

McDaniel College Budapest Campus

BUA 2210 Ethics and Business

Fall 2017/2018

Course leader:	Bruce Hoggard, Honourary Associate Professor
Office hours:	By Appointment
Availability:	Phone or text number: +36 30 296 8237
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Course type:	Elective
Prerequisites:	
Credits:	4 Credits
Number of hours per semester:	2 – 90 minute classes, back-to-back
Time of class:	Monday Afternoons 12:30 to 3:45 pm
Venue:	TBD

Compulsory reading:

Text Book: Business Ethics and Values, Fourth Edition, Fisher, Lovell, and Valero-Silva, Pearson Publishing, 2013 (ISBN: 978-0-273-75791-7 print)

Recommended readings:

Far Eastern Economic Review
The Asian Wall Street Journal
Time Asia
Ad Asia Magazine
Asian Business; China Daily; Global Times

Canadian Business
The Globe and Mail
The National

The Wall Street Journal
New York Times
Financial Times
Business Week
The Financial Post
Forbes, Fortune

World Trade
The Economist
Latin Trade

Wall Street Journal Europe

The Singapore Marketer
Canadian Marketing Challenge
South Africa Journal Marketing
Marketing Business (UK)

Aims and objectives and description of the course:

This course covers the characteristics students need to develop a consideration of some of the major ethical issues in business: the profit motive and the public good, social responsibility of corporations, environmental concerns, consumer and employee relations, the role of the government, advertising practices, conflict of interest and of obligation, and hiring and employee practices.

Learning outcomes:

- Develop a critical understanding of business's ethical responsibilities
- Understand business behaviour can be studied from a range of perspectives and are cultural motivated and biased
- Determine solutions to business ethical problems and issues
- Be aware of ethical dilemmas and responsibilities faced by organizations and individuals

- Acquire a range of relevant business and generic skills, including decision making, problem solving, the challenging of assumptions and the quantification and management of information

Methodology to be used:

The course is a combination of lectures, seminars, class discussions, group work and case studies. The students will analyse, evaluate and study business ethics and begin to be able to identify the key processes required for best practice and success.

A typical session will start with a **current event discussion and analysis**. Preparation for this must be done by everyone. Working in study groups (groups of 4) is highly recommended so as many events and issues can be explored and presented! As a group, we will then discuss the situations and address the problems and issues presented as it relates to the various aspects of business ethics. This is then followed by the **summary of the relevant theoretical issues** on the topic.

Detailed class schedule:

Week 1: September 4:	Introduction and overview of course Chapter 1 Perspectives on Business Ethics and Values Chapter 2: Ethical Issues in Business Groups and topic selected
Week 2: September 11:	Chapter 3: Ethical Theories and How to use Them Chapter 4: Personal Values and Heuristics Group Project preliminary paper due
Week 3: September 18:	Chapter 5: Individual Responses to Ethical Situations Chapter 6: Whistleblower or Witness
Week 4: September 25:	Chapter 7: Corporate Governance Chapter 8: Compliance and Integrity
Week 5: October 2:	Chapter 9: Corporate Social Responsibility First case: Etch-A-Sketch Ethics, due beginning of class
Week 6: October 9:	Chapter 10: Sustainability First group up-date
Week 7: October 16	Midterm Exam (closed book)
Week 8: October 23:	Hungarian National Holiday – no class
Week 9: October 30:	Chapter 11: Global and Local Values
Week 10: November 6:	Chapter 11: Global and Local Values Second case: Coping with Corruption in Trading with China, due beginning of class Second Group up-date
Week 11: November 13:	Chapter 12: Globalization and International Business
Week 12: November 20:	Chapter 13: Moral Agency at Work
Week 13: November 27:	Chapter 14: Concluding and Review Group projects due at beginning of class
Week 14: December 4:	Group presentations – Last Class
Week 15: December 11:	Final Exam (closed book)

Assignments:

1. Individual Class Contribution

Class attendance is essential and crucial part of the learning process. All missed classes will be noted. You cannot learn from class discussions, and your classmates cannot learn from you, if you are not present.

Your views are judged by your ability to present your arguments convincingly and logically rather than by how “correct” they are. My assessment will be based on your demonstrating knowledge of the materials and your ability to apply them to solve real business problems. Also remember just because you are talking is not enough, ensure it is intelligent and contributes to the forward movement of the discussion.

Here are several contributing factors leading to effective class participation:

1. Are points relevant to the discussion? Linked to comments of others?
2. Do the comments add to our understanding of the situation?
3. Do the comments show evidence of thought and analysis?
4. Is there a willingness to share? Is there a willingness to test new ideas, or are all comments "safe"? (For example, repetition of known facts without analysis and conclusions or a comment already made by a colleague.)
5. Is the participant willing to interact with other class members?
6. Do comments clarify and highlight the important aspects of earlier comments and lead to a clearer statement of the concepts being covered?
7. Does the participant ask questions rather than limit participation to responding to others' questions?

The class contribution grade will reflect attendance, and extent and quality of contributions.

2. Ethics, Country, Values and Norms and Culture

Groups of up to 2 students will work together during the semester. Groups will select, analyse, discuss and present their findings to the class at the end of the semester.

Note: The points under each topic are not an indication of the total information or review required. They are provided to give your group a starting point from which to expand and investigate.

Each group must submit their choice prior to the end of class in the first week (**Monday September 4**). An early choice is recommended, since duplication is not permitted. The group must, in addition, provide the names and e-mail addresses of group members, and a team name, the proposal should include: the topic to be analysed and a short summary. **Two (2) written group updates should be printed out and are due at the beginning of the class sessions on Week 6, October 9 and Week 10, November 6.**

The Final Report and preliminary Presentation Power-point slides will be due for ALL GROUPS on Week 13, November 27 at 12:30 pm. There will be *no late acceptances*.

