UNIVERSITY OF REGINA

BUS 306 – BUSINESS ETHICS

Spring 2018: May 7 – June 26th
Class Time: 15:30 – 18:15 T R
Room: ED 621
Exam date: July 4, 2018 ED 621

Instructor: Dr. Peter W. Moroz
Office: ED 524.8
Classroom: ED 193
Telephone: 1-306-270-1996 (please do not call after 9:00 pm but texts always welcome)
E-mail: peter.moroz@uregina.ca
Office Hours: By appointment - you can reach the instructor by email or telephone.

COURSE OBJECTIVE:
This is an overview course to demonstrate the importance of ethical considerations in the startup and administration of organizations, the influence of business on society, and the various impacts to which they are linked. This course is designed to give undergraduate students a strong conceptual and practical knowledge of business ethics using the study of theory, key concepts and decision-making frameworks. Students will come to understand the expectations of the Faculty of Business and the professional world while exploring their own personal foundations for ethical decision making. The course will provide written, oral, team based and experiential opportunities for understanding the significance and nuance of ethical practices through case studies, critical thinking exercises, debate and written essay. Students will also be exposed to how ethics intersects with entrepreneurship, management and economic theory. While this course primarily involves the discussion of serious issues and individual and team experiences that seek to ground theory into actual practice based scenarios in order to test the boundaries of ethical behavior and alert students to their own ethical identities, a close secondary objective is to have fun while learning.

PREREQUISITES:
Students must have completed 45 credit hours of university studies.

REQUIRED MATERIALS:

SUPPLEMENTAL READINGS:
Other relevant readings, cases and materials will posted on the UR Courses site and/or referenced in class. These will be helpful in achieving a broader understanding of the subject matter and in-class discussions.
ACADEMIC MISCONDUCT:
Students enrolled in Business courses at the University of Regina are expected to adhere rigorously to principles of intellectual integrity. Plagiarism is a form of intellectual dishonesty in which another person's work is presented as one's own. Plagiarism or cheating on examinations/assignments is a serious offence that may result in a zero grade on an assignment, a failing grade in a course, or expulsion from the University. For more information on this matter, please consult 5.13 of the University of Regina Undergraduate Calendar.

SPECIAL NEEDS:
If there is any student in this course who, because of a disability, may have a need for accommodations, please come and discuss this with the professor, as well as contacting the Coordinator of Special Needs Services at 585-4631.

IMPORTANT GROUND RULES:
This is a business course. Accordingly, an appropriate level of professionalism is expected.

- UR Courses will be utilized to communicate with the instructor, accessing readings, links of interest, presentations from the publisher, and grades. The instructor will also post class announcements, readings and tasks on UR Courses so please check the web site each day before and after class (https://urcourses.uregina.ca/). I check the UR Courses web site daily so you can typically expect a response within 24 hours.

- All students are required to have a name card displayed during each class.

- Any student that misses 3 (3 hour) classes will not be allowed to write the final.

- Class attendance is compulsory for everyone on the days when groups will make final presentations, even if you are not presenting (a no show results in the revocation of any marks you may have been awarded).

- Students who cannot attend a particular class must advise the instructor prior to the class and provide an adequate explanation for missing the class.

- Unless otherwise specified, all reports must be submitted at the beginning of the class on the day they are due. PENALTY for late submission is 10% of the mark assigned to the respective project per day. Papers more than 10 days late will be assigned a mark of zero.

- In group assignments, it is expected that each student contributes his/her best to the group. The group members will be asked to evaluate the performance of each member in the group. The evaluation will list the following:
  1) who has done what (if specifics can be given)
  2) whether or not you believe the work was evenly distributed and why
  3) whether or not there were issues with completing the work due to communication issues, etc. and
  4) ranking on a scale of 1-10 how much effort that you have dedicated to the assignment, relative to your partners (in other words provide a numeric assessment of each students contribution) and
  5) any other issues that require special instructor assessment of the grade. This evaluation will be taken into consideration when assigning the grades.
COURSE OBJECTIVES:
(1) For students to learn how to write a scholarly literature review research paper that synthesizes their own ideas with ideas and information from a number of sources.
(2) For students to gain experience in speaking effectively (or articulate and communicate through other means such as social media, videos, etc) in front of class and as part of a group.
(3) For students to demonstrate effective listening skills through their ability to analyze and interpret verbal messages for content, context, and affect.
(4) For students to demonstrate an explicit understanding of principles of critical thought.
(5) For students to demonstrate the ability to reflect on issues and theories systematically.
(6) For students to use and examine their own experiences and those of the larger community to discover values and formulate moral principles.
(7) For students to evaluate an ethical problem and present a solution in a systematic way.
(8) For students to recognize their responsibility toward society and the environment.
(9) For students to be aware of cultural diversity and its implications.
(10) For students to be aware of past and current ethical issues events and be alert to future ethical issues and events.
GRADING, EXAMINATIONS, AND DUE DATES:

