



**Carleton**  
UNIVERSITY

**SPROTT**  
SCHOOL OF BUSINESS

**Carleton University**  
**BUSI 4601-F**  
**2021 / Winter**  
**Business Ethics**

**Professor:** Dr. Rodney Nelson    **Email:** [rodney.nelson@carleton.ca](mailto:rodney.nelson@carleton.ca)  
**Office:** 1722 DT  
**Office Hours:** By request online  
**Location:** **Online learning due to COVID-19**  
**Course meets:** Tuesday, 6:05 pm – 8:55 pm plus online asynchronous

*Please note that due to COVID-19 we will be online for the class. We will be using BigBlue Button for synchronous learning and recordings for asynchronous learning.*

**1. COURSE DESCRIPTION:**

With the increased demands of transparency and accountability, ethics has never been more prominent in organizational management. The overall performance of an organization depends to a significant extent on the behaviour of its management with respect to ethical issues: failure to attend to such issues can produce very undesirable consequences. This course explores concepts of values and decision making, conflict of interest and current ethical issues facing organizations today. You will have an opportunity to explore your own personal values and ethics and how you apply them every day. We will also discuss increased consumer demands on ethical behavior, corporate social responsibility and ethical investment.

**2. COURSE PREREQUISITES**

The School of Business enforces all prerequisites. It is your responsibility to ensure that you meet the prerequisite requirements for this course. Lack of prerequisite knowledge may lead to failure in the course. Only the Undergraduate Program Advisor of the School can waive prerequisite requirements.

Prerequisite(s): fourth-year standing in any B. Com. (except International Business who require 4705)

**3. CALENDAR DESCRIPTION FROM THE 2019/2020 UNIVERSITY CALENDAR**

Use of ethical reasoning to analyze business decisions. The ethical content of these decisions. The role of ethics in business situations. Practice in ethical reasoning. Major ethical systems.

#### **4. LEARNING OUTCOMES:**

Upon completion of this course, each participant should be able to:

**1. *Gain knowledge of business ethics***

Enhance your understanding of the importance of ethics in business and understand issues effecting businesses today

**2. *Understand the link between ethics and finance***

Enhance your understanding of the relationship between a firm's ethical/social performance and its financial performance

**3. *Enhance your ability to recognize and identify ethical issues***

Gain an understanding of the core issues behind ethical issues and conflict of interest and how to recognize and apply decision making models to overcome the dilemma.

**4. *Ability to apply ethical decision-making tools***

Enhance your ability to use ethical principles and reasoning to engage in effective ethical decision making by adopting different points of view

**5. *Gain an understanding of ethical management***

Enhance your ability to “manage for ethics” in in todays business environment

#### **5. COURSE MATERIAL**

##### **Required Text.**

*Business Ethics* by Byars, Stanberry et. Al., OpenStax College, ISBN 13: 9781947172579

<https://openstax.org/details/books/business-ethics> (free online)

Other required readings will be on CULearn.

##### **Recommended or Supplemental Reading:**

The books that are recommended for students who are serious about understanding business ethics are encourages to read the following:

Cane, A., Matten, D. (2020) *Business Ethics: Managing Corporate Citizenship and Sustainability in the Age of Globalization*, 5<sup>th</sup> Edition, Oxford University Press, ISBN-13: 978-0199697311 (on reserve in the library)

Johnson, Craig E. (2018) *Organizational Ethics, A Practical Approach*. SAGE Publications, Inc; Fourth edition, ISBN-13: 978-1506361758

Kernohan, Andrew (2015) *Business Ethics: An Interactive Introduction*, Broadview Press; 1 edition, ISBN-13: 978-1554811502

Lowe, Richard G (2016) *On the Professional Code of Ethics and Business Conduct in the Workplace: Professional Ethics: 100 Tips to Improve Your Professional Life*, Writing King, ISBN-10: 1943517770

Murry, J (2019) Conflict of Interest; Give me examples, The Balance of Business (online)  
<https://www.thebalancesmb.com/what-is-a-conflict-of-interest-give-me-some-examples-398192>

Value and Ethics in Business, Management Study Guide (online)  
<https://www.managementstudyguide.com/values-ethics.htm>

## 6. METHOD OF INSTRUCTION:

This course is presented through a mixture of learning styles including lectures, group work and presentations. There is also a peer reviewed component to the grade which will be discussed in class. It is up to you to do the readings and come to the class prepared. In class discussions are encouraged and bringing your own personal experiences will make the class more relevant.

