



## **BUSI 5802 A & B - Business Ethics – Fall 1 - 2014**

**Class Schedule:**                      **Wednesdays**                      **Classroom TBA**  
**Section A: 11:35- 2:25**  
**Section B: 8:35-11:25**

**Professor:**                              Carol-Ann Tetrault Sirsly, PhD, MBA, CPA, CA  
Office:                                      DT 1717  
Phone:                                      613-520-2600, ext. 1502  
Email:                                      [ca.tetraultsirslly@carleton.ca](mailto:ca.tetraultsirslly@carleton.ca)  
  Emails are responded to rapidly; please no voice messages  
Office Hours:                            Tuesdays 10:00-11:00 am; or by appointment

### **Course Description and Learning Objectives:**

Business Ethics is a core course examining the impact of corporate decisions on society. Corporate social responsibility (CSR), sustainability and governance will be analyzed from a variety of stakeholder perspectives and standards of business ethics in a global context.

The primary objective of this course is to develop a comprehensive understanding of the impact of corporate behaviour on the firm's stakeholders. The theoretical basis for specifying the ethics of business will be examined and applied to a variety of practical and significant problems faced by organizations.

**Course Restrictions:** Students must have graduate standing.

### **Required Text and Other Readings:**

Sexty, R.W. (2014) *Canadian Business and Society: Ethics, Responsibilities & Sustainability (3<sup>rd</sup> Ed.)*, McGraw-Hill, Canada.  
ISBN-13: 9780071338851 (available at the book store)

Additional supporting readings may be identified by the professor from time to time and posted on cuLearn as either required or suggested. Students are encouraged to regularly consult cuLearn for supplemental resources.

**Exam date:** Take home available by October 17<sup>th</sup>, due by noon October 20<sup>th</sup>

**Drop Course Policy:**

Students can drop a course up until the END of the second week of classes. Students that drop a class in the third week will receive a WDN but will automatically have the grade changed to ABS. A grade of ABS is considered a failing grade. Students with relevant medical issues and supporting documentation may petition the School to have the ABS grade changed back to WDN.

**Student Deliverables and Grading:**

Two of the deliverables in the course, the topic presentation for Class 3 and the CSR critique and presentation for Class 6, are to be completed in groups. The class will be asked to divide into groups of not more than 4 students for completion of these tasks. Further information on effective group formation and processes will be discussed at the first class.

The grade for the course will be weighted as follows:

**Individually earned grades:**

Personal reflection essay on assigned topic/case	5%
Group assessment of personal contribution to group deliverables	5%
Personal contribution to peer learning – professor assessment	10%
Final exam	40%

**Group earned grades:**

Group topic presentation	10%
Group CSR critique report and presentation	30%
Total	<u>100%</u>

**Criteria for Evaluation and Grading:**

See details that follow for each element. Each component of your grade will be assigned a letter grade score. Your final course grade will be a weighted average of each of these components.

**Late Penalties:**

For any assignment or exam that is late there is a one letter grade penalty for each calendar day (or portion thereof) late. For example, an “A” becomes a “B” if within 24 hours late; if more than 24 hours, but within 2 days late a “C”.

**Deferred Final Examination:**

Students unable to write a final examination because of illness or other circumstances beyond their control must contact the professor and the MBA office in writing to request a deferred exam. Permission may be granted when the absence is supported by a medical certificate and or appropriate document(s) to support the reason for the deferral. Deferred exams are not granted for students who have made travel arrangements that conflict with the examination schedule.

**Policy for Group Presentations:**

All group members must participate in the presentations. Any student unable to do so because of illness or other circumstances beyond their control must contact the professor via email prior to the start of the class for which the presentation is scheduled. The professor may allow an alternative individual assignment when the absence is supported by a medical certificate and or appropriate document(s) to support the reason for the inability to present. Any student missing the presentation would not obtain any grades for the group presentation. The other group members must make the entire presentation as scheduled.

**Class Participation and Contribution to Peer Learning:**

Students are encouraged to actively participate in the discussions in each of the six classes by being adequately prepared (i.e. having attentively read and reflected on the text chapters and any other assigned readings). It is student contribution to peer learning that constitutes a contribution, including encouraging colleagues, building on earlier comments without repeating, listening attentively to speakers and being respectful of differences of opinion.

