Guided and Independent Learning |
| | L = Lecture T = Tutorial P = Practical O = Others | L 31 | T 19 | P 5 | O - | 55 + 105 = 160 hours |
| 7. | Credit Value: 4 credit hours | | | | | |
| 8. | Prerequisite (if any): Nil | | | | | |
| 9. | <p>Objectives:</p> <p>The objectives of this course are :</p> <ul style="list-style-type: none"> • To understand ethical issues and corporate responsibility in business, and to provide students with useful conceptual tools to guide analysis and decisions. • To identify, think critically about, and resolve ethical issues that are encountered in one's working life at the individual, organizational, and societal levels. • To examine the ethical implications and corporate responsibility of business practices from a stakeholder perspective. • To develop critical thinking skills via the application of concepts and theories to business cases with business ethics and corporate responsibility perspectives. | | | | | |

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| 10. | <p>Learning outcomes:</p> <p>At the end of the semester the students will be able to:</p> <ul style="list-style-type: none"> • Show professional and ethical conduct, critical thinking skills, and the confidence and ability to engage in life-long learning. • Demonstrate an understanding of the cultural, political, legal, technological, and economic forces that shape the global business environment in business ethics and corporate responsibility perspective. • State the ethical implications and corporate responsibilities of business policies and decisions. • Outline the importance of making informed, practical judgments based upon knowledge of sound ethical principles and motivations. • Enhance awareness and increase understanding of the nature of business ethics in the global business environment. • Increase awareness of the challenges of business social responsibility. | | | | | | | | | | | | | | |
| 11. | <p>Transferable Skills: Development of transferable skills such as business ethics and corporate responsibility thinking skills, effective group work, leadership skills, and knowledge in approaches to problem-solving.</p> | | | | | | | | | | | | | | |
| 12. | <p>Teaching-learning and assessment strategy Class Participation, Assignments, Team Work, Case Studies, and Presentation.</p> | | | | | | | | | | | | | | |
| 13. | <p>Synopsis:</p> <p>The ethical training in business is very important in today's challenging business world. Recent scandals have created a mistrust that has spread through the entire business sector, jeopardizing public confidence in the stock market and economy. Now more than ever, it's important for students to understand the moral foundations, rules, and implications that are vital to the core of business. This course presents an in-depth introduction of business ethics that emphasizes the role of ethics as a critical part to management success. Also, corporate responsibility is a vital business issue. This course brings together a comprehensive guide to the subject to addressing contemporary developments in both theory and practice. A distinct intellectual framework is developed which highlights the ways the issues at the heart of Corporate Responsibility hang together. This links the ethics which underpin the values of corporations and their leadership to the way they exercise their responsibilities as stewards not just of their business but of the natural, human and built environment which they affect.</p> | | | | | | | | | | | | | | |
| 14. | <p>Mode of Delivery: Lectures/Tutorial/Practical/Class Activities</p> | | | | | | | | | | | | | | |
| 15. | <p>Assessment Methods and Types:</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 80%;">Class Participation</td> <td style="text-align: right;">10%</td> </tr> <tr> <td>Continuous Assessment, Assignments and Tests</td> <td style="text-align: right;">20%</td> </tr> <tr> <td>Case Studies, Seminar, Project Paper and Presentation</td> <td style="text-align: right;">30%</td> </tr> <tr> <td>Final Examination</td> <td style="text-align: right;">40%</td> </tr> <tr> <td></td> <td style="text-align: right;">-----</td> </tr> <tr> <td>Total</td> <td style="text-align: right;">100%</td> </tr> <tr> <td></td> <td style="text-align: right;">=====</td> </tr> </table> | Class Participation | 10% | Continuous Assessment, Assignments and Tests | 20% | Case Studies, Seminar, Project Paper and Presentation | 30% | Final Examination | 40% | | ----- | Total | 100% | | ===== |
| Class Participation | 10% | | | | | | | | | | | | | | |
| Continuous Assessment, Assignments and Tests | 20% | | | | | | | | | | | | | | |
| Case Studies, Seminar, Project Paper and Presentation | 30% | | | | | | | | | | | | | | |
| Final Examination | 40% | | | | | | | | | | | | | | |
| | ----- | | | | | | | | | | | | | | |
| Total | 100% | | | | | | | | | | | | | | |
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| 16. | Mapping of the course/module to the Programme Aims NA | | | | | | | |
| 17. | Mapping of the course/module to the Programme Learning Outcomes: See attached | | | | | | | |
| 18. | Content outline of the course/module and the SLT per topic: | | | | | | | |
| | | Delivery | | | | GL | NGL | SLT |
| | Topics | L | T | P | O | Hour | Hour | |
| | 1. The Ethics of Business <ul style="list-style-type: none"> • What is Business Ethics? • Ethics, Moral and Values • Different approach to Business Ethics • Business Ethics theoretical positions • The ethical dimensions of business • Reputation and Investor Confidence • Discerning Consumers • Financial Performance with Business Ethics perspective | 3 | 1 | - | - | 4 | 8 | 12 |
| | 2. Descriptive Ethics, Prescriptive Ethics and Meta-Ethics <ul style="list-style-type: none"> • What is Descriptive Ethics? • The Descriptive Approaches • Modes of managing Moral Model • What is Prescriptive Ethics? • Generic Moral Theories • Applied Theories of the Modern Corporation • What is Meta-Ethics? • Moral Dissensus • Ethical Relativism | 3 | 2 | 1 | - | 6 | 11 | 17 |