**Note that the School requires that correspondence with professors be carried out through your Carleton email account only.**

## 7. EVALUATION:

Reflecting the real world of Ethics, your grade performance will depend upon both individual and group contributions as outlined below:

Grade Breakdown	% of Final Grade
a. Personal Assignments (2)	10%
b. Ethics Case Study	30%
c. Ethical Learning Project ELP (group of 4 students)	25%
d. Presentation (group of 4 students)	15%
e. Take home exam	20%
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TOTAL	100%

- The requirement for satisfactory in-term performance is 50%.
- You must complete ALL course requirements in order to pass the course.
- ALL group members must contribute to ALL group assignments.

### Participation

Participation and attendance are your responsibility. This course will be interactive and richer with your participation. Attendance will be taken.

**Personal Assignments.** Students will complete two personal assessments which are intended to apply course concepts to their individual situation. As plenty of time is provided for assignments, **no credit is given for posting a late assignment.** A missed assignment supported by medical documentation will result in those marks shifted to the remaining assignments. Further instructions will be posted on the course cuLearn site.

**Ethical Case Study (ECS).** Students will be required to conduct a study on an ethical case provided (posted on CUlearn). This assignment requires you to incorporate lecture, reading and

supplemental material to show a good understanding of the issue and how possible ethical decision-making models can be applied.

### **Exams**

There will be take home exam for you to complete. This is an ethical case study and your response will include use of readings and class material. Submission will be online. More details will be on CULearn.

### **Ethical Learning Project.**

The primary objective of group projects in this course is to provide experiential learning in the skills necessary for developing real business opportunities with high performance teams. Your team will create a mock company with a mission, vision and values statement along with a conflict of interest document typically what you would see in an organization. This project should be conducted in groups of 4. At the completion of the course, the instructor may adjust group assignment marks awarded to individuals based on peer feedback. The peer evaluation forms will be made available to you prior to the class due dates. More details will be explained in class and on CULearn.

### **Group Presentation**

Your group will prepare and deliver their ethics training program based on their Ethical Learning Project to the class. Further details will be provided in class and on CULearn.

### **I strongly suggest keeping a backup of all your work in case of the loss of your work**

### **8. GRADING CONCERNS**

If you have concerns about a grade on an assignment or exam, feel free to ask me about them. In most circumstances, the assignment or exam question will be reviewed by me personally, though in some cases it may be reviewed by a course TA. Please note that any request to re-grade an assignment or exam will result in the entire assignment or exam being re-graded. That is, you cannot request a review of a specific question or part of an assignment. Any re-grade request at may have to be completed at the end of the term. Keep in mind that any request to have work re-graded can, of course, result in a lower grade, if appropriate.

If the concern is more general (e.g., How can I improve my grade on the next exam or assignment?), you should arrange to meet with me.

### **9. Course Material and Copyright:**

Materials created for this course (including lectures, presentations and posted notes, labs, case studies, assignments and exams) remain the intellectual property of the author(s). They are intended for personal use and may not be reproduced or redistributed without prior written consent of the author(s).

## 10. CONDUCT

Professional conduct is built upon the idea of mutual respect. Such conduct entails (but is not necessarily limited to):

