Carleton University  
Sprott School of Business  

BUSI 4705 B  
Ethics and Cross-Cultural Interaction  
WINTER 2013  

INSTRUCTOR:  David PEIPPO  
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OFFICE HOURS:  By appointment  
CLASS:  Mondays, 6pm – 9pm  
417 Southam Hall  

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; whistleblowing 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:

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<th>Two group case analyses:</th>
<th>30%</th>
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<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>
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<td>Mid-term Exam</td>
<td>20%</td>
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<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.
## Course Schedule

<table>
<thead>
<tr>
<th>WEEK</th>
<th>DATE</th>
<th>TOPIC</th>
<th>READINGS/ASSIGNMENTS DUE</th>
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<tr>
<td><strong>Part A: Understanding Business Ethics</strong></td>
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| 1 | 07 JAN | Introduction and course organization  
Introducing Business Ethics | Ch. 1 of textbook  
http://www.cbc.ca/doczone/meltdown/ or The Corporation |
| 2 | 14 JAN | Framing Business Ethics – corporate responsibility, stakeholders and citizenship | Chs. 1 and 2 of textbook  
Case due: The business of water (p.85) |
| 3 | 21 JAN | Evaluating Business Ethics – normative ethical theories | Ch. 3 of textbook  
Case due: British Petroleum and the BTC pipeline (p.133) |
| 4 | 28 JAN | Making Decisions in Business Ethics – descriptive ethical theories | Ch. 4 of textbook  
Case due: Siemens: just breaking the eleventh commandment? (p.177) |
| 5 | 04 FEB | 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 | 11 FEB | Mid-term Exam | Chapters 1 to 5 inclusive |
| 7 | 18 FEB | Winter Break: no class | |
| 8 | 25 FEB | Shareholders and Business Ethics | Ch. 6 of textbook  
Case due: Corporate governance of professional football clubs: for profit or for glory? (p. 281) |
| 9 | 04 MAR | 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) |
| 10 | 11 MAR | Consumers and Business Ethics | Ch. 8 of textbook  
Group case due & presented in class: Facebook (A) (B): Beacon and Privacy |
| 11 | 18 MAR | 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 | 25 MAR | Civil Society and Business Ethics | Ch. 10 of textbook  
Group case due & presented in class: Google, Inc. in China |
| 13 | 01 APR | Government, Regulation and Business Ethics  
Conclusions and Future Perspectives | Chs. 11 and 12 of textbook  
Group Case due and presented in class: Bailouts and Bonuses on Wall Street |
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**

**GROUP WORK**
The Sprott School of Business encourages group assignments because they help to develop and enhance interpersonal, communication, leadership, and other group skills. Group assignments promote the use of integrative skills to perform a complex task. A resourceful link is: http://sprott.carleton.ca/academic_programs/groupwork.

**MEDICAL CERTIFICATE**
All occasions that call for a medical certificate, must use the standard university form at http://www2.carleton.ca/registrar/forms/.

**ACADEMIC ACCOMMODATION**
In the event of disability, pregnancy or religious obligations, advise your instructor of any request for academic accommodation in the first two weeks of class, or when the need for accommodation is first known to exist. Students with disabilities requiring academic accommodations must register with Paul Menton Centre for Students with Disabilities (PMC) for a formal evaluation of disability-related needs. Registered PMC students must contact the PMC every term to ensure that your Instructor receives your Letter of Accommodation no later than 2 weeks before the due date for the first assignment or the first in-class test/midterm requiring accommodations. Visit http://carleton.ca/equity/accommodation to obtain more details.
RELIGIOUS OBSERVANCE
Students requesting academic accommodation for religious observance should make a formal, written request to their instructors for alternate dates and/or means of satisfying academic requirements in the first 2 two weeks of class, or when the need for accommodation is first known to exist. Accommodation is determined on an individual basis between the student and the instructor. Consult the Equity Services website for a list of holy days and Carleton’s Academic Accommodation policies, or contact an Equity Services Advisor in the Equity Services Department for assistance.

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 meet with her instructor to discuss her needs at least two weeks prior to the first academic event when the accommodation will be required.

ACADEMIC INTEGRITY – YOUR RESPONSIBILITY!
Using, summarizing or copying another person’s work, without identifying that person is “plagiarism” and can result in course/assignment failure and/or academic suspension.

Should you choose to use the exact words of another, you must acknowledge these words by enclosing them within quotation marks. It is not acceptable to copy large chunks from a source, even if you reference it correctly. Examples of plagiarism and other instructional offences are set out in the Undergraduate Calendar (sec. 14, p. 59):

Examples of plagiarism include:

- Submitting a take-home examination, essay, laboratory report, or another assignment, written, in whole or in part, by someone else.
- Using ideas or direct verbatim quotations, paraphrased material, algorithms, formulae, scientific or mathematical concepts, or ideas without appropriate acknowledgements in academic assignments.
- Using another’s data or research findings.
- Failing to acknowledge sources through the use of proper citations when using another’s works and/or failing to use quotation marks.

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.