



Carleton
University

Sprett
School of Business

CARLETON UNIVERSITY
BUSI 4601 SECTION C (TUESDAYS)
BUSINESS ETHICS
FALL 2022
SEPTEMBER – DECEMBER, 2022

Instructor	Nailah Ayub, PhD
Office and Office Hours	Online/ E-mail/ by appointment
E-mail	nailah.ayub@carleton.ca
Class Hours and Location	Section C Tuesdays 8:35-11:25am Room: Nicol 5010 Modality: In-Person
Pre-requisites & precluded Courses	Fourth-year standing in B.Com. concentrations except International Business, which requires BUSI 4705 . Precludes additional credit for BUSI 4705

Course Calendar description from the [2022/2023 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.

Course Description: The overall performance of an organization significantly depends on the behavior of its management with respect to ethical issues- failure to attend to Business Ethics can produce rather undesirable outcomes. Business Ethics and Corporate Social Responsibility have, therefore, become salient topics to business practitioners as well as the general public. We have all read or heard about instances of unethical behavior by businesspeople as high as corporate executives and the negative implications of such behaviors. Ethically questionable activities of managers have profoundly affected their companies, employees, shareholders, and a variety of stakeholders. In our lives, we all face ethical issues on a regular basis whether or not we notice them. This course is designed to facilitate the recognition of ethical issues, decision-making about ethical issues, and adjustment of organizations to promote ethical behavior.



Learning Objectives and Outcomes:

The learners will be able to identify ethical dilemmas in work setting, analyze them based on ethical principles, and resolve them in a defensible direction. They will also be able to understand corporate social responsibility both as an ethical obligation to society and as an opportunity for business; thereby creating value for both. Some of the targeted learning objectives of the course are to:

- Enhance the student's understanding of the importance of ethics in business
- Enhance the student's understanding of social/ethical performance of organizations and its role in maintaining good financial performance
- Enhance the student's ability to recognize and identify ethical issues
- Enhance the student's ability to use ethical principles to reason toward satisfactory solutions to ethical dilemmas
- Enhance the student's ability to "manage for ethics" in organizations

Textbook Required:

Ferrell, O. C., Fraedrich, J., & Ferrell, L. (2019). *Business Ethics: Ethical Decision Making & Cases* (12th edition). Cengage Learning/Nelson Education. (e-book available)

Additional supporting readings may be identified by the professor and posted on BrightSpace.

Communication: You are required to correspond through your student email account. Practice professionalism while writing. Identify yourself with the course number and section. Use proper greetings, titles, content, and include your full name and student ID number. In case you do not receive a response within two days, something is amiss. You should resend the message with a reminder. This will ensure that your Email has reached me.

I will be using BrightSpace for announcements and information/material sharing as well as in class. Be in touch with BrightSpace to remain informed. Although you are encouraged to share in class, you may contact the instructor outside the class (Email) if desirable.

Participation and Attendance: Participation means attentive listening as well as sharing of opinion and knowledge. Participation also means sufficient effort and cooperation in group work.

The class involves discussions about concepts, cases, and personal experiences or observations and you cannot participate unless you attend. Your input can enrich the discussions and help other students learn from your knowledge, opinions, and experience. Participation also means asking relevant questions. For active participation and quality contribution, it is important that you come prepared having read the given topic and any assigned material before class. Be open and respectful while exchanging views and opinions. Unprofessional behavior (e.g., chronic tardiness, disrespectful or aggressive behavior in person or in other modes of communication

such as email and other fora or unauthorized computer use during class) will have a negative effect on your participation grade.

Coming late to the class means missed content and disturbance to the class. Once inside the class, you are expected to be 'present' and attend the class in full. Do not create disturbance by talking, fussing around, or packing up before time.

Intellectual Property: All materials prepared by the course professor including PowerPoint slides and exam papers are protected by copyright. Copying, photographing, scanning, sharing, or posting any of the material elsewhere is, therefore, a violation of copyright and is illegal and may have serious consequences.

