'Business Ethics and Corporate Social Responsibility'

(AP/ADMS 3660 Section Q)

WINTER 2020

Atkinson Faculty of Liberal and Professional Studies
School of Administrative Studies
York University

ADMS 3660 Section Q : WEDNESDAY 7:00 PM TO 10:00 PM.
Room: DB1005

Course Director: Avraham Kleiman, B. Comm., M.B.A.

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Office hours: schedule by appointment

Required Text: *Business and Society: Ethics, Sustainability and Stakeholder Management*, Carroll, Brown, and Buchholtz , 10th Canadian Edition (2018), Cengage Learning : ITP Nelson Publisher.

There may also be supplemental readings distributed to students or posted on the course website throughout the semester.

Important Dates: **FEB. 3RD :** Last date to enroll in Term courses without instructor's permission;
MARCH 13TH : Last date to drop course without receiving a grade.

MID-TERM EXAM: FEB 12 (WEDNESDAY 7:00 PM TO 10:00 PM); Room: **DB1005**

READING DAYS: FEB. 17 TO 21 NO CLASSES

MAKE UP MID TERM TEST: SUBJECT TO CONFIRMATION: FEB 23 SUNDAY 10AM ROOM TBA

Special Dates: NO CLASS ON

NOTE ON MAKE UP TEST:
This test is **ONLY** for students who missed the mid-term for an urgent and valid reason. Students must advise me of having missed the mid-term exam by the end of THE DATE OF THE MIDTERM and must provide a completed "Attending Physician's Statement"
(http://www.atkinson.yorku.ca/Council/Students/physicianStatement.pdf) TO THE FRONT DESK of room 282 Atkinson prior to writing the make up test which must include the name and phone number of a contact person who can verify the reason for absence. Students who fail to take either the mid-term or the make-up mid-term test will receive a grade of 0 on that test, with no exceptions.

Additional Notes Group *Case Analysis Assignment* (60%):
The major assignment will cover all of the material in the course. No additional materials beyond the course will be required. The assignment will involve the ethical analysis of a case as well as possibly a few short essay questions. Instructions will be provided on how to submit the assignment.
Late assignments and late peer assessments will be subject to a grade deduction in accordance with standard policy.
This assignment will be completed in groups of no more than 5 students. The final assignment mark has two components:

1. The Final paper assignment mark will be worth 80% of total assignment grade of 60% [48%]
2. The peer assessment mark will be worth 20% of total assignment grade of 60%. [12%]

The goal of this assignment is to help you develop critical cooperative team work skills. It will test your ability to inspire and motivate other team members towards a common group goal and measure of the ethical skills you have learned through the course.

Business Ethics and Corporate Social Responsibility

Course Outline

Course Description: This course introduces students to the relevance and importance of ethics and social responsibility in business. Important learning objectives are to increase students' awareness and understanding of ethical issues in business, and to provide students with useful conceptual tools to guide analysis and decisions. The ultimate intent of the course is to leave students better equipped to identify, think critically about, and resolve ethical issues that are encountered in one's working life at the individual, organizational, and societal levels.

Some of the conceptual tools and frameworks to be discussed throughout the course include:

- Ethics versus the Law
- Moral Responsibility
- Moral Theory, Reasoning, and Development
- Ethical Decision-Making
- Corporate Social Responsibility Theory

The course will apply these conceptual tools and frameworks to the treatment by business of their various stakeholder groups including: shareholders; employees; consumers; suppliers, the natural environment, communities, and governments. The course concludes with a discussion of how companies can better establish ethical corporate cultures (e.g., compliance and ethics programs).

Learning Objectives:

a. To enhance awareness and increase understanding of the nature of business ethics in the Canadian as well as global business environment.
b. To examine the ethical implications of business practices from a stakeholder perspective.
c. To increase awareness of the challenges of business social responsibility.
d. To develop critical thinking skills via the application of concepts and theories to business cases.

Student Assignments and Grading:

Assignment	Grade Weight	Due Date
1) Ethical Dilemma	Pass/Fail	WEDNESDAY JANUARY 15TH
2) Mid-Term Exam	40%	FEBRUARY 12TH (WEDNESDAY 7:00 PM TO 10:00 PM)
3) Case Analysis Assignment	60%	Due Friday APRIL 3RD 12:00 NOON
TOTAL	100%	

1) Personal Ethical Dilemma (Mandatory submission; pass/fail grade)
Students will be required to submit an actual ethical dilemma that they have encountered in a work environment. Please refer to the website and/or class PowerPoint for details The write-up should include two parts: Part A - a brief description of the situation, the central issue or dilemma, and the possible options (clearly identify them); Part B - how the dilemma was resolved including any remaining issues. Dilemmas will be selected for discussion throughout the course (but not returned to students). Students should be prepared to acknowledge that they were the author of the dilemma, and to discuss it in class. In order to respect privacy and the confidentiality of others however, students are not required to identify other individuals involved, nor any organization involved. **No more than 1 page**. The assignment is due by hard copy at the beginning of session 2.