2.1 Topics

- 2.1.1 Select two (2) countries. Compile and analyse these two (2) countries to your home country(s) regarding ethical situations and examples from one-of; business, government or societal. For this comparison, use two (2) of the categories found in the “Map of Business Ethics” on page 43 of the text.

Each group's written report must be a maximum of **7,500 words**, (double spaced, 12 pt font, with two cm margins) **not including the appendix, video clips, press releases, references, pictures, cartoons, Executive Summary or Table of Contents;** and an oral presentation, **of not more than 30 minutes**. The written report and oral presentation should be insightful, creative, conclusive and professionally completed.

- Use, at a minimum, 20 references no older than 4 years to complete your report (**note:** data prior to 2013, other than to indicate trends or form historical notes is not acceptable)
- Show and note all references both in text and at the end of the report
- Your group needs to include specific examples and demonstrate insight and creativity
- Use of charts, graphs, pictures, cartoons, tables, timely graphics related to topic are expected in all papers
- Ensure the report flows - build bridges between the separated topics of research
- Ensure the sections are all researched and approached in a similar manner

The evaluation will be determined using the following criteria.

Written report:

\$ thoroughness of research	\$ depth/breadth of analysis	\$ practical value
\$ creativity of research and report	\$ form/style of report	\$ blending of report
\$ attention to report details	\$ logic of recommendations and conclusions	

Papers are required to be fully referenced within the body of the paper and with a complete bibliography of sources. A minimal bibliography should have at least 20 separate major reference sources from which multiple selections can be used.

Oral presentation:

\$ Communication of Key Points	\$ Logic of Analysis/Arguments
\$ Group involvement	\$ Organization/Presentation
\$ Response to Questions	\$ Sale-ability to class

Your group oral presentations will be delivered during the last classes at the end of the semester. The presentation must be a maximum of 30 minutes and a minimum of 20 minutes. All members of the group must participate in the presentation. A question period of 10 minutes will follow. Students are required to complete a review on each presentation other than their own (see oral marking sheets).

3. Midterm Examination will consist of a series of definitions, multiple choice, short answer and short essay questions on all assigned readings and lectures. There will also be questions dealing with geography, country flags and current events. Students will have 60 minutes to complete the exam and all exams are closed book and no outside notes or assistance are allowed in the exam. Attempted cheating in any form, including plagiarism, is extremely serious and can result in dismissal from the Program.

4. Final Examination will consist of a series of definitions, multiple choice, short answer and short essay questions on all assigned readings and lectures. There will also be questions dealing with geography, country flags and current events. Students will have 120 minutes to complete the exam and all exams are closed book and no outside notes or assistance are allowed in the exam. Attempted cheating in any form, including plagiarism, is extremely serious and can result in dismissal from the Program.

5. Case study requires students to read, analyse and prepare a written submission of not more than 1000 words. The paper must consist of a cover page with word count, an Appendix as well as pictures, graphs charts and tables. Build your analysis and recommendations based on the material presented within the classroom, the text and from numerous outside sources. Your mark will reflect your ability to add insight and demonstrate an understanding of the complexity of developing a new business and Entrepreneurship, the practicality and realism of the recommendations and finally, your command of English and writing skills. A case is typically is a record of a business situation actually faced by business executives, together with surrounding facts, opinions, and prejudices upon which executive decisions had to depend. Cases offer you an opportunity to play the role of the decision maker. You are expected to reason through to a preferred set of actions. The greater the preparation you put into the case and the more you are prepared to participate in class discussion, the more you are likely to develop your own skills. Other class participants and the instructor will fill the role of critics and competitors showing up any flaws in your reasoning or interpretation of case facts and offering alternative prescriptions to fit the situation. You miss the opportunity for developing your own skills if you rely on other people for your ideas and reasoning. Force yourself to read the case thoroughly, specify the problems, and reason through as to which seems most appropriate. Keep on asking yourself WHY? until you are persuaded by your own answers. Also think about how your conclusions would be implemented. Do not avoid quantifying actions. Wherever possible have a clear idea of how much you would spend and to what effect. In many cases the obvious problems and decision making alternatives are not the most important. The diagnosis of the decision maker in the case, for example may focus on the symptoms and not the disease. In studying each case you should be prepared to dig deeply and uncover facts that are not spelt out directly. Question opinions, analysis and decisions presented by those in the case.

Assessment:

Grades are earned by the students based on their class attendance, class participation, their achievements in assignments (group or otherwise) and any quizzes, homework and midterm and final exam. Grades are not negotiable.

Item 1 – Case study 1 and 2	20% (each case is valued at 10%)
Item 2 – Class participation	10%
Item 3 – Group Project	
Oral	20%
Written	20%
Item 4 – Midterm Exam	10%
Item 5 – Final exam	<u>20%</u>
Total Possible Points	100%

Class attendance:

is mandatory. Participation in lectures is an important part of the process and understanding of the subject. Attendance is compulsory. *All missed classes will be noted.*

Students who in any way disrupt a class (lecture or seminar) will be warned once. If the student's disruptive behavior continues after the first warning, the tutor has the

right to send the student out of the room and note that the student has been absent from the given class.

Any attempt at cheating or plagiarism:

In quizzes, assignments or at examinations shall result in an automatic “F” (fail) grade and the student will not be able to take either the final examination or the retake examinations, but shall have to retake the course in a subsequent semester.