While attendance is a pre-requisite to participation, it is the quality, not the quantity, of remarks that earns the grades. A discrete use of electronic devices for note-taking is permitted, however no distractions will be tolerated. Accordingly, should you engage in any non-course related use of the device in the classroom you will forfeit this permission for the remainder of the course.

It is also recognized that on some days there may be insufficient time for me to call upon each student who wishes to speak. Any such demonstration of desire to participate will also be considered in the overall assessment of class contribution.

**Groups:**

You will be required to form groups of a maximum of 4 students (dependent upon class size, *exceptionally* a group of 5 may be permitted or a student without a group may be assigned to a group or a student may be asked to switch groups, all at the professor's discretion). These groups will collectively carryout group assignments for the topics presentation and the CSR critique report.

**Group composition criteria:**

At least one male member and at least one female member

At least one non-English mother tongue member and at least one English mother tongue member

Students are responsible for selecting their group partners and the group is expected to *self-govern* to ensure the quality of all deliverables, independently resolving any conflicts within the group. It is strongly recommended that students seek diversified and complementary skill sets in their prospective group partners, ideally students from

different academic concentrations with varied work experiences and backgrounds. Further information on effective group formation and processes will be discussed at the first class.

### **Topic Presentations:**

There are many ethic topics of importance to specific industries, stakeholders, or issues that a business ethics course could address. Rather than focusing on an overview of all aspects, this course will select a sub-set of topics that are of particular concern to the class. Each group will select a unique topic and must obtain approval of the topic from the instructor. The topic presentation consists of a brief introduction of the issue, a short sample case exemplifying the topic for the class to consider, engaging the class in a dialogue then presenting a framework for addressing the case using the skills learned in the course. Details for timing and content of the presentation will be discussed in class and posted to cuLearn.

### **Personal Reflection on Ethics Topic/Case**

Each student will prepare a personal reflection on an assigned ethics topic/case. Details will be discussed in class. A paper copy of the personal reflection is due at the beginning of class 4. If you are unable to attend class, it is your responsibility to ensure I receive this copy prior to the deadline. In addition, an electronic copy must be deposited to cuLearn within the same day as class.

### **CSR Critique and Presentations:**

Each group will select a unique CSR or Sustainability published report (where there are condensed versions or executive summaries, it is the full report that should be used) of a public firm and must obtain approval of the selection from the professor.

Firms that were reported on within the past two years are not eligible (see list posted to cuLearn). The published report must be the latest available and the link or copy thereof be submitted with the request for approval. To avoid a concentration within an industry group, the professor will post accepted firms on cuLearn and may not accept subsequent requests for similar firms.

A written report critiquing the firm's report must be submitted at the final class where the group will make a brief presentation to the class of their findings. Details for expectations for the report and presentation will be discussed in class and posted to cuLearn.

### **Group Assessment of Contributions:**

Recognizing that not all participation in every group meets with expectations, students are asked to participate in the assessment process by attributing grades to their group members for their contributions to the group deliverables (i.e. the ethics topic presentation and the Capstone report/presentation), recognizing that to consider one group member as contributing significantly more, requires that another group member be identified as contributing less (details to be provided in class).

## Final Exam

The final exam will be available on cuLearn the Thursday following the last class and is to be completed independently, with no discussion or consultation with anyone else.

The exam must be submitted to cuLearn by **noon October 20<sup>th</sup>**.

Late submissions may not be marked (see earlier noted conditions to request a deferred final exam). Further details will be provided in class.

## Tentative Course Schedule<sup>1</sup>:

Week	Date	Topic/Agenda	Pre-class Prep <sup>2</sup>
1	Sept.10	Introduction, positioning of the ethics of business	Text Chapters 1 & 2
2	Sept.17	Ethical theories and CSR	Text Chapters 5, 6 & 7
3	Sept.24	<b>Topic presentations</b>	Selected readings to be identified Text Chapter 3
4	Oct. 1	CSR and stakeholders	Text Chapters 4, 8 & 9 <b>Submit personal reflection essay - assigned topic/case</b>
5	Oct. 8	CSR, sustainability and governance	Text Chapters 11, 14 & 16
6	Oct. 15	<b>CSR report critique presentations</b>	<b>Submit CSR critique report</b>
		<b>FINAL EXAM</b> Posted to cuLearn by Oct. 17	<b>SUBMIT to cuLearn by NOON, Oct. 20</b>

<sup>1</sup> While every attempt will be made to keep to the schedule listed above, modifications may become necessary.

