



Shanghai University of Finance & Economics

2019 Summer Program

MGT 320 Business Ethics

Course Outline

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

Course Code: MGT 320

Instructor: Islam Rizvanoglu

Home Institution: University of Houston

Office Hours: TBA and by appointment

Email: irizvanoglu@uh.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:

This course introduces Business ethics as the modern managerial approach to ethical questions in business environment. It gives not only understanding of main theoretical concepts, but also developing skills of identification, analysis and permission of ethical dilemmas on a workplace and managing ethics in organizations. Emphasis will be placed upon stakeholder management and sustainability, meaning 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 and service learning 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 different types of economic systems.
- Describe morally praiseworthy and exemplary actions of either individuals in business or particular firms.

Required Textbooks:

Ferrell, O.C., Fraedrich, John, and Ferrell, Linda (2019). *Business Ethics, Ethical Decision Making & Cases, 8th Edition*. 12th edition, Cengage (Earlier editions are also acceptable.)

Grading & Evaluation:

- **Exams:** There will be a midterm and a final exam. Exams will not be cumulative. The midterm exam will be given at the end of the second week. Each exam will make 30% of your grade, so two exams together will make 60% of your grade.
- **Assignments (Ethical Dilemma):** There are Ethical Dilemmas at the beginning of each chapter. Students will chose any four ethical dilemmas and submit answers the questions. These assignments will make 20% (4*10%) of your grade.
- **Attendance and Class Participation:** Summer classes are intensive and require hard work and diligence. Attending classes is essential for mastering the concepts presented during lectures. You will be allowed to miss three classes, including those with an excuse. Attendance will be 20% of the student grade.

94-100 = A 90-93 = A- 86-89 = B+ 82-85 = B 80-82 = B- 76-79 = C+ 72-75 = C 70-72 = C- 66-69 = D+ 62-65 = D 60-62 = D- Below 60=F

Course Schedule

Week1

Chapter 1: The Importance of Business Ethics

Chapter 2: Stakeholder Relationships, Social Responsibility, and Corporate Governance

Chapter 3: Emerging Business Ethics Issues

Textbook Cases:

- “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”

Week2

Chapter 4: The Institutionalization of Business Ethics

Chapter 5: Ethical Decision Making

Chapter 6: Individual Factors: Moral Philosophies and Values



Textbook Cases:

- “Google: The Drive to Balance Privacy with Profit”
- “Zappos: Taking Steps toward Maximizing Stakeholder Satisfaction”
- “Insider Trading at the Galleon Group”

Midterm Exam

Week3

Chapter 7: Organizational Factors: The Role of Ethical Culture and Relationships

Chapter 8: Developing an Effective Ethics Program

Chapter 9: Managing and Controlling an Ethics Program

Textbook Cases:

- “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”

Week4

Chapter 10: Globalization of Ethical Decision Making

Chapter 11: Ethical Leadership

Chapter 12: Sustainability

Textbook Cases:

- “Herbalife Reborn”
- “CVS: “Fired Up” about Social Responsibility”
- “New Belgium Brewing: Ethical and Environmental Responsibility”

Final Exam