- ***Attending the class.*** Each class benefits from the attendance and participation of all students. Your grade for participation will be affected by absences. Regular class attendance is important and required. I expect you to attend class and contribute to a quality discussion. Class and team discussion of the materials (e.g., readings, assignments, and cases) are an important part of the learning process. If circumstances prevent attendance at a class meeting, please remember that you are responsible for all materials discussed, handouts distributed, assignments covered, and announcements made. Missing more than 2 classes without a certified reason (e.g. medical certificate) will lead to failure in this course regardless of the performance on assignments, presentations and reports.
- ***Arriving on time.*** Late arrivals are disruptive to both lectures and class discussion and show disrespect to those who are on time.
- ***Team based projects.*** Teams for the Entrepreneur learning project and New Venture project are created in class during week one and two of the course. Students arriving after should email the course instructor.
- ***Course feedback:*** Assignment feedback is available during office hours.
- ***Minimizing disruptions.*** You should not leave and re-enter the class. You should avoid engaging in side conversations after class has begun.
- ***Focusing on the class.*** While you may take notes on laptops, do not use laptop computers or hand-held devices for other tasks while in class. Activities such as net surfing, and answering email are very impolite and disruptive both to neighbors and the class.
- ***Being prepared for class.*** You should be ready to discuss any assigned readings and to answer any assigned questions for each day's class, including being ready to open a case assigned for that day.
- ***Cellular phones.*** The use of cellular phones IS NOT PERMITTED in this class. It is disruptive to the instructor and class members. If you carry a phone to class, please make sure it is turned off. If an emergency situation requires you to keep your cell phone turned on you may wish to keep the silent mode on, please discuss this with the instructor prior to the class starting.

## 11. ADDITIONAL INFORMATION

### Course Sharing Websites

Materials created for this course (including presentations and posted notes, labs, case studies, assignments and exams) remain the intellectual property of the author(s). They are intended for personal use and may not be reproduced or redistributed without prior written consent of the author(s).

### 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.

In accordance with the Carleton University Undergraduate Calendar (p 34), the letter grades assigned in this course will have the following percentage equivalents:

A+ = 90-100	B+ = 77-79	C+ = 67-69	D+ = 57-59
A = 85-89	B = 73-76	C = 63-66	D = 53-56
A - = 80-84	B - = 70-72	C - = 60-62	D - = 50-52
F = Below 50			

Grades entered by Registrar:

WDN = Withdrawn from the course

DEF = Deferred

### Academic Regulations

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/>

### Requests for Academic Accommodation

You may need special arrangements to meet your academic obligations during the term. For an accommodation request, the processes are as follows:

### **Pregnancy obligation**

Please contact your instructor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. For more details, visit the Equity Services website: [carleton.ca/equity/wp-content/uploads/Student-Guide-to-Academic-Accommodation.pdf](https://carleton.ca/equity/wp-content/uploads/Student-Guide-to-Academic-Accommodation.pdf)

### **Religious obligation**

Please contact your instructor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. For more details, visit the Equity Services website: [carleton.ca/equity/wp-content/uploads/Student-Guide-to-Academic-Accommodation.pdf](https://carleton.ca/equity/wp-content/uploads/Student-Guide-to-Academic-Accommodation.pdf)

### **Academic Accommodations for Students with Disabilities**

If you have a documented disability requiring academic accommodations in this course, please contact the Paul Menton Centre for Students with Disabilities (PMC) at 613-520-6608 or [pmc@carleton.ca](mailto:pmc@carleton.ca) for a formal evaluation or contact your PMC coordinator to send your instructor your Letter of Accommodation at the beginning of the term. You must also contact the PMC 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 your instructor as soon as possible to ensure accommodation arrangements are made. [carleton.ca/pmc](https://carleton.ca/pmc)

### **Survivors of Sexual Violence**

As a community, Carleton University is committed to maintaining a positive learning, working and living environment where sexual violence will not be tolerated, and survivors are supported through academic accommodations as per Carleton's Sexual Violence Policy. For more information about the services available at the university and to obtain information about sexual violence and/or support, visit: [carleton.ca/sexual-violence-support](https://carleton.ca/sexual-violence-support)

### **Accommodation for Student Activities**

Carleton University recognizes the substantial benefits, both to the individual student and for the university, that result from a student participating in activities beyond the classroom experience. Reasonable accommodation must be provided to students who compete or perform at the national or international level. Please contact your instructor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. <https://carleton.ca/senate/wp-content/uploads/Accommodation-for-Student-Activities-1.pdf>

For more information on academic accommodation, please contact the departmental administrator or visit: [students.carleton.ca/course-outline](https://students.carleton.ca/course-outline)

## **12. 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 co-operation or collaboration or completing work for another student – weaken the quality of the degree and will not be tolerated. Penalties may include; a grade of Failure on the submitted work and/or course; academic probation; a refusal of permission to continue or to register in a specific degree program; suspension from full-time studies; suspension from all studies at Carleton; expulsion from Carleton, 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: <https://carleton.ca/registrar/academic-integrity/>.