2) Mid-Term (40%)
The mid-term exam will be closed-book and cover all of the material from the beginning of the course, including readings, cases, videos, and lecture material. The mid-term will consist of multiple choice, short answer, and short essay questions.

3) Group Case Analysis Assignment (60%)
The major assignment will cover all of the material in the course. No additional materials beyond the course will be required. The assignment will involve the ethical analysis of a case as well as possibly a few short essay questions. Instructions will be provided on how to submit the assignment.

4) Class Participation
Much of the learning from the course comes from the analysis and discussion of the material. You are expected to have engaged with the material before class and to be prepared to provide thoughtful contributions in class to advance our understanding. Absences should occur only under exceptional circumstances

SESSION	DATE	Topic	Readings/Cases
Session 1	**JAN. 8**	**Introduction to Business Ethics and Social Responsibility** • What is business ethics? • What is social responsibility? • Ethics versus the law	• Readings: Chapter 1 • Video Case: Parable of the Sadhu
Session 2	**JAN. 15**	**Ethical Frameworks** • Moral responsibility • Moral development • Moral theory	• Readings: Chapters 7 & 8 • **Note: Ethical Dilemma Assignment Due**
Session 3	**JAN. 22**	**Ethical Frameworks** • Moral reasoning process • Moral theory	• Readings: Chapters 7 & 8 • Case 10: Pay Day Loans
Session 4	**JAN. 29**	**Corporate Social Responsibility** • Social responsibility theory • Stakeholder theory	• Readings: Chapters 2 & 3 • Additional Handout (on course website): Milton Friedman's "The Social Responsibility of Business is to Increase its Profits" • Case 3: The Body Shop International
Session 5	**FEB. 5**	**Employees: Obligations** • Greed and conflicts of interest • Insider trading • Theft and fraud • ***Whistle-blowing***	• Readings: Chapter 17 • Case 9: To Hire or not to Hire
Session 6	**FEB. 12**	**MID TERM EXAM 40%**	
	FEB. 17-21	**READING WEEK NO CLASSES**	
Session 7 **MID TERM TEST REVIEW TENTATIVE**	**FEB. 26**	**Employees: Rights** • Discrimination and harassment • Privacy • Health and safety	• Readings: Chapters 18, & 19 • Case 34: Looks Discrimination at A and F • Case 39: Workplace Spying
Session 8	**MARCH 4**	**Consumers: Protection** • Consumer protection • Product recalls	• Readings: Chapter 14 • Case 21: McDonalds – The Coffee Spill
Session 9	**MARCH 11**	**Consumers: Marketing** • Marketing ethics • Pricing, quality, labeling	• Readings: Chapter 13 • Case 5: Direct to consumer Advtg. • Case 20: Big Pharma's Marketing Tactics
Session 10	**MARCH 18**	**Global Business Ethics and Review** • Bribery • Repressive Regimes • Overseas Suppliers	• Readings: Chapter 9 and 10 • Case 17: Chiquita Bananas • Case 15: Nike Inc.
Session 11 **FINAL CASE POSTED**	**MARCH 25**	**Natural Environment and the Community** • Triple bottom line • Homocentric vs. Eco-centric Social reporting and auditing	• Readings: Chapters 15 • Case 1: Wal-Mart: The Main Street Merchant of Doom
Session 12	**APRIL 1**	**Shareholders and the Ethical Business Firm and Review** • Corporate governance • Ethics programs (e.g., codes, training)	• Reading: Chapter 4 • Case 16: Coke and Pepsi in India
Due Friday **FINAL CASE**	**APRIL 3**	**CASE ANALYSIS ASSIGNMENT** **POSTED ON LINE DUE ON FRIDAY APRIL 3 NO LATER THAN 12 NOON**	

RELEVANT UNIVERSITY REGULATIONS

Deferred Exams: Deferred standing may be granted to students who are unable to write their final examination at the scheduled time or to submit their outstanding course work on the last day of classes. Details can be found at http://myacademicrecord.students.yorku.ca/deferred-standing

Any request for deferred standing on medical grounds must include an Attending Physician's Statement form; a "Doctor's Note" will not be accepted.

