



Carleton University
Sprott School of Business

BUSI 4705 B

Ethics and Cross-Cultural Interaction

WINTER 2014

INSTRUCTOR: David PEIPPO

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OFFICE HOURS: By appointment

CLASS: Thursdays, 18:05-20:55

CLASSROOM: Tory Bldg. Room 202

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:

Crane, Andrew and Matten, Dirk, *Business Ethics, Managing Corporate Citizenship and Sustainability in the Age of Globalization*, 3th edition, 2010. ISBN: 978-0-19-956433-0,

Grading and Evaluation:

Two group case analyses: 10 marks per written report; and 5 marks per in-class presentation	30%
Four individual case analyses at 10 marks per case	40%
Class participation	10%
Mid-term Exam	20%
Total:	100%

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>.

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 a half page per question. So if a case has 6 questions, then the total assignment should not exceed 3 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

WEEK	DATE	TOPIC	READINGS/ASSIGNMENTS DUE
Part A: Understanding Business Ethics			
1	09 JAN	Introduction and course organization Introducing Business Ethics	Ch. 1 of textbook http://www.cbc.ca/doczone/meltdown/ or The Corporation
2	16 JAN	Framing Business Ethics – corporate responsibility, stakeholders and citizenship	Chs. 1 and 2 of textbook Case due: The business of water (p.85)
3	23 JAN	Evaluating Business Ethics – normative ethical theories	Ch. 3 of textbook Case due: British Petroleum and the BTC pipeline (p. 133)
4	30 JAN	Making Decisions in Business Ethics – descriptive ethical theories	Ch. 4 of textbook Case due: Siemens: just breaking the eleventh commandment? (p.177)
5	06 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	13 FEB	Mid-term Exam	Chapters 1 to 5 inclusive
7	20 FEB	Winter Break: no class	
8	27 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	06 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	13 MAR	Consumers and Business Ethics	Ch. 8 of textbook Group case due & presented in class: Facebook (A) (B): Beacon and Privacy
11	20 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	27 MAR	Civil Society and Business Ethics	Ch. 10 of textbook Group case due & presented in class: Google, Inc. in China
13	03 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 **Assistance for Students:** Student Academic Success Centre (SASC): www.carleton.ca/sasc
Writing Tutorial Services: <http://www1.carleton.ca/sasc/writing-tutorial-service/>
Peer Assisted Study Sessions (PASS): 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 considered violation of the standards of academic integrity.

Important Dates: Winter Term 2014

Date	Activity
January 2, 2014	University re-opens.
January 6, 2014	Winter-term classes begin.
January 17, 2014	Last day for registration for winter term courses. Last day to change courses or sections (including auditing) for winter term courses.
January 31, 2014	Last day for withdrawal from winter term and winter portion of fall/winter courses with full fee adjustment.
February 1, 2014	Last day for receipt of applications for admission to the Bachelor of Architectural Studies and the Bachelor of Social Work degree programs for the fall/winter session.
February 14, 2014	April examination schedule available online.
February 14-22, 2014	Fall-term deferred examinations will be written.
February 17, 2014	Statutory holiday. University closed.
February 17-21, 2014	Winter Break, no classes.
March 1, 2014	Last day for receipt of applications from potential Spring (June) graduates. Last day for receipt of applications to the Bachelor of Humanities, Bachelor of Industrial Design, Bachelor of Information Technology (Interactive Multimedia and Design), Bachelor of Journalism, and the Bachelor of Music degree program for the fall/winter session. Last day for receipt of applications for admission to a program for the summer term.
March 7, 2014	Last day to submit, to the Paul Menton Centre for Students with Disabilities, Formal Examination Accommodation Forms for April examinations.
March 25, 2014	Last day for tests or examinations in courses below the 4000-level before the final examination period (see Examination Regulations in the Academic Regulations of the University section of this Calendar).
April 1, 2014	Last day for receipt of applications for admission to an undergraduate degree program for the fall/winter session, from candidates whose documents originate outside Canada or the United States, except for applications due February 1 or March 1.
April 8, 2014	Winter term ends. Last day of fall/winter and winter-term classes. Last day for academic withdrawal from fall/winter and winter-term courses. Last day for handing in term work and the last day that can be specified by a course instructor as a due date for term work for fall/winter and winter-term courses.
April 9-10, 2014	No classes or examinations take place.
April 11-26, 2014	Final examinations in winter term and fall/winter courses may be held. Examinations are normally held all seven days of the week. Please note that examinations will not be held on April 18-20.
April 15, 2014	Winter Co-op Work Term Reports are due.

Date	Activity
April 18, 2014	Statutory holiday, University closed.
April 26, 2014	All take home examinations are due on this day.
May 1, 2014	Last day for receipt of applications for internal degree transfers to allow for registration for the summer session. Last day for receipt of applications for admission to an undergraduate program for the fall/winter session from mature applicants, from those presenting post-secondary education qualifications and from those transferring from other universities in Canada or the United States, and from applicants with high school qualifications from Canada and the United States, except for applications due March 1.
June 1, 2014	
June 9-19, 2014	Fall/winter and winter term deferred final examinations will be held.
June 15, 2014	Last day for receipt of applications for internal degree transfers to allow for registration for the 2013-2014 fall/winter session.