<table>
<thead>
<tr>
<th>Component</th>
<th>Date</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Class participation</td>
<td>Ongoing</td>
<td>10%*</td>
</tr>
<tr>
<td>Class presentation</td>
<td>June 24, 2018</td>
<td>5%</td>
</tr>
<tr>
<td>Academic paper (group)</td>
<td>June 26, 2018</td>
<td>30%</td>
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<tr>
<td>Academic Paper Topic due</td>
<td>May 17, 2018</td>
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<tr>
<td>Class case competition</td>
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<td>5%</td>
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<tr>
<td>Mid-term exam</td>
<td>June 7, 2018</td>
<td>20%</td>
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<tr>
<td>Final exam</td>
<td>July 4, 2018</td>
<td>30%</td>
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CLASS ATTENDANCE:

You are also expected to attend each class and to arrive to class prior to the start time. If you cannot attend or expect to be late, please advise the instructor in advance. You cannot participate if you are not in attendance. Learning in this class is not a one-way direction (e.g., from the Instructor to you). You and your colleagues are also critical to the collective learning that takes place within a university level classroom. Your colleagues’ experiences and understandings will assist your learning, and you are expected to reciprocate by also being prepared and participating. A variety of pedagogical techniques will be used in the learning process.

PARTICIPATION MARKS*:

See document entitled Participation Mark(et)s Experiment on UReourses

CLASS PRESENTATION

Each student will be required to conduct a search in newspapers, (either on-line or the traditional paper format), Internet, on-line databases (i.e. ABI/INFORM, Business ASAP, CBCA Business, CBCA Current Events, CBCA Complete), or other forms of media or social media that can be accessed by the student. The objective of the search is to discover an “ethical or unethical” business issue, company, or share a personal experience in which upon reflection, pertains to any of the topics covered in class or in the text book.

The student will then conduct a 5 minute presentation. At the minimum your main objectives should be to:

- Identify an ethical issues(s) and define it/explicate it conceptually, and provide other examples of it if applicable
- Introduce a case, issue, or company that helps to relate theory to practice and provide sufficient background as to why and how it fits into the concept you have defined
- Use any tools, theories or best practices discussed in class to analyze the case and what your perspective would be on it: did you agree, disagree, have a solution, can explain why it happened, etc?

Students may wish to use different mediums for presentation, and present deliverables such as:
• students create their own 5 minute video and present it (for students who are shy or have trouble speaking in class – students must demonstrate some skill for communication and articulation that aligns with current mediums and technologies)
• compose a parable, poem, or use any artistic medium they believe will enhance the presentation
• act out a one or two person play (you will need to enlist the help of another student in class that will not share your mark; this may be accommodated on a quid pro quo basis: they help you and you help them present)
• use a class interaction exercise or present a quick experiment
• choose a highly contentious debate point on ethics or behavior in business, choose a pro or con side and then defend your side of the issue by engaging fellow students (and the instructor! So come well prepared to defend your opinion!)
• any other format that you think will be fun, informative and innovative.
• OR, bleh, a powerpoint presentation. IF you do make a powerpoint, you cannot link to and show videos that take up the majority of the presentation.

Bonus marks will be awarded for innovation in presentation as per the instructor’s evaluation.

MID-TERM AND FINAL EXAMS:
Two exams will be given during the semester. The final exam is cumulative, covering the materials students may be exposed to in class or within their text throughout the term. The exams are intended to assess what you have learned from the textbook, class instructions and projects, but also to evaluate your critical thinking skills.

GROUP ACADEMIC PAPER AND PRESENTATION: (max three to a group)
You are to choose a topic and write an original academic paper on that topic. Your topic must be approved by your instructor. Your group will read and analyze a minimum of five different articles from current periodicals and peer reviewed articles. In addition, you may also refer to books that add further insight into the topic. You must cite your textbook. The research paper must be at least 8 pages, and no more than 15 pages, typewritten, 1.5 lines-spaced, Times New Roman and font size 12, with 2.5 cm margins (1 inch). Note, that if you hand in an 8 page paper, it should be an exceptional 8 page paper. Your research paper is due as noted above. If you want to retain a copy of your research paper for your personal records, you should print two copies of the final version as the Instructor must keep the copy you hand in.