DSA Form: http://www.registrar.yorku.ca/pdf/deferred_standing_agreement.pdf

Attending Physician's Statement form: http://registrar.yorku.ca/pdf/attending-physicians-statement.pdf

In order to apply for deferred standing, students must register at http://sas-laps.laps.yorku.ca/

Followed by handing in a completed DSA form and supporting documentation directly to the main office of the School of Administrative Studies (282 Atkinson) and add your ticket number to the DSA form. The DSA and supporting documentation must be submitted no later than five (5) business days from the date of the exam. These requests will be considered on their merit and decisions will be made available by logging into the above mentioned link. No individualized communication will be sent by the School to the students (no letter or e-mails).

Students with approved DSA will be able to write their deferred examination during the School's deferred examination period. No further extensions of deferred exams shall be granted. The format and covered content of the deferred examination may be different from that of the originally scheduled examination. The deferred exam may be closed book, cumulative and comprehensive and may include all subjects/topics of the textbook whether they have been covered in class or not. Any request for deferred standing on medical grounds must include an Attending Physician's Statement form; a "Doctor's Note" will not be accepted.

Academic Honesty: The Faculty of Liberal Arts and Professional Studies considers breaches of the Senate Policy on Academic Honesty to be serious matters. The Senate Policy on Academic Honesty is an affirmation and clarification for members of the University of the general obligation to maintain the highest standards of academic honesty. As a clear sense of academic honesty and responsibility is fundamental to good scholarship, the policy recognizes the general responsibility of all faculty members to foster acceptable standards of academic conduct and of the student to be mindful of and abide by such standards. Suspected breaches of academic honesty will be investigated and charges shall be laid if reasonable and probable grounds exist.

Students should review the York Academic Honesty policy for themselves at:
http://www.yorku.ca/secretariat/policies/document.php?document=69
Students might also wish to review the interactive on-line Tutorial for students on academic integrity, at:
https://spark.library.yorku.ca/academic-integrity-what-is-academic-integrity/

Grading Scheme and Feedback Policy: The grading scheme (i.e. kinds and weights of assignments, essays, exams, etc.) shall be announced, and be available in writing, within the first two weeks of class, and, under normal circumstances, graded feedback worth at least 15% of the final grade for Fall, Winter or Summer Term, and 30% for 'full year' courses offered in the Fall/Winter Term be received by students in all courses prior to the final withdrawal date from a course without receiving a grade, with the following exceptions:

Note: Under unusual and/or unforeseeable circumstances which disrupt the academic norm, instructors are expected to provide grading schemes and academic feedback in the spirit of these regulations, as soon as possible. For more information on the Grading Scheme and Feedback Policy, please visit: http://www.yorku.ca/univsec/policies/document.php?document=86

In-Class Tests and Exams - the 20% Rule: For all Undergraduate courses, except those which regularly meet on Friday evening or on a weekend, tests or exams worth more than 20% will not be held in the two weeks prior to the beginning of the official examination period. For further information on the 20% Rule, please visit: http://secretariat-policies.info.yorku.ca/policies/limits-on-the-worth-of-examinations-in-the-final-classes-of-a-term-policy/

Reappraisals: Students may, with sufficient academic grounds, request that a final grade in a course be reappraised (which may mean the review of specific pieces of tangible work). Non-academic grounds are not relevant for grade reappraisals; in such cases, students are advised to petition to their home Faculty. Students are normally expected to first contact the course director to discuss the grade received and to request that their tangible work be reviewed. Tangible work may include written, graphic, digitized, modeled, video recording or audio recording formats, but not oral work. Students need to be aware that a request for a grade reappraisal may result in the original grade being raised, lowered or confirmed. For reappraisal procedures and information, please visit the Office of the Registrar site at: http://myacademicrecord.students.yorku.ca/grade-reappraisal-policy

Accommodation Procedures: LA&PS students who have experienced a misfortune or who are too ill to attend the final examination in an ADMS course should not attempt to do so; they must pursue deferred standing. Other students should contact their home Faculty for information. For further information, please visit: http://ds.info.yorku.ca/academic-support-accomodations/

Religious Accommodation: York University is committed to respecting the religious beliefs and practices of all members of the community, and making accommodations for observances of special significance to adherents. For more information on religious accommodation, please visit:
https://w2prod.sis.yorku.ca/Apps/WebObjects/cdm.woa/wa/regobs

Academic Accommodation for Students with Disabilities (Senate Policy)

The nature and extent of accommodations shall be consistent with and supportive of the integrity of the curriculum and of the academic standards of programs or courses. Provided that students have given sufficient notice about their accommodation needs, instructors shall take reasonable steps to accommodate these needs in a manner consistent with the guidelines established hereunder. For more information, please visit the Counselling and Disability Services website at http://www.yorku.ca/dshub/

York's disabilities offices and the Registrar's Office work in partnership to support alternate exam and test accommodation services for students with disabilities at the Keele campus. For more information on alternate exams and tests please visit http://www.yorku.ca/altexams/

Please alert the Course Director as soon as possible should you require special accommodations.