



**Carleton**  
University

**Sprett**  
School of Business

**CARLETON UNIVERSITY  
SPROTT SCHOOL OF BUSINESS  
5802 BUSINESS ETHICS  
2022/WINTER**

**Professor:** Dr. Rodney Nelson    **Email:** [rodney.nelson@carleton.ca](mailto:rodney.nelson@carleton.ca)  
**Office:** NI 7017  
**Office Hours:** By request online

| <b>Section A</b>  | <b>Section B</b>   |
|---|--|
| <b>Modality: In Person - HyFlex</b><br><b>Location:</b> NI4040<br><b>Course meets:</b> Thursdays 2:35pm to 5:25pm | <b>Modality: In Person - HyFlex</b><br><b>Location:</b> NI4040<br><b>Course meets:</b> Wednesdays 8:35am – 11:25am |

**Course Calendar description from the 2021/2022 University calendar:** Impact of corporate decisions on society. Models and standards of business ethics and corporate social responsibility (CSR). Methods of measuring and reporting. The rise of corporate power, stakeholder analysis, corporate governance, sustainability, national and international pressures on CSR

**Course Description:** Ethics is a vital part of business today. Ethical decision making, sustainability, equity and more. Yet often ethics can also have cultural variations. This course will look at perceptions and behaviors that characterize interactions among individuals from various cultural backgrounds, with emphasis on ethical issues that may arise when business crosses cultural boundaries. We will also examine decision making models, both organizational and individual, when faced with an ethical decision.

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 and leadership 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.



**Readings and Textbook:** All reading materials will be posted on CULearn

The following books that are recommended for students who wish to enhance their understanding of business ethics are encourages to read the following:

- Arieli, Sharon, Lilach Sagiv, and Sonia Roccas. (2020). “Values at Work: The Impact of Personal Values in Organisations.” *Applied Psychology* 69.2: 230–275. Web.
- Brink, A. (2011). *Corporate Governance and Business Ethics* (1st ed. 2011.). Springer Netherlands. <https://doi.org/10.1007/978-94-007-1588-2>
- 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)
- Flynn, G. (2008). *Leadership and Business Ethics* (1st ed. 2008.). Springer Netherlands. <https://doi.org/10.1007/978-1-4020-8429-4>
- Johnson, Craig E. (2018) *Organizational Ethics, A Practical Approach*. SAGE Publications, Inc; Fourth edition, ISBN-13: 978-1506361758
- 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>
- Ros, M. et al. (1999). *Basic Individual Values, Work Values, and the Meaning of Work*, [http://130.18.86.27/faculty/warkentin/SecurityPapers/Merrill/RosSchwartz1999\\_APIR48\\_1\\_WorkValues.pdf](http://130.18.86.27/faculty/warkentin/SecurityPapers/Merrill/RosSchwartz1999_APIR48_1_WorkValues.pdf)
- Schwartz, S. H. (2012). An overview of the Schwartz theory of basic values. *Online Readings in Psychology and Culture*, 2, 11. <https://doi.org/10.9707/2307-0919.1116>
- *Value and Ethics in Business, Management Study Guide* (online)  
<https://www.managementstudyguide.com/values-ethics.htm>

## 1. 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 Carleton requires that correspondence with professors be carried out through your Carleton email account only.**

## 2. EVALUATION:

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

| <b>Grade Breakdown</b>                            | <b>% of Final Grade</b> |
|---|-------------------------|
| <i>Individual work:</i>                           |                         |
| Participation                                     | 10%                     |
| Personal Assignments (2 x 10% each)               | 20%                     |
| Ethical Case Studies                              | 30%                     |
| <i>Group work: (Ethical Learning Project ELP)</i> |                         |
| ELP Proposal                                      | 5%                      |
| ELP Report  | 20%                     |
| ELP Presentation                                  | 15%                     |
| <b>Total</b>                                      | <b>100%</b>             |

**Final Grade: Individual component - 60%**

**Final Grade: Group component - 40%**

**NOTE: The student MUST participate in ALL items of the Grading Scheme in order to get a passing grade. Failure to do so may result in failing the Course.**

| <b>MBA Program Learning Goals</b>   |   |
|---|---|
| <b>MB 1.2 Collaboration</b><br>Graduates will be equipped for leadership and effective collaboration.   | Develop an understanding of teamwork and collaborative techniques that contribute to both effective leadership and teamwork.                          |
| <b>MB 3.1 Strategic Mindset</b><br>Graduates will be skilled in critical thinking and problem solving.  | Identify and analyze complex business problems from a strategic point of view.  |
| <b>MB 3.2 Alternatives</b><br>Graduates will be skilled in critical thinking and problem solving.       | Determine relevant decision criteria and evaluate alternatives.   |
| <b>MB 3.3 Justification</b><br>Graduates will be skilled in critical thinking and problem solving.      | Provide a clear, rational, and persuasive justification for a choice of action.   |
| <b>MB 6.1 Ethical Values</b><br>Graduates will be skilled in ethical reasoning and decision making.     | Recognize the role of ethical values and practices within a business organization.  |
| <b>MB 6.2 Ethical Principles</b><br>Graduates will be skilled in ethical reasoning and decision making. | Demonstrate the ability to recognize ethical issues associated with business practices and to apply ethical principles to deal effectively with them. |

