



## **BCLA BUSN 3371 Business Ethics in the Global Market**

### **CAPA BARCELONA PROGRAM**

#### **Course Description**

The ethical landscape of business is constantly changing, and this course will examine those changes most effecting business: accelerating globalization, constant technological updates, proliferating of business scandals. You will be introduced to the ethical concepts that are relevant to resolving moral issues in business; imparting the reasoning and analytical skills needed to apply ethical concepts to business decisions; identifying moral issues specific to a business; providing an understanding of the social, technological, and natural environments within which moral issues in business arise; and using case studies of actual moral conflicts faced by businesses.

This course is an analysis of how business and society interact through the study of consumerism, technology, and ethical and moral conviction. It is also an introduction to the concept of business ethics, an overview of major ethical issues that businesses face today, and a discussion of moral philosophy through an understanding of classical and contemporary ethical theories.

#### **Course Aims**

The aims of this course are:

1. Define Business Ethics
2. Discuss the historical development of Business Ethics
3. Distinguish between Business Ethics and social responsibility
4. Understand ethical issues in business
5. Apply moral philosophies to Business Ethics
6. Understand the impact of the business environment on ethical decision

#### **Requirements and Prerequisites**

This course is recommended for business students.

#### **Learning Outcomes**

After successful completion of the course, students should be able to:

1. Critically analyze the change in the theory and practice of business ethics and conceptualize the impact on professionals and individuals
2. Develop, and practice, a sense for innovation, entrepreneurship and creativity with business ethics.
3. Develop an understanding of importance of business ethics, terms and concepts.
4. Identify the role and impact of cultural variables in business ethics.
5. Appreciate and integrate the ethical and societal dimensions in business ethics.
6. Recognize the impact of technology in opening up global issues and increasing our awareness of ethical issues.

#### **Developmental Outcomes**

Students should demonstrate: responsibility & accountability, independence & interdependence, goal orientation, self-confidence, resilience, appreciation of differences. The course offers multiple opportunities for critical thinking. We examine the concepts of business ethics and its application to international business. Students will be asked to critically analyze the impact business ethics has on business and to forecast and analyze future developments in the subject as a result of the changing macro environment. The application of the theories underpinning ethics is crucial in analyzing business issues.

#### **Class methodology**

Broadly, the course is divided into nine parts. The class will consist of lectures conducted in seminar fashion, with regular student participation through presentations and group work. A typical class would consist of students synthesizing and

presenting information acquired in the text chapter or assigned article. Discussion and in-class exercises will follow each presentation to further examine fundamental aspects of the global business concept. Selected case studies will be assigned by the instructor. Students will be asked to read and analyze each case carefully. This will be followed by general class discussion.

General Session structure (1,5 hours):

- 30 min. Presentation/discussion of topic assigned to students OR presentation/discussion of reading from assigned article(s)/cases.
- 30 min. lecture/presentation of topic by the professor
- 20 min. In-class exercise/case study/analysis and class Discussion
- 10 min. Summary, next steps, assignments

### **Assessment/Grading Policy**

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|---|------------|
| • <u>Group project and presentation</u> | <b>30%</b> |
| • <u>Mid-term exam</u>                  | <b>20%</b> |
| • <u>In-course contribution</u>         | <b>20%</b> |
| • <u>Final Exam</u>                     | <b>30%</b> |

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Overall grade	<b>100%</b>
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DESCRIPTOR	ALPHA	NUMERIC	GPA	REQUIREMENT/EXPECTATION
Outstanding (High Distinction)	A	93+	4.0	Maximum grade: In addition to description for grade "A-", the student shows detailed understanding of materials about which he or she can show independent analytical ability. This means the ability to question an issue from different perspectives and evaluate responses in an objective manner.
Excellent (Distinction)	A-	90 - 92	3.7	Student shows understanding of literature beyond the textbook/class hand-outs/class notes, and the work shows a high level of independent thought, presents informed and insightful discussion and demonstrates a well-developed capacity for evaluation.
Very good (High Credit)	B+	87 - 89	3.3	Shows evidence of a capacity to generalise from the taught content, or the material in literature, or from class lectures in an informed manner. Also, the work demonstrates a capacity to integrate personal reflection into the discussion and an appreciation of a range of different perspectives.
Good (Credit)	B	83 - 86	3.0	The work is well organised and contains coherent or logical argumentation and presentation.
Good (Credit)	B-	80 - 82	2.7	Student shows understanding of literature beyond the textbook and/or notes, and, there is evidence of additional reading.
Average (Good Pass)	C+	77-79	2.3	The work demonstrates a capacity to integrate research into the discussion and a critical appreciation of a range of theoretical perspectives. Also, the work demonstrates a clear understanding of the question and its theoretical implications and demonstrates evidence of additional reading.
Adequate (Pass)	C	73 - 76	2.0	Shows clear understanding and some insight into the material in the textbook and notes, but not beyond. A deficiency in understanding the material may be compensated by evidence of independent thought and effort related to the subject matter.
Below Average (Borderline Pass)	C-	70-72	1.7	Shows some understanding of the material in the textbook and notes. A deficiency in any of the above may be compensated by evidence of independent thought related to the subject matter.
Inadequate (Borderline Fail)	D+	67 - 69	1.3	Fails to show a clear understanding or much insight into the material in the textbook and notes

Poor (Fail)	D	60 - 66	0.7 - 1.0	Besides the above for D+, student has not shown interest or engagement in the class work or study.
Poor (Fail)	F	<60	0	Shows little or no understanding of any of the material
Incomplete	I			Please see CAPA policy in the Faculty Handbook.