Examples of Academic Paper Formats and Topics:

Argumentative Paper:
1. Anti-globalisation campaigners and ethicists are right to criticise companies like Starbucks or Nike for taking advantage of developing countries. Argue that this is true or not true. Support your opinion with facts, quotes, and opinions of others.
2. “The more one knows ethics, the more it is used and the more useful it becomes” (Plato). Ethics are important—especially in business. Argue that this is true or not true. Support your opinion with facts, quotes, and opinions of others.
3. Ethical behaviour helps companies to maximise their profits. Argue that this is true or
not true. Support your opinion with facts, quotes, and opinions of others.

**Comparative Paper:**
1. Compare Government environmental policies and/or corporate environmental strategies in Canada and the USA, or Europe (or other countries).
2. Compare ethical practices in business from the past to practices now, (eg. investigate how attention to business ethics is on the rise compared to a decade ago when many companies viewed business ethics only in terms of administrative compliance with legal standards and adherence to internal rules and regulations).
3. Compare ethical practices in business for Canada with those of the United States, Europe, or China.

**Research Paper:**
1. Report on the history of the Eco-movement in Canada, among the Canadian people, or among Canadian corporations, outlining major changes. Comment on how these might change in the future.
2. Report on the business ethics training provided in business schools worldwide, outlining the main focus. Comment on how this might be improved.

**Focused Study:**
1. Research one aspect connected to environment and business (such as green energy, Kyoto Protocol, Canada’s environmental problems), and report on it with suggestions.
2. Research a company that shows awareness of good business ethics as an important concept. Show how its ethics practices help its profits or brand image.

- Students will submit a short outline of the proposed research paper on May 17, 2018. This will enable the instructor to provide feedback at an early point in the research. Students may submit the paper as many times as needed to get the feedback required for developing and writing a concise and professional research paper.
- Students will submit the research paper on Dec 6th, 2016. This paper must be handed into the instructor in paper format with all those contributing having signed it. An electronic copy must also be sent by email to the instructor.

**WRITTEN SUBMISSIONS:**
While each assigned task may have specific requirements, all written submissions will be typewritten – one point five spaced lines, with 12 pt font. Margins should be 1” (2.5 cm). Also, note that readability is improved using only left justification of text; don’t fully justify your text. Page numbers should be used where appropriate. The title of the report, your name and the date should appear as a Header on each page. Please note that marks will be deducted for poor writing style, poor grammar, spelling errors and careless and/or incorrectly formatted documents.
**TENTATIVE COURSE SCHEDULE:** The weekly content is approximate and may be adjusted as appropriate.

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<th>Topic Area</th>
<th>Required Readings</th>
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<td>May 8</td>
<td>Instructor and Student Introductions</td>
<td>Course Outline</td>
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<td>Course outline and Instructor expectations</td>
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<td>Video</td>
<td>Personal Ethics</td>
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<td></td>
<td>The Relationship Between Business and Society</td>
<td>Ch. 1</td>
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<td>May 10</td>
<td>Ethics and Capitalism</td>
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<td>Ethics of Business: The Theoretical Basis</td>
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<td>May 15</td>
<td>Video</td>
<td>The Corporation</td>
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<td>May 17</td>
<td>Identifying Stakeholders and Issues</td>
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<td>Understanding Stakeholder Relations</td>
<td>Ch. 3</td>
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<td>May 22</td>
<td>Ethics of Business: Management and Leadership</td>
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<td>Corporate Social Responsibility: The Concept</td>
<td>Ch. 7</td>
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<td>June 5</td>
<td>Corporate Social Responsibility: In Practice</td>
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<td>CSR Auditing, Reporting, and Communication</td>
<td>Ch. 8</td>
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<td>June 7</td>
<td><strong>Midterm Exam (Chapters 1-9)</strong></td>
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<td>Regulating Business</td>
<td>Ch. 10</td>
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<td>June 12</td>
<td>Video</td>
<td>Enron</td>
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<td>Ownership and Governance of the Corporation</td>
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<td>Ethics and Responsibilities in the Workplace and Marketplace</td>
<td>Ch. 11</td>
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<td>June 19</td>
<td>Civil Society Stakeholders (WESTPAW Case)</td>
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<td>The Environment and Business Responsibilities</td>
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<td>Globalization and Business Responsibilities (CAMECO Case)</td>
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<td>Ethics, Responsibilities and Strategy</td>
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<td>June 26</td>
<td>Presentations</td>
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<td>July 4</td>
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