### 3. ASSIGNMENTS

#### Individual assignments:

- **Participation:** Students are expected to be actively and productively engaged in all activities of this course (including lectures, assignments, discussions). As such, each participant will be expected to have read all the required readings and be prepared to discuss the assigned readings and issues raised in the readings and class discussion.

Communication with and among students will primarily be conducted via Carleton University's email accounts. It is therefore critical that students check their emails regularly so as not to miss oftentimes time-sensitive messages.

Class participation is predicated on the premise that class attendance (taken and recorded via BrightSpace and Zoom) for the whole duration of each synchronous meeting is mandatory for each and every student throughout the semester.

- **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 Brightspace site.
- **Ethical Case Study (ECS).** Students will be required to do both part A and B of this assignment. Choose one case from each section and discuss. 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.

#### Group Assignments:

- **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 Brightspace.
- **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**

#### 4. 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. 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 group projects are created in class during week one and two of the course. Students arriving after should email the course instructor.
- **Being prepared for class.** You should be ready to discuss any assigned readings and to answer any assigned questions for each day's class.

#### 5. 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).

##### Recommended Calculator for 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. They provide you with opportunities to develop and enhance interpersonal, communication, leadership, followership and other group skills. Group assignments are also an effective way to learn integrative skills for putting together a complex task. Your professor may assign one or more group tasks, assignments, or 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.

**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:

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

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**

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: <https://carleton.ca/equity/wp-content/uploads/Student-Guide-to-Academic-Accommodation.pdf>

- **Religious Obligations**

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: <https://carleton.ca/equity/wp-content/uploads/Student-Guide-to-Academic-Accommodation.pdf>

- **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. <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 its 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: <https://carleton.ca/sexual-violence-support/>

- **Student Activities**

Carleton University recognizes the substantial benefits, to both the individual student and the university, that result from participating in activities beyond the classroom experience. Reasonable accommodation will 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: <https://students.carleton.ca/course-outline/>

### **Academic Integrity:**

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—are a serious academic offence, 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/>

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

The Centre for Student Academic Support (CSAS) is a centralized collection of 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: <https://carleton.ca/csas/>

### **Other 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 email account. If you do not have or have yet to activate this account, you can 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**

| <b>WEEK</b> | <b>DATE</b>   | <b>TOPICS</b>  | <b>ASSIGNMENTS<br/>(Due dates)</b> | <b>Readings on<br/>Brightspace<br/>(read before class)</b>                 |
|-------------|---------------|--|------------------------------------|--|
| <b>1</b>    | <b>Mar 8</b>  | Values and ethics in decision making models: Personal vs Professional ethics<br><br>Case Studies: Trolley Problem and Pandemics and Global Ethics              |                                    | Schwartz;<br><br>Ethics a General Introduction<br><br>Jackson              |
| <b>2</b>    | <b>Mar 15</b> | Corporate governance and ethics: Understanding corporate documents and corporate culture<br><br>Case Study: Values and Codes of Conduct                        | Reflection writing                 | Codes found on Brightspace;<br><br>Lunday; Deloitte, BNet and EDU readings |
| <b>3</b>    | <b>Mar 22</b> | Cross-Cultural Dimensions of Decision-Making Corporate; CSR and<br><br>Case Study: Advertising and Children as Consumers                                       | Reflection writing                 | Soderberg & Holden; Shaw et al<br><br>Thorne and Saunders                  |
| <b>4</b>    | <b>Mar 29</b> | The Path to Corporate Responsibility. Balancing profits and Social Responsibility.<br><br>Case Study: Parable of the Sadhu                                     | Ethical Case Study                 | Hopkins  |
| <b>5</b>    | <b>Apr 5</b>  | Leadership and Cross-Cultural Teams<br>Employee Rights and Conflicts of Interest; Discrimination and EDI:<br><br>Case Study: Business and Environmental Ethics | Group Project                      | Mayer & Bello  |
| <b>6</b>    | <b>Apr 12</b> | Presentations  | Presentations                      |  |