## **13. RESOURCES (Need help? We all do at times and University is not a solo journey. Come see me or any of the following services and we are here to help!)**

### **Sprott Student Services**

The Sprott student services office, located in 710 Dunton Tower, offers academic advising, study skills advising, and overall academic success support. If you are having a difficult time with this course or others, or just need some guidance on how to successfully complete your Sprott degree, please drop in any weekday between 8:30am and 4:30pm. Our advisors are happy to discuss grades, course selection, tutoring, concentrations, and will ensure that you get connected with the resources you need to succeed! <http://sprott.carleton.ca/students/undergraduate/learning-support/>

### **Centre for Student Academic Support**

The Centre for Student Academic Support (CSAS) is a learning support services designed to help students achieve their goals and improve their learning both inside and outside the classroom. CSAS offers academic assistance with course content, academic writing and skills development. Visit CSAS on the 4th floor of MacOdrum Library or online at: [carleton.ca/csas](http://carleton.ca/csas).

### **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.
- 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 CARLETON address. Therefore, in order to respond to your inquiries, please send all email from your Carleton CMail account. If you do not have or have yet to activate this account, you may wish to do so by visiting <https://carleton.ca/its/get-started/new-students-2/>

### **Other Resources Available (613-520-2600, phone ext.)**

- Computing and Communication Services (CCS) by phone at 613-520-3700 or email at [ccs\\_service\\_desk@carleton.ca](mailto:ccs_service_desk@carleton.ca).
- Registrar's Office (3500) 300 Tory



## SCHEDULE

WEEK	DATE	TOPICS	ASSIGNMENTS (due at midnight)	TEXT (read before class)
<b>Universal Ethics</b>				
<b>1</b>	<b>Jan 12</b>	Introduction to Business Ethics		
<b>5</b>	<b>Jan 19</b>	Hot Topics: Pandemics and Ethical Issues of Readiness	reflection writing	
<b>2</b>	<b>Jan 26</b>	Ethical reasoning – exploring personal values, conflict and ethical decision-making		Byars-Stanberry Ch 1 and CULearn
<b>3</b>	<b>Feb 2</b>	Ethical Theory and moral reasoning I Utilitarianism	reflection writing	Byars-Stanberry Ch 2
<b>4</b>	<b>Feb 9</b>	Ethical Theory and moral reasoning II		Byars-Stanberry Ch 5
<b>Week of Feb 17 – 21 Winter Break – No Classes</b>				
<b>Applied Ethics – Organizational Excellence</b>				
<b>6</b>	<b>Feb 23</b>	Corporate governance (Mission, Visions and Values) Conflict of Interest,	Ethics Case Study Due	Byars-Stanberry Ch 6 and CULearn
<b>7</b>	<b>March 2</b>	Corporate Culture, Values & Public Perception and Duty of Loyalty		Byars-Stanberry Ch 7
<b>8</b>	<b>March 9</b>	Developing an Effective Ethics Program (Code of conduct/ ethics, HR and conflict of Interest)	ELP Proposal	Byars-Stanberry Ch 10
<b>Case studies and CSR</b>				
<b>9</b>	<b>March 16</b>	Corporate Social Responsibility (CSR) and ethics		Byars-Stanberry Ch 3 and CULearn
<b>10</b>	<b>March 23</b>	Corporate Social Responsibility (CSR) and ethics cont.		Byars-Stanberry Ch 8 and CULearn
<b>11</b>	<b>March 30</b>	Culture and ethics, Diversity and Inclusion	Ethical Learning Project (ELP) Evaluations Due	
<b>12</b>	<b>April 6</b>	Group Presentations		
<b>12</b>	<b>April 13</b>	Group Presentations	Take Home Exam	
<b>Take Home Exam</b>				