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|--|--|---|---|---|---|---|----|----|
| | <p>3. Ethical Decision-Making In Business</p> <ul style="list-style-type: none"> • Rational Interaction for Moral Sensitivity • Habermas and the ‘Ideal Speech Situation’ • Assumptions behind The Rims Strategy • The Rims Strategy • Objection to the Rims Strategy • Moral Sensitive Affirmation Action • Defining Affirmation Action • Objections to Affirmation Action • Applying Rims to the Affirmation Action Scenario | 3 | 2 | 1 | - | 6 | 11 | 17 |
| | <p>4. Ethics In Managing Business</p> <ul style="list-style-type: none"> • What is Trust? • Building Trust with Ethics • The Loss of Trust in Business • The Ethical Dimension of Trust • The Role of Ethics in Building Trust • Organizational Factors that Enhance Trustworthiness • Defining Fraud • The Nature of Fraud • Ways to Fight Fraud • Ethics in the Fight Against Fraud | 3 | 2 | 1 | - | 6 | 11 | 17 |

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|--|--|---|---|---|---|---|----|----|
| | <p>5. Human Potential and Whistle-Blowing with Ethics</p> <ul style="list-style-type: none"> • Ethics as Most Important Asset • Ethical Neglect • People and Their Potential • Ethical HR Practices • Defining Whistle-Blowing • Organizational Response • Dealing with Whistle-Blowing • Pre-Empting Whistle-Blowing with Ethics | 3 | 2 | - | - | 5 | 10 | 15 |
| | <p>6. Determining Ethical Risk and Codes of Ethics</p> <ul style="list-style-type: none"> • Risk Management and Ethical Risk • The Need for Governing Ethical Risk • Identification of Ethical Risk • What is Codes of Ethics? • The Purpose of the Codes of Ethics • The Process and the Format of the Codes of Ethics • The Content and the Tone of the Codes of Ethics • Implementation of the Codes of Ethics • Limitations of Codes of Ethics | 3 | 2 | 1 | - | 6 | 11 | 17 |

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|--|--|---|---|---|---|---|----|----|
| | <p>7. The Meaning and Importance of Corporate Responsibility</p> <ul style="list-style-type: none"> • Evolution of Corporate Responsibility • Corporate Responsibility and the law of economics • Corporate Responsibility and social legitimacy • Corporate Responsibility expectations in rich and in poor societies • The evolving role of stockholders • The iron law of social responsibility • Moral and economic arguments for Corporate Responsibility | 3 | 2 | - | - | 5 | 10 | 15 |
| | <p>8. The Role of Stakeholders in Corporate Responsibility</p> <ul style="list-style-type: none"> • Stakeholder advocacy • The role of business in society • Consumers' awareness and willingness to pay for socially responsible corporate behaviour • The communications revolution and its impact on Corporate Responsibility • Globalization and Corporate Responsibility • Different stakeholders, different perspectives • Success and failure with Corporate Responsibility initiatives • Corporate response to citizen demands via Corporate Responsibility • The five stages of organizational growth in Corporate Responsibility | 3 | 2 | 1 | - | 6 | 11 | 17 |

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|--|----|----|---|---|----|-----|-----|
| <p>9. The Strategic Importance of Corporate Responsibility Implementation</p> <ul style="list-style-type: none"> • Corporate Responsibility as a balance between organizational means and ends • The strategic lens: vision, mission, strategy, and tactics • Environmental and other global forces propelling Corporate Responsibility • Impact of globalization and communications technologies • The strategic Corporate Responsibility model • The business-level CSR threshold • Implementing Corporate Responsibility • Corporate Responsibility as competitive advantage | 3 | 2 | - | - | 5 | 10 | 15 |
| <p>10. Case Studies in Organizational, Economic, and Societal Corporate Responsibility Issues</p> <ul style="list-style-type: none"> • Organizational issues (actions versus intentions, corporate commitment, voluntary versus mandatory, stakeholder activism) • Economic/business issues (branding, diversity, sustainability, fair trade, wages) • Social issues (outsourcing, corruption, human rights, patents) | 4 | 2 | - | - | 6 | 12 | 18 |
| <p>TOTAL STUDENT LEARNING TIME (SLT)</p> | 31 | 19 | 5 | - | 55 | 105 | 160 |

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|-----|---|
| 19. | <p>Main references supporting the course:</p> <ul style="list-style-type: none"> • C. B. Bhattacharya, Sankar Sen and Dr Daniel Korschun (2011) Leveraging Corporate Responsibility: The Stakeholder Route to Maximizing Business and Social Value. 1st Edition. Cambridge University Press. • C. Ferrell, John Fraedrich and Ferrell (2012) Business Ethics: Ethical Decision Making & Cases. 9th Edition. Cengage Learning. • David B. Chandler and William B. Werther (2013) Strategic Corporate Social Responsibility: Stakeholders, Globalization, and Sustainable Value Creation. 3rd Edition. SAGE Publications. • Patrick O'Sullivan, Mark Smith and Mark Esposito (2012) Business Ethics: A Critical Approach: Integrating Ethics Across the Business World. 1st Edition. Routledge. <p>Additional references supporting the course:</p> <ul style="list-style-type: none"> • Peter A. Stanwick and Sarah D. Stanwick (2013) Understanding Business Ethics. 2nd Edition. SAGE Publications. • Michael Blowfield and Alan Murray (2011) Corporate Responsibility. 2nd Edition. Oxford University Press. • Mark S. Schwartz (2011) Corporate Social Responsibility: An Ethical Approach. 1st Edition. Broadview Press • Antonio Tencati and Francesco Perrini (2011) Business Ethics and Corporate Sustainability |
| 20. | <p>Other additional information: Nil</p> |