Carleton University  
Sprott School of Business  

BUSI 4705 (Section A)  
Ethics and Cross-Cultural Interaction  
FALL 2013  

INSTRUCTOR: David PEIPPO  
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OFFICE HOURS: By appointment  

CLASS: Thursdays, 18:05 – 20:55  

Course Description:  

Contemporary ethical issues in business, cross-cultural interaction, diversity, and business decisions will be examined. Topics include decision-making and choices; values and triple bottom line; ethics in finance; corporate social and fiduciary responsibilities; corporate citizenship; CSR (Corporate Social Responsibility), multiculturalism; corporate culture; whistle-blowing and scandals; organizational change; human rights; equity, equality and affirmative action; workplace diversity; employee rights; leadership and organizational culture; ethics in marketing and advertising; environmental protection; globalization and international business; social justice; codes of ethics; ADR (Alternate Dispute Resolution) and negotiation; relativism, the UN Global Compact and international standards. Students are expected to discuss, analyze and recommend action for each case covered in class.  

Precludes additional credit for BUSI 4601. Prerequisite: fourth-year standing in B.Com. (International Business Concentration) or B.I.B., and BUSI 2702 or BUSI 3703.  

Learning Objectives:  

- To communicate knowledge, factual and theoretical background and cognitive abilities to understand business ethics issues, problems, and business cases.  
- To provide practical skills (through assignment, case study) to deal with ethical issues and problems arising in the workplace; and  
- To increase awareness and understanding of the important role that ethics plays in influencing the attitudes that affect business decisions.
Text Book:

Grading and Evaluation:

<table>
<thead>
<tr>
<th>Two group case analyses:</th>
<th>30%</th>
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<tbody>
<tr>
<td>10 marks per written report; and 5 marks per in-class presentation</td>
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<tr>
<td>Four individual case analyses at 10 marks per case</td>
<td>40%</td>
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<tr>
<td>Class participation</td>
<td>10%</td>
</tr>
<tr>
<td>Mid-term Exam</td>
<td>20%</td>
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<tr>
<td><strong>Total:</strong></td>
<td>100%</td>
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**Group Assignments:** Maximum 10-page analysis and in-class presentation of 2 business cases. No more than 5 persons per group. All group members receive the same group grade. All group business cases can be accessed online at: [http://www.darden.virginia.edu/corporate-ethics/cases.htm](http://www.darden.virginia.edu/corporate-ethics/cases.htm).

**Individual Assignments:** At the end of each chapter in the textbook, there is a case. You are to choose four end-of-chapter cases from chapters 2 to 6 inclusive, and answer the questions at the end of the case. Answers should not exceed one page per question. So if a case has 6 questions, then the total assignment should not exceed 6 pages.

**In-class Participation:** Assigned cases will be discussed in class. Grades are based on attendance as well as on quality of participation and contribution. **Class attendance is required.**

**Mid-term Examination:** Includes all textbook chapters, class handouts, and lectures covered since first class. There is no make-up mid-term. The exam must be **written in pen.**

**Final Examination:** There is no final exam.
<table>
<thead>
<tr>
<th>WEEK</th>
<th>DATE</th>
<th>TOPIC</th>
<th>READINGS/ASSIGNMENTS DUE</th>
</tr>
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<tbody>
<tr>
<td></td>
<td></td>
<td><strong>Part A: Understanding Business Ethics</strong></td>
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</table>
| 1    | 05 Sep. | Introduction and course organization  
Introducing Business Ethics | Ch. 1 of textbook  
http://www.cbc.ca/doczone/meltdown/ or The Corporation |
| 2    | 12 Sep. | Framing Business Ethics – corporate responsibility, stakeholders and citizenship | Chs. 1 and 2 of textbook  
Case due: The business of water (p.85) |
| 3    | 19 Sep. | Evaluating Business Ethics – normative ethical theories | Ch. 3 of textbook  
Case due: British Petroleum and the BTC pipeline (p.133) |
| 4    | 26 Sep. | Making Decisions in Business Ethics – descriptive ethical theories | Ch. 4 of textbook  
Case due: Siemens: just breaking the eleventh commandment? (p.177) |
| 5    | 03 Oct. | Managing Business Ethics – tools and techniques of business ethics management | Ch. 5 of textbook  
Case due: Managing the ethics of internet censorship: where next for the Global Network Initiative? (p.226) |
|      |       | **Part B: Contextualizing Business Ethics** | |
| 6    | 10 Oct. | Mid-term Exam | Chapters 1 to 5 inclusive |
| 7    | 17 Oct. | Shareholders and Business Ethics | Ch. 6 of textbook  
Case due: Corporate governance of professional football clubs: for profit or for glory? (p.281) |
| 8    | 24 Oct. | Employees and Business Ethics | Ch. 7 of textbook  
Group case due & presented in class: Business Cycles and Employment Practices in a Domestic Garment Company (A) and (B) |
| 9    | 31 Oct. | Study break – no class | |
| 10   | 07 Nov. | Consumers and Business Ethics | Ch. 8 of textbook  
Group case due & presented in class: Facebook (A) (B): Beacon and Privacy |
| 11   | 14 Nov. | Suppliers, Competitors and Business Ethics | Ch. 9 of textbook  
Group case due & presented in class: Considering Profits and Principles in Technology Adoption Decisions (A) (B) |
| 12   | 21 Nov. | Civil Society and Business Ethics | Ch. 10 of textbook  
Group case due & presented in class: Google, Inc. in China |
| 13   | 28 Nov. | Government, Regulation and Business Ethics | Ch. 11 of textbook  
Group Case due and presented in class: Bailouts and Bonuses on Wall Street |
| 14   | 05 Dec. | Conclusions and Future Perspectives | Ch. 12 of textbook  
Group Case due and presented in class: Alternative case(s) to be determined as required, depending on number of groups. |
POLICIES:

