

AP/ADMS 3660 Section C

Business Ethics and Corporate Social Responsibility

School of Administrative Studies, Faculty of Liberal and Professional Studies

COURSE

Monday 16:00-18:50 (DB 1005)

Course Director: Anton Petrenko, Ph.D.

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Virtual Office hours: Scheduled by appointment (Wednesday 15:00-15:50)

TECHNICAL REQUIREMENTS

Remote Learning Information

Several platforms might be used in this course (e.g., eClass, Zoom, etc.) through which students will interact with the course materials, the course director, as well as with one another. Students are required to have access to minimum technology requirements to complete online activities and assignments.

Technical Requirements & Support:

When meeting online or completing coursework online, please ensure that you have access to a stable, higher-speed Internet connection and an appropriate computer/device that can support your learning. Please note that smartphones/smart devices apps (such as the eClass and Zoom apps) may have different/limited functionality compared to their use on a laptop or desktop. A webcam/camera and microphone may be needed for certain communication.

Check out these links for e-learning information and quick help:

- **York U's Student Guide to eLearning:** <https://www.yorku.ca/sclcd/remote-learning/>
- **Technology requirements and FAQs for eClass:** <https://lthelp.yorku.ca/95440-student-faq>
- **Student Guide to eClass:** <https://lthelp.yorku.ca/eclass>
- **Zoom meeting etiquette:** <https://lthelp.yorku.ca/zoom-students/zoom-meeting-etiquette>

Additional computing support:

- Computing for Students Website: <https://www.yorku.ca/uit/student-services/>
- Check your internet connection speed: www.speedtest.net

Disclaimers:

- If you have privacy concerns about your data, provide only your first name or a nickname when you join a session (inform the course director in advance).
- The system is configured in a way that all participants are automatically notified when a session is being recorded. In other words, a session cannot be recorded without you knowing about it.

COURSE DESCRIPTION

This course introduces students to the relevant issues in ethics and social responsibility in business via three pillars: Good management, good company and good citizenship. After completing this course students leave equipped with conceptual tools to identify, think critically about, and resolve ethical issues at the individual, organizational, and societal levels.

LEARNING OBJECTIVES

- To increase the awareness of the ethical dimension of business and its decision making process across all functions.
- To become familiar with the social standards, values, ethical principles and moral philosophy that provide criteria for decision making.
- The role of business ethics in the Canadian as well as global business environment and to recognize the challenges of business social responsibility.
- To develop critical thinking skills via the application of concepts and theories to business cases.

COURSE MATERIAL

- **Textbook:** Text – *An Introduction to Business Ethics*, Joseph DesJardins, 7th Edition. (2023), New York: McGraw-Hill/Irwin. (price: \$156.95)
- **Supplemental activities** posted on the course website throughout the semester.
- **Powerpoint** slides.

IMPORTANT DATE

Last date to drop course without receiving a grade: November 4th, 2025.

STUDENT ASSESSMENT

| Assignment | Grade Weight | Due/date |
|--|--------------|--|
| 1) Quizzes | 30% | Complete asynchronous quizzes at your own time on eClass course website anytime within the designated modules. (no quiz extensions) |
| • Quiz 1 (6 %) (covers modules 1-2-3) | | anytime September 22-28 (midnight) |
| • Quiz 2 (6 %) (covers modules 4-5) | | anytime October 6–19 (midnight) |
| • Quiz 3 (6 %) (covers modules 6-7) | | anytime October 27–Nov. 2 (midnight) |
| • Quiz 4 (6 %) (covers modules 8-9-10) | | anytime November 17–23 (midnight) |
| • Quiz 5 (6 %) (covers modules 11-12) | | anytime Dec. 1-6 (midnight) |
| 2) Discussion Forum • Discussion Contribution (2 X 5% each) • Discussion Reflection Essay (2 X 10% each) | 30% | Complete asynchronous discussion at your own time on eClass course website within the designated module(s). (No late submissions to discussion forums) *Copy of discussion threads and replies are due Module 11, November 10th (midnight) . |
| • Discussion 1 (5%) • Reflection Essay 1 (10%) | | Discussion 1 (modules 1, 2, 3) • Submit original thread Sept. 28th-1st (midnight) • Submit reply Oct. 1st-3rd (midnight) • Submit reflection essay Oct. 17th (midnight) |
| • Discussion 2 (5%) • Reflection Essay 2 (10%) | | Discussion 2 (modules 3, 4, 5 and 6) • Submit original thread Oct. 20th-23rd (midnight) • Submit reply Oct. 23-25th (midnight) • Submit reflection essay 2 Nov. 5th (midnight) |
| 3) Final Group Case Analysis Assignment | 40% | Complete group project within 3 weeks. Submit online via Turnitin course website. (no late submissions) Group Project Topic due Oct. 25th (midnight) Group Project due December 2nd (midnight) Group Peer Assessment due Dec. 2nd (midnight) |
| TOTAL | 100% | |