Assignment Completion and Submission: Read and carefully follow any and all instructions for assignments. An individual assignment means it must be your individual work and fellow students should not be consulted (see university's Academic Integrity Policy). You are encouraged to take help from internet sources, library resources, or expert persons. Do NOT forget to cite your sources properly. Group assignment should be completed as a group with responsible participation where each group member is informed on all parts of the assignment. Members of other groups should not be consulted.

- **Writing Format** for submissions should follow the American Psychological Association (APA) Publication Manual. Follow instructions regarding page limit/ font size/ margins for your written submissions.
- All assignments should be in **pdf or word file** and no other formats.
- **Any written submission** should be comprehensible with correct grammar and language structure. You may find useful information about academic writing in the Student Academic Success Centre.
- **Assignment Deadlines.** Assignments should be submitted no later than a given date. There will be no make-up for assignments. An extension past the announced deadline may be agreed upon under special circumstances prior to the deadline. There will be a penalty on late submissions of a 10% grade loss per day up to a maximum of 5 days after which no assignments will be accepted. **Due date** is the deadline after which your submission will be late and **end date** is after which you will no longer be able to submit.
- Assignments must be **uploaded to BrightSpace** as per assignment requirement. Emailed assignments will not be accepted unless exceptionally discussed.
- **Keep copies** of your work until the end of the semester, when you have received your final grade. You may be required to provide a copy of your work in case of loss, theft, destruction, dispute over authorship.

Grading Concerns: If you have a legitimate concern about a grade on an assignment or exam, you may request re-marking. Please follow these procedures:

- Bring your concerns to me **within 5 days** (or the TA depending on who marked the assignment) after the assignment has been graded.
- Indicate in writing your **specific concerns**. Please be specific and identify errors in grading and **support your concerns with references** such as class material or textbook.
- Simply stating that another student got higher grade for similar writing or you got higher in a previous assignment may not be a good reason. Also, your work will not be re-marked if you simply think you worked very hard albeit failing to offer required information or because you might be getting a lower grade that desirable.

Notes:

- Work responsibly. If your work involves **cheating and plagiarism** or you have violated the Academic Integrity (see additional information below), there will be no second chances and you will most likely fail this course.
- You may not miss the day when you are scheduled for exam in the class. Without a solid reason that is supplemented with documentation, you will receive a zero for the missed exam. Normally, you must report your absence within 24 hours from the time you miss an exam.

Course Requirements & Methods of Evaluation:

#	Method of Evaluation	Grade Weighting
1	Individual Task: Reflections	10%
2	Individual Task: Personal Incident Report	10%
3	Group Task: Case Studies (3)	15%
4	Group Task: CSR report analysis	15%
5	Group Task: Topic presentation	15%
6	Final Exam	35%
	Total	100%

Reading Reflections: Reflections may come to your mind after reading a news item or an article with reference to a topic in the course. After reading, you may end up linking it to something you have learned in the lecture or it may trigger an interesting question in your mind. The reading that you select must be from a bona fide English publication (e.g. Citizen, Globe and Mail, McLeans, New York Times, The Economist...). Reference should be included. The reflection item must be from the last 2 years and not older.

The reflection post can be around 300 words or a little longer and include quality work. You can submit one and only one reflection in a given week. A submission made after a given week's due date and time will not be counted as a valid submission under that topic. That is, if you submit two reflections in a week, you will be graded for one reflection only. Reflection must cover the given topic of reflection for the week and the topic/subtopic of choice must be specified and a clear link should be established in your reflection.

You may choose any 5 topics to submit 5 reflections in total (2% per reflection).

Personal Incident Report: Identify an ethically questionable behavior or decision that you have encountered (in your work or school life). Describe the ethical issues and basic ethical principles associated with that behavior or decision. Would the decision be different now in view of your knowledge of ethics?