<sup>2</sup> Plus any additional readings announced in preceding class or posted to cuLearn.

## Policy on Mobile Devices:

The use of mobile devices IS NOT PERMITTED in this class. It is disruptive to the professor and class members. If you carry such a device to class, please make sure it is turned off. If an emergency situation requires you to keep it turned on, please discuss this with the professor prior to class.

## IMPORTANT ADDITIONAL INFORMATION

### Group Work

The Spratt 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. If you have a group assignment you may find the resources at

<http://sprott.carleton.co/wp-content/files/Group-Work-Resources.pdf>.

**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.**

### **Person with Disabilities**

Students with disabilities requiring academic accommodations in this course are encouraged to contact a coordinator at the Paul Menton Centre for Students with Disabilities to complete the necessary letters of accommodation. After registering with the PMC, make an appointment to meet and discuss your needs with me at least two weeks prior to the first in-class test or ITV midterm exam. This is necessary in order to ensure sufficient time to make the necessary arrangements. Please refer to

<http://www.carleton.ca/pmc/> for all PMC information.

### **Religious Observance**

Students requesting academic accommodation on the basis of religious observance 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 academic 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.

### **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 and Plagiarism**

Violations of academic integrity are a serious academic offence. Violations of academic integrity include 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; all of which 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.

The University Senate defines plagiarism in the regulations on instructional offenses as: "to use and pass off as one's own idea or product work of another without expressly giving credit to another."

Using, summarizing or copying directly from another person's work, without identifying the name of the original thinker, is considered a form of cheating called "plagiarism". When using, and/or summarizing the ideas and words of another, be it from a web site, a written text, lecture or discussion group, you must identify the source. Should you choose to use the exact words of another, you must acknowledge these words as such by enclosing them within quotation marks. However, be aware that it is not acceptable to copy large chunks from a source, even if you reference it correctly.

Ensure that you cite every graph, table, report, quote, original idea or piece of information taken from somewhere else, to avoid plagiarism see <http://www1.carleton.ca/studentaffairs/academic-integrity/> .

Borrowing someone else's answers, unauthorized possession of tests or answers to tests, or possession of material designed in answering exam questions, are also subject to university policy regarding instructional offenses. For more information on Carleton University's Academic Integrity Policy, consult: [http://www1.carleton.ca/studentaffairs/ccms/wp-content/ccms-files/academic\\_integrity\\_policy.pdf](http://www1.carleton.ca/studentaffairs/ccms/wp-content/ccms-files/academic_integrity_policy.pdf)

The photocopying of substantial portions of a textbook (e.g. more than 1 chapter or 15% of the total page count) without the publisher's permission is another misuse of intellectual property, and is also a violation of Canadian copyright law. Access Canada's web site provides guidelines on legitimate copying. You may also find helpful information at: <http://www.library.carleton.ca/campus-copying>

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://www.carleton.ca/sasc/academic-integrity/>  
A signed declaration of academic integrity must accompany each group submission. (Example follows below).

**Important Dates and Deadlines** are the student’s responsibility to be aware of and may be found at:

<http://sprott.carleton.ca/students/mba/dates-deadlines/#fall>

***Example of Declaration of Academic Integrity***

**BUSI5802 –Fall 2014: Declaration of Academic Integrity (Group)**

Report on Company: \_\_\_\_\_

The University Senate defines plagiarism in the regulations on instructional offenses as: “to use and pass off as one’s own idea or product work of another without expressly giving credit to another.”

We declare that the work submitted herewith is our work. All sources have been referenced in the footnotes and listed in the bibliography. This work has not been shared with anyone outside this group. This work is the intellectual property of each of the group members and will be returned to any one of the group members to be shared with the other group members.

Student Number	Student Name	Signature of Student (Everyone must sign to receive a grade)

Date Submitted: \_\_\_\_\_

*Instructional offence cases must be communicated to the Associate Dean, MBA programs, who then refers the allegation to the Associate Dean, Faculty of Graduate and Postdoctoral Affairs; individual solutions are not permitted.*