1) Quizzes (30%): Individual open book timed quizzes

You are expected to complete each quiz individually at your own convenience within a week. See the course schedule for quiz times and dates. Quiz material will come from lectures, assigned readings, our textbook and are open book. Quizzes will be conducted on eClass. Quizzes are open for one module (check schedule) and once opened you have 2 minute per question to complete each question in sequential order (you cannot go back to change the answer). If you miss a quiz, the grade is 0. However, there will be a single opportunity at the end of the course to complete an extra quiz (covering material from the entire course) to make up for one missed quiz or to raise one

lowest quiz grade. This is a built-in accommodation for this component, as such, any further accommodations based on the Policy on Academic Consideration for Missed Course Work will not be provided.

2) Discussion Forum (30%)

This grade component is made up of

- participation in the discussion forum (2 discussions, 5% each)
- reflection on the discussion forum (2 reflection essays, 10% each)

Part of our course learning will be from each other via the discussion forum. Professional behavior is required from all students in the discussion forum. Discussion instructions and rubric are on our course website.

Important: please note that you must copy and paste your posts and replies into a word document (called Forum Participation, posted at the bottom of the eclass) and post it by the deadline indicated on the schedule.

This grade component is made up of

- participation in the discussion forum 2 discussions (5% each)
- submission of 2 discussion reflection essay (10% each)

Discussion instructions and rubric are on our course website.

The short essay assignments of 600-700 words each will be open-book, written assignments that cover the discussion forum questions. Detailed instructions of how to complete and submit the assignments are included in the corresponding module. Late assignments will receive a grade of zero. Students have one week to request a reevaluation of any submitted assignment.

3) Case Analysis Assignment (40%): Group Project

This grade component is made up of:

- Group assignment (40%)
- Peer assessment (possible 20% deduction)

The case analysis assignment will cover all of the material in the course. Instructions will be provided on how to submit the assignment. Late assignments and late peer assessments will be subject to a grade deduction of 5% per late day submission.

This assignment will be completed in groups and the final assignment mark has two components: Final paper assignment mark worth 80% of total assignment grade and peer assessment mark worth 20% of total assignment grade. The maximum mark for your total mark is fixed at the assignment grade as marked by the instructor. The peer assessment score confirms or reduces the overall assignment grade depending on the student performance in the group as graded by the group. This mark distribution penalizes those students who receive less than 8/10 on their combined peer assessments score. (See *Final Assignment Grade Example: 80% Assignment Grade and Range of Peer Assessment Grades* below.)

Final Assignment Grade Example:

80% Assignment Grade and Range of Peer Assessment Grades

For example your final assignment score is 80%, depending on your peer evaluation you will receive the following grade:

| | | |
|---------------------|---------------|----------------|
| assignment grade | peer grade | final grade |
|---------------------|---------------|----------------|

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|-----|-------|-----|
| 80% | 20/20 | 80% |
| 80% | 10/20 | 70% |
| 80% | 0/20 | 60% |

CLASS SCHEDULE

GOOD MANAGEMENT: ETHICS AND RESPONSIBILITY

| Modules | Learning Journey | Milestones |
|--|---|------------------------------------|
| Module 1 Navigating a VUCA World Sept. 3 Topics: <ul style="list-style-type: none"> Getting ready for a VUCA World Introduction to final group assignment What is ethics? | <ul style="list-style-type: none"> Read: DesJardins (2020). Chapter 1 (60 min) Read: Visser, W. (2014) The failure of CSR 1.0. CSR 2.0: Transforming Corporate Social Responsibility. Heidelberg: Springer. Course Link. (pg 21-34) (30 min) | |
| | <i>Session Summary:</i> The goal of the introductory session is to familiarize students with the course and the main reasons for learning business ethics. | |
| Module 2 Moral Theory: Sept 10 <ul style="list-style-type: none"> Egoism Utilitarian Theory | <ul style="list-style-type: none"> Read: DesJardins (2020). Chapter 2 (60 min) | |
| | <i>Session Summary:</i> What is ethics and morality? The session then begins to introduce several of the moral standards one can use to engage in ethical decision-making, which forms the central building block or tool of analysis for the course. In this session we will look at theories of egoism and the utilitarian theory | |
| Module 3 Moral Theory Sept 17 <ul style="list-style-type: none"> Kantian Theory (respect for persons) | <ul style="list-style-type: none"> Read: DesJardins (2020). Chapter 2 (60 min) | Quiz 1 (Modules 1, 2, 3) |
| | <i>Session Summary:</i> In this lecture we will consider the Kantian deontological theory, positive and negative obligations, and the idea of human rights. | |