This assignment should be a maximum of three double-spaced, standard font, pages in length.

Case Studies: Cases will be made available during the semester along with specific questions that you will answer with reference to the information presented in the case as well as knowledge about ethics in general or from this course. You will be expected to support your responses by referring to information from the case and/or citing scholarly material for your position taken. You can work with the same group or change groups for one or more case studies. You should not divide questions among team members. You are all required to discuss and contribute collectively to each question. Information on submission will be made available on Brightspace.

CSR Critique Report: Each group will choose a CSR or Sustainability report published by an organization (from any industry of choice) and evaluate their CSR performance. The report should preferably be the latest report, published within the last three years. The industry choice must be approved by the instructor (first come first serve approval). The submission is expected to be a double spaced (APA format) assignment of around 15 pages. Additional information on submission will be made available on Brightspace.

Topic Presentation: Each group will select a specific topic from business ethics- specific industry, stakeholders, ethical issue, ethical approach to decision making. The topic must be reserved with the professor by a given date. The presentation will include an introduction of the topic in ethics, significance, case examples, and a framework and recommendations for addressing the case/s using the course knowledge in a professional and practical manner. The presentation will be allowed max 30 minutes. The presentation slides should be submitted on Brightspace at least 24 hours ahead of the presentation day. Marks will be deducted if you fail to submit the presentation material.

Peer Evaluation: To promote fairness and discourage free-riders in group assignment/s, you are required to submit a peer evaluation form on which you will evaluate the contributions made by each of the other members of your group for every group task. Group members who receive unsatisfactory peer evaluations will receive lower grades on the group work. You are expected to provide honest and impartial evaluation. This evaluation is strictly confidential and will not be shared with anyone and will be used for a specific assignment assessment only. All evaluation forms will be destroyed at the end of the semester. Failure to submit peer evaluation will lead to marks deductions as well.

You are encouraged to resolve conflicts within the group. If needed, however, you may get in touch with the instructor before the assignment submission.

Final Exam: The final exam will be paper-based closed book exam and will be about 2 hours long. The exam will be based on materials from topics covered from the textbook, assigned readings if any, lectures, discussions, and in-class work. The final exam date will be announced as determined by the Undergraduate Office during the semester. You must be present to write this exam during the scheduled time; No make-up tests will be scheduled for missed exam. The only valid excuse is for medical reasons or death in the family and must be documented with a medical certificate when requesting a deferral.

SCHEDULE

#	Date	Topic	Material to prepare
W1	Sep 6	No class	
W2	Sep 13	Introduction	Course overview
W3	Sep 20	The Importance of Ethics; Stakeholder relationships	Chap 1 & 2 *Reflection: Chap 1 & 2 Deciding groups
W4	Sep 27	Emerging Business Ethics Issues; The Institutionalization of Ethics	Chap 3 & 4 *Reflection: Chap 3 & 4
W5	Oct 4	Use this session to work on your case study and discussing and deciding your topics	*Case 1 ** Topic for CSR Report ** Topic for presentation
W6	Oct 11	Ethical Decision Making; Individual Factors	Chap 5 & 6 *Reflection: Chap 5 & 6
W7	Oct 18	Organizational Factors: The Role of Ethical Culture and Relationships	Chap 7 *Case 2 *Reflection: Chap 7
W8	Oct 25	Fall Break (Oct 24-28)	No class
W9	Nov 1	Developing an Effective Ethics Program; Managing and Controlling Ethics Program	Chap 8 & 9 * Personal Incident Report *Reflection: Chap 8 & 9
W10	Nov 8	Ethical Leadership	Chap 11 *Reflection: Chap 11 *Case 3 (plus peer evaluation for cases)
W11	Nov 15	Globalization of Ethical DM; Sustainability: Ethical and Social Responsibility Dimensions	Chap 10 & 12 *Reflection: Chap 10 & 12
W12	Nov 22	Presentations	
W13	Nov 29	Presentations	

