



Shanghai University of Finance & Economics

2020 Summer Program

MGT 320 Business Ethics

Course Outline

Term: June 1 – June 26, 2020

Class Hours: 18:00-19:50 (Monday through Friday)

Course Code: MGT 320

Instructor: George Sarraf Ph.D.

Home Institution: University of California, Irvine

Office Hours: TBA and by appointment

Email: gsarraf@uci.edu

Credit: 4

Class Hours: This course will have 52 class hours, including 32 lecture hours, professor 8 office hours, 8-hour TA discussion sessions, 4-hour review sessions.

Course Description:

A study of ethical problems in business and the foundations for decisions involving ethical issues. Topics include ethical concepts, personal integrity, individual conscience, and company loyalty and responsibility conflicts as they impact on the decision process in the functional areas of business. The course provides understanding of the main theoretical concepts of business ethics and builds an analysis of ethical dilemmas and how to manage ethics in the workplace. Emphasis will be placed upon stakeholder management and sustainability and the manager's corporate social responsibilities to a wide variety of stakeholders. Ethical dilemmas and decision-making frameworks and approaches at the personal, group, organizational and societal levels will be explored. Student engagement in real-world applications through case study analysis is a critical portion of the course.

Course Objectives:

Upon completion of this course, students will be able to:

- Understand the techniques of moral reasoning and argumentation that are needed to analyze moral issues in business.
- Identify ethics issues in business involving integrity, objectivity, and independence.



- Examine the consequences of unethical and ethical business decisions.
- Interpret ethics rules as related to specific business situations.
- Critically evaluate the comparative morality of various types of economic systems.
- Describe morally praiseworthy and exemplary actions of a firm or individuals in the workplace.

Required Textbooks:

Ferrell, O.C., Fraedrich, John, and Ferrell, Linda (2019). *Business Ethics, Ethical Decision Making & Cases*, 12th edition, Cengage

Grading & Evaluation:

Attendance Policy:

Summer classes are intensive and require hard work and diligence. Attending classes is essential for mastering the concepts presented during lectures. If you miss the class due to a legitimate reason (e.g. sickness) you will be required to notify the instructor. Such absence will be considered as excused absence. Attendance will be recorded and is worth 15% of the student grade.

Assignments:

Students are required to go over “Ethical Dilemmas” at the beginning of each chapter. Students will be required to analyze and submit answers to 4 of those dilemmas (one each week). Students can choose the Ethical Dilemmas they want to analyze. Submission is due on Friday each week. Each submission is worth 5 points (total of 20).

Assignments	20%
Attendance	15%
Midterm	30%
Final	35%

Total Weighted Score = [Assign*0.2 + Att*0.15 + Mid*0.30 + Final*0.35]. **Curve will be determined based on the distribution of grades.**

Your grade will be determined on the following scale.

A	94-100	C+	77-79	D-	55-63
A-	90-93	C	74-76	F	Below 55
B+	87-89	C-	70-73		
B	84-86	D+	67-69		
B-	80-83	D	64-66		



Course Schedule:

Course Outline		
Week	Topic	Chapters
Week 1:		
	Syllabus	
	The Importance of Business Ethics	1
	Stakeholder Relationships, Social Responsibility, and Corporate Governance	2
	Emerging Business Ethics Issues	3
	Textbook Cases: <ul style="list-style-type: none"> • “The Volkswagen Scandal: An Admission to Emission Fraud” • “Uber Hits a Bump in the Road” • “Monsanto: A Growing Controversy” • “Starbucks Venti Social Responsibility and Brand Strategy” • “Walmart Juggles Risks and Rewards” 	
Week 2:		
	The Institutionalization of Business Ethics	4
	Ethical Decision Making	5
	Individual Factors: Moral Philosophies and Values	6
	Textbook Cases: <ul style="list-style-type: none"> • “Google: The Drive to Balance Privacy with Profit” • “Zappos: Taking Steps toward Maximizing Stakeholder Satisfaction” • “Insider Trading at the Galleon Group” 	
	Midterm Review	
Week 3:		
	Midterm Exam (Monday) Chs. 1-6	
	Organizational Factors: The Role of Ethical Culture and Relationships	7
	Developing an Effective Ethics Program	8
	Managing and Controlling an Ethics Program	9
	Textbook Cases: <ul style="list-style-type: none"> • “Whole Foods: 365 Degrees of Commitment to Stakeholders” • “Apple Maintains Strong Ethical Roots” • “PepsiCo: Poised to Deal with the Next Generation” • “Enron: Not Accounting for the Future” 	
Week 4:		
	Globalization of Ethical Decision Making	10
	Ethical Leadership	11
	Sustainability	12
	Textbook Cases: <ul style="list-style-type: none"> • “Herbalife Reborn” • “CVS: “Fired Up” about Social Responsibility” • “New Belgium Brewing: Ethical and Environmental Responsibility” 	
	Final Exam Review	
	Final Exam (tba) Chs. 7-12	