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|-----------------|---|---|-----------------------------|
| Module 4 | Accountability & Organizational Responsibility Sept. 24 Topics: <ul style="list-style-type: none"> • Social responsibility theory • Stakeholder theory | <ul style="list-style-type: none"> • Read: DesJardins (2020) Chapter 3 (60 min) • Read: Milton Friedman's "The Social Responsibility of Business is to Increase its Profits". (available at the library) (60 min) • Read: Bonini, S. M., Mendonca, L. T. Oppenheim, J.M. (2006). When social issues become strategic. McKinsey Quarterly (2): 19-31. (30 min) | Contribute to Discussion 1: |
| | <i>Session Summary:</i> This session moves the discussion from moral standards to the debate over the proper extent of a business firm's obligations towards society. We assess CSR in light of several business cases. | | |

THE GOOD COMPANY: MANAGING ORGANIZATIONAL ETHICS

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| Module 5 | Managing by Values: Image or Identity Oct.-1 Topics: <ul style="list-style-type: none"> • Organizational Mission, Vision and Values • Compliance • Organizational Identity | <ul style="list-style-type: none"> • Read: DesJardins (2020). Chapter 4 (60 min) • Read: Lencioni, P. (2002) Make your values mean something. Harvard business review: 113-117. (30 min) • Read: Pruzan, P. (2001) Corporate Reputation: Image and identity. Corporate Reputation Review (4), 50–64. (30 min) | Submit Reflection Essay 1 Quiz 2 (Modules 4 and 5) |
| | <i>Session Summary:</i> In this class we explore how CSR can be managed within an organization. The case Toy Wars demonstrates the role of structure, values and mission in steering employee behavior and we complete an in-class values audit exercise. | | |
| Module 6 | Institutionalizing Ethics and Marketing Ethics (Product and Pricing) Oct. 8 Topics: <ul style="list-style-type: none"> • Socially Responsible Investments • Liability | <ul style="list-style-type: none"> • Read: Porter, M. and Kramer, M. (2006) Strategy and society: The link between competitive advantage and corporate social responsibility. Harvard Business Review 84 (12): December. (available at the library) (30 min) • Read: DesJardins Textbook (2020) Chapter 8 (60 min) | |
| | <i>Session Summary:</i> In this class we explore how CSR can be managed within an organization for value creation beyond shareholders towards stakeholders. In particular, we will look how ownership can evolve to corporate citizenship. We will also start examining issues in marketing | | |

ethics dealing with product safety and pricing (Various positions on manufacturer's obligations are presented, including the contract view (i.e., buyer beware), due care (i.e., seller take care), or social cost (i.e., seller beware).

READING WEEK: October 11th – 16th

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| Module 7 | <p>Market Place: (Promotion) Oct 22</p> <p>Topics:</p> <ul style="list-style-type: none"> Reasonable person standard in advertising regulation Offence and representation Deceptive advertising | <ul style="list-style-type: none"> Read: DesJardins Textbook (2020) Chapter 9 (60 min) | <p>Contribute to Discussion 2:</p> <p>Quiz 3 (Modules 6 and 7)</p> |
| | <p><i>Session Summary: In this class we will continue examining various issues in marketing ethics, focusing on promotion and placement.</i></p> | | |

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| Module 8 | <p>Employee Duties: Professional Obligations Oct 29</p> <p>Topics:</p> <ul style="list-style-type: none"> Greed and conflicts of interest Insider trading Theft and fraud Whistle-blowing | <ul style="list-style-type: none"> Read: DesJardins (2020) Chapter 7 Textbook (60 min) Watch: Subprime. Crisis in a nutshell – 2008, Financial meltdown explained. January 13, 2014. (12 min) | <p>Submit Reflection Essay 2</p> |
| | <p><i>Session Summary: In this session we cover