W14	Dec 6	Presentations	* <i>CSR Report</i> (plus peer evaluation for CSR)
	TBA	Final Exam (Dec 10-21)	(See exam schedule after Oct 7)

- ALL ASSIGNMENTS ARE DUE BY MIDNIGHT (11:59PM) ON THE GIVEN DAY

Contribution to Learning Goals of the Program (BCom, BIB):

Program Learning Goal	Competencies Not Covered	Competencies Introduced (only)	Competencies Taught But Not Assessed	Competencies Taught and Assessed
CHECK (X) ONE PER ROW				
BC1 Knowledge <i>Graduates will be skilled in applying foundational business knowledge to appropriate business contexts.</i>				X
BC2 Collaboration <i>Graduates will be collaborative and effective contributors in team environments that respect the experience, expertise and interest of all members.</i>				X
BC3 Critical Thinking <i>Graduates will be discerning critical thinkers, able to discuss different viewpoints, challenge biases and assumptions, and draw conclusions based on analysis and evaluation.</i>				X
BC4 Communication <i>Graduates will be effective and persuasive in their communications.</i>		X		
BI5 Global Awareness (BIB ONLY) <i>Graduates will be globally-minded.</i>			X	

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.

Grading

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 Accommodation

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

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

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 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

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: 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

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.

Process: If an alleged violation occurs, all relevant documentation will be forwarded to the Dean. If the allegation proves true, the 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. **For a first offence, at a minimum, the penalty assigned will normally be a zero on the submitted work and at least a minimum full grade reduction of the final course grade. For a second offence, at a minimum, the penalty assigned will normally lead to a suspension from studies.**

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/>.

Sprott Student Services

The Sprott Undergraduate Student Services Office offers program advising and overall student success support. Our team is available to discuss your academic goals and your program progression plans. We can also work with you to develop strategies for success, including study skills for Business. If you experience any difficulty this term or if you would like to access support, please contact our team at bcom@sprott.carleton.ca or at bib@sprott.carleton.ca.

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: carleton.ca/csas.

Important Information:

- Students must always retain a 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/>

Covid-19 Information:

It is important to remember that COVID is still present in Ottawa. The situation can change at any time and the risks of new variants and outbreaks are very real. There are [a number of actions you can take](#) to lower your risk and the risk you pose to those around you including being vaccinated, wearing a mask, staying home when you're sick, washing your hands and maintaining proper respiratory and cough etiquette.

Feeling sick? Remaining vigilant and not attending work or school when sick or with symptoms is critically important. If you feel ill or exhibit COVID-19 symptoms do not come to class or campus. If you feel ill or exhibit symptoms while on campus or in class, please leave campus immediately. In all situations, you must follow Carleton's [symptom reporting protocols](#).

Masks: Carleton has paused the [COVID-19 Mask Policy](#), but continues to strongly recommend masking when indoors, particularly if physical distancing cannot be maintained. It may become necessary to quickly reinstate the mask requirement if pandemic circumstances were to change.

Vaccines: Further, while proof of vaccination is no longer required as of May 1 to attend campus or in-person activity, it may become necessary for the University to bring back proof of vaccination requirements on short notice if the situation and public health advice changes. Students are strongly encouraged to get a full course of vaccination, including booster doses as soon as they are eligible, and submit their booster dose information in [cuScreen](#) as soon as possible. Please note that Carleton cannot guarantee that it will be able to offer virtual or hybrid learning options for those who are unable to attend the campus.

All members of the Carleton community are required to follow requirements and guidelines regarding health and safety which may change from time to time. For the most recent information about Carleton's COVID-19 response and health and safety requirements please see the [University's COVID-19 website](#) and review the [Frequently Asked Questions \(FAQs\)](#). Should you have additional questions after reviewing, please contact covidinfo@carleton.ca.