## **Course Materials**

Business Ethics: Concepts and Cases: International Edition, 7/E (2012)  
 Manuel G. Velasquez, Santa Clara University  
 ISBN-10: 0205217672  
 ISBN-13: 9780205217670  
 Publisher: Pearson

Selected E-readings will be supplied

## **Weekly Course Schedule**

<b>Week</b>	<b>What to do</b>
<b>1</b>	<b>Understanding Ethical Decision Making</b> Business ethics defined Social responsibility and business ethics The development of business ethics Why study business ethics?
<b>2</b>	<b>Ethical Issues in Business</b> Foundations of ethical conflict Classification of ethical issues Ethical issues related to various areas of business Recognizing an ethical issue
<b>3</b>	<b>Applying Moral Philosophies to Business Ethics</b> Moral philosophy defined Moral philosophy perspectives
<b>4</b>	<b>Ethical Decision-Making Frameworks</b> Kohlberg's Model of Cognitive Moral Development
<b>5</b>	<b>The Impact of the Business Environment on Ethical Decision Making</b> The Economic Dimension The Legal Dimension The Competitive Dimension The Technological Dimension The Societal Dimension
<b>6</b>	<b>The Impact of Organizational Structure and Culture</b> Organizational structure and business ethics The impact of organizational design on ethics The role of corporate culture in ethical decision making Group dimensions of organizational structure and culture
<b>7</b>	<b>The Impact of Organizational Structure and Culture</b> Organizational structure and business ethics The impact of organizational design on ethics The role of corporate culture in ethical decision making Group dimensions of organizational structure and culture
<b>8</b>	<b>The Influence of Significant Others in the Organization</b> Interpersonal relationships in organizations Organizational pressures and significant others Leadership

	Significant others and ethical behavior in business
9	<b>The Impact of Organizational Structure and Culture</b> Organizational structure and business ethics The impact of organizational design on ethics. The role of corporate culture in ethical decision making Group dimensions of organizational structure and culture Interpersonal relationships in organizations Organizational pressures and significant others Leadership Significant others and ethical behavior in business Opportunity and Conflict
10	<b>Controlling Business Ethics in the Organization</b> Controlling for more ethical behavior Implementing business ethics Controlling personal moral development within the organization Controlling corporate culture Controlling ethical decision making International Business Ethics Culture and business ethics

### **Attendance, Participation & Student Responsibilities**

**Attendance:** CAPA has a mandatory attendance policy. Attendance is taken at the beginning of every class. Unauthorized absence from class will result in a reduction of the final grade and potentially a failure for the course.

**Missing classes for medical reasons:** If you need to miss a class for medical reasons or for a family emergency, you must send an e-mail to let the Director of Academic Affairs (DAA) or Resident Director know at least one hour in advance of your class or meeting at the following e-mail:\_\_\_\_\_. Note that calling the CAPA Center (\_\_\_\_\_) is acceptable only if you do not temporarily have access to the internet. An e-mail is still required as quickly as you can get access to the internet again. You will need to provide evidence of the reason for your absence. Unexcused absences will result in a grade reduction. In the event of a missed class or field trip, it is your responsibility to contact your instructor and make up any missed assignments.

**Class Participation:** Students are expected to participate actively and critically in class discussions, and the participation portion of the class will be graded accordingly. Students must read assignments BEFORE the class, and come in on time. Participation is a vital part of your grade: students are expected to participate orally in seminars and in online forums and discussions in a critical and evaluative manner; to interact with the faculty and fellow students with respect and tolerance; and to actively engage in discussion. Derogatory or inflammatory comments about the cultures, perspectives or attitudes of others in the class will not be tolerated.

**Academic Integrity:** A high level of responsibility and academic honesty is expected. Because the value of an academic course depends upon the absolute integrity of the work done by the student, it is imperative that a student demonstrates a high standard of individual honor in his or her scholastic work and class behavior. Plagiarism and cheating will result in dismissal from the program. See the Handbook of CAPA Academic Policies for more information and resources on plagiarism.

**Use of electronic equipment in class:** All devices such as laptops, I-pods, I-pads, netbooks, notebooks and tablets, smartphones, cell phones, etc. are **NOT** allowed unless you have express permission from the faculty or you have been instructed to do so. If you require an accommodation to use any type of electronic equipment, inform the Director of Academic Affairs or the Resident Director at the beginning of Term.

**Use of Electronic Translators:** In Language courses students are NOT allowed to use electronic translators for writing texts in the target language: those submitting compositions and texts of whatever kind translated in such a fashion will receive a final F grade for the course.

**Late Submission:** Late submission of papers, projects, journal entries, pieces of homework and portfolios is only permitted with prior approval. A request must be made to the relevant Faculty member no later than two days prior to the due date. Late submission without prior approval will result in a full alpha grade penalty. In either case, work cannot be submitted after feedback has been provided to the rest of the class on the relevant assessment or one week after the due date whichever comes first, after which point a grade of F will be given for the assessment.

**Behavior during Examinations:** During examinations, you must do your own work. Unless specifically instructed by the lecturer or instructor, talking during an exam is not permitted, nor may you compare papers, copy from others, or collaborate in any way. Any failure to abide by examination rules will result in failure of the exam, and may lead to failure of the course and disciplinary action.