1. **ACADEMIC INTEGRITY:** see letter at the end of the syllabus.

2. **ATTENDANCE:**

   If a student misses more than 3 classes, not due to documented illness or emergency, then they will receive a failing grade.

3. **WRITTEN WORK:**

   (a) Do not plagiarize. See attached for official policy.
   (b) Type written work, and keep a copy
   (c) Use a title page. Include your name and student number, course name and number. Staple the top left corner.
   (d) Due dates are final. A half letter grade is deducted for each day an assignment is late. For an emergency, notify your instructor by email asap.
   (e) Instructor may refuse to grade any written work that is unreadable. Grades are given for content, and if that cannot be understood, no grade will be given. Students are urged to have their work proofread.

**IMPORTANT ADDITIONAL INFORMATION**

**Required calculator in BUSI course examinations**
If you are purchasing a calculator, we recommend any one of the following options: Texas Instruments BA II Plus (including Pro Model), Hewlett Packard HP 12C (including Platinum model), Staples Financial Calculator, Sharp EL-738C & Hewlett Packard HP 10bII

**Group work**
The Sprott School of Business encourages group assignments in the school for several reasons. They provide you with opportunities to develop and enhance interpersonal, communication, leadership, follower-ship and other group skills. Group assignments are also good for learning integrative skills for putting together a complex task. Your professor may assign one or more group tasks/assignments/projects in this course. Before embarking on a specific problem as a group, it is your responsibility to ensure that the problem is meant to be a group assignment and not an individual one.

**Medical certificate**
Please note that in all occasions that call for a medical certificate you must use or furnish the information demanded in the standard university form.

http://www1.carleton.ca/registrar/forms/
Letter grades
In accordance with the Carleton University Undergraduate Calendar (p 34), the letter grades assigned in this course will have the following percentage equivalents:

<table>
<thead>
<tr>
<th>Letter</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A+</td>
<td>90-100</td>
</tr>
<tr>
<td>A</td>
<td>85-89</td>
</tr>
<tr>
<td>A-</td>
<td>80-84</td>
</tr>
<tr>
<td>B+</td>
<td>77-79</td>
</tr>
<tr>
<td>B</td>
<td>73-76</td>
</tr>
<tr>
<td>B-</td>
<td>70-72</td>
</tr>
<tr>
<td>C+</td>
<td>67-69</td>
</tr>
<tr>
<td>C</td>
<td>63-66</td>
</tr>
<tr>
<td>C-</td>
<td>60-62</td>
</tr>
<tr>
<td>D+</td>
<td>57-59</td>
</tr>
<tr>
<td>D</td>
<td>53-56</td>
</tr>
<tr>
<td>D-</td>
<td>50-52</td>
</tr>
<tr>
<td>F</td>
<td>Below 50</td>
</tr>
<tr>
<td>WDN</td>
<td>Withdrawn from the course</td>
</tr>
<tr>
<td>ABS</td>
<td>Student absent from final exam</td>
</tr>
<tr>
<td>DEF</td>
<td>Deferred (See above)</td>
</tr>
<tr>
<td>FND</td>
<td>(Failed, no Deferred) = Student could not pass the course even with 100% on final exam</td>
</tr>
</tbody>
</table>

