

Subject Code	MM5021
Subject Title	Business Ethics
Credit Value	1
Level	5
Normal Duration	1-semester
Pre-requisite/ Co-requisite/ Exclusion	None
Role and Purposes	Business ethics has its foundations in the students' knowledge of a diverse range of business functions and sectors. Whatever the specific business setting (accountancy, finance, logistics, marketing or management) the examination of corporate interaction with stakeholders and the notions of social responsibility and ethical behaviour are a matter of concern. This subject contributes to the achievement of the programme outcomes by enabling students to demonstrate a <u>global outlook</u> , <u>identify and resolve ethical issues</u> and the <u>application of conceptual frameworks</u> .
Subject Learning Outcomes	Upon completion of the subject, students will be able to: a. Understand “business ethics” and “corporate social responsibility” from a global perspective b. Identify and resolve ethical dilemmas and responsibility issues in business and management c. Analyse ethical and responsibility issues in individual business and management domains by applying the Babson framework and the stakeholder perspective
Subject Synopsis/ Indicative Syllabus	This subject examines the ethics and responsibilities of business corporation and corporate executive to key stakeholders. It will cover: <ul style="list-style-type: none"> • Perspectives of business ethics and corporate social responsibility • Key aspects of ethical and responsibilities issues in business and management: marketing, HRM, and MIS • Management of business ethics and corporate social responsibilities
Teaching/Learning Methodology	This course is case based in the sense that we adopt a case teaching approach to use various cases to facilitate learning. Lectures: the lecture will link business ethics and CSR concepts and theories with practices by using cases for illustration – objective: to familiar students with the book knowledge and real practices of CSR and to provide them with a solid basis for critical thinking Case Analysis: each group of students will be asked to present their critical analysis of cases on ethical and CSR issues on individual areas of business and management Individual assignment: students will be asked to select two cases discussed in the classes to prepare their own analyses and reflections.

Assessment Methods in Alignment with Intended Learning Outcomes	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)		
			a.	b.	c.
	Continuous Assessment*	100%			
1. Class exercises	20 %		√	√	
2. Case Study - Group presentation	20 %	√	√	√	
3. Case Analysis – individual take-home assignment	60%	√	√	√	
Total	100 %				
<p>*Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.</p> <p>To pass this subject, students are required to obtain Grade D or above in the Continuous Assessment components.</p> <p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes: the various methods are designed to ensure that all students taking this subject –</p> <ol style="list-style-type: none"> 1. Class exercises in the format of knowledge building aim to stimulate students to and consider ethical problems and responsibilities issues associated with different aspects of business and management. On this basis, they can make one step ahead to identify the reasons and think about possible solutions. 2. Group case study in the classroom enables students to work as a team to do an in-depth analysis of selected cases on business ethics in respective business and management areas to assess their ability to apply book knowledge and their presentation skills 3. Individual case analysis as take-home assignment is used to assess individual students’ critical thinking, analytical ability and written skill. 					
Student Study Effort Expected	Class contact:				
	▪ Lectures		12Hrs.		
	Other student study effort:				
	▪ Preparation for the class		12Hrs.		
	▪ Preparation for Assignments		15Hrs.		
Total student study effort			39Hrs.		
Reading List and References	Babson College, <i>Introduction to the Babson Framework for Ethical Decision Making</i> Crane, A. and Matten, D. 2010. <i>Business Ethics</i> , 3 rd Edition, Oxford University Press. Freeman, R.E., Velamuri, S.R. and Moriarty, B. 2006. <i>Company Stakeholder Responsibility: A New Approach to CSR</i> . Business Roundtable Institute for Corporate				

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Friedman, M. 1970. The Social Responsibility of Business is to Increase its Profits. *The New York Times Magazine*, September 12.

Lawrence, A.T. and Weber, J. 2008. *Business & Society*, 12th Edition, McGraw Hill.

Lo, C.W.H., Ralston, D. and Egri, C. 2008. Commitment to Corporate Social and Environmental Responsibility: An Insight into Contrasting Perspectives in China and the US. *Organization and Management Journal*, Vol. 5, No. 2, pp. 83-98.

Weather, W.B. Jr., and Chandler, D. 2006. *Strategic Corporate Social Responsibility: Stakeholders in a Global Environment*, London: Sage Publications.