Academic Regulations, Accommodations, Plagiarism, Etc.
University rules regarding registration, withdrawal, appealing marks, and most anything else you might need to know can be found on the university’s website, here: [http://calendar.carleton.ca/undergrad/regulations/academicregulationsoftheuniversity/](http://calendar.carleton.ca/undergrad/regulations/academicregulationsoftheuniversity/)

Requests for Academic Accommodations

Academic Accommodations for Students with Disabilities

The Paul Menton Centre for Students with Disabilities (PMC) provides services to students with Learning Disabilities (LD), psychiatric/mental health disabilities, Attention Deficit Hyperactivity Disorder (ADHD), Autism Spectrum Disorders (ASD), chronic medical conditions, and impairments in mobility, hearing, and vision. If you have a disability requiring academic accommodations in this course, please contact PMC at 613-520-6608 or pmc@carleton.ca for a formal evaluation. If you are already registered with the PMC, contact your PMC coordinator to send me your **Letter of Accommodation** at the beginning of the term, and no later than two weeks before the first in-class scheduled test or exam requiring accommodation *(if applicable)*. After requesting accommodation from PMC, meet with me to ensure accommodation arrangements are made. Please consult the PMC website for the deadline to request accommodations for the formally-scheduled exam *(if applicable)*.

- The deadlines for contacting the Paul Menton Centre regarding accommodation for final exams for the December 2013 exam period is November 8, 2013 and for the April 2014 exam period is March 7, 2014.

*For Religious Obligations:*
Students requesting academic accommodation on the basis of religious obligation should make a formal, written request to their instructors for alternate dates and/or means of satisfying academic requirements. Such requests should be made during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist, but no later than two weeks before the compulsory event. Accommodation is to be worked out directly and on an individual basis between the student and the instructor(s) involved. Instructors will make accommodations in a way that avoids academic disadvantage to the student.
Students or instructors who have questions or want to confirm accommodation eligibility of a religious event or practice may refer to the Equity Services website for a list of holy days and Carleton's Academic Accommodation policies, or may contact an Equity Services Advisor in the Equity Services Department for assistance.

*For Pregnancy:*

Pregnant students requiring academic accommodations are encouraged to contact an Equity Advisor in Equity Services to complete a letter of accommodation. The student must then make an appointment to discuss her needs with the instructor at least two weeks prior to the first academic event in which it is anticipated the accommodation will be required.

**Academic Integrity**

Violations of academic integrity are a serious academic offence. Violations of academic integrity – presenting another’s ideas, arguments, words or images as your own, using unauthorized material, misrepresentation, fabricating or misrepresenting research data, unauthorized cooperation or collaboration or completing work for another student – weaken the quality of the degree and will not be tolerated. Penalties may include expulsion; suspension from all studies at Carleton; suspension from full-time studies; a refusal of permission to continue or to register in a specific degree program; academic probation; and a grade of Failure in the course, amongst others. Students are expected to familiarize themselves with and follow the Carleton University Student Academic Integrity Policy which is available, along with resources for compliance at [http://www2.carleton.ca/sasc/advisingcentre/academic-integrity/](http://www2.carleton.ca/sasc/advisingcentre/academic-integrity/).

**Assistance for Students:**

Student Academic Success Centre (SASC): [www.carleton.ca/sasc](http://www.carleton.ca/sasc)


Peer Assisted Study Sessions (PASS): [www.carleton.ca/sasc/peer-assisted-study-sessions](http://www.carleton.ca/sasc/peer-assisted-study-sessions)

**Important Information:**

- Students must always retain a hard copy of all work that is submitted.
- All final grades are subject to the Dean’s approval.
- Please note that you will be able to link your CONNECT (MyCarleton) account to other non-CONNECT accounts and receive emails from us. However, for us to respond to your emails, we need to see your full name, CU ID, and the email must be written from your valid CONNECT address. Therefore, it would be easier to respond to your inquiries if you would send all email from your connect account. If you do not have or have yet to activate this account, you may wish to do so by visiting [https://portal.carleton.ca/](https://portal.carleton.ca/)

**Unauthorized Cooperation or Collaboration**

- Students shall not cooperate or collaborate in the completion of an academic assignment in whole or in part, when the instructor has indicated that the assignment is to be completed on an individual basis. Failure to follow the instructor’s direction regarding which assignments, or parts thereof, should be completed by the individual alone will be considered violation of the standards of academic integrity.
- Answering with another students’ clicker is also a violation that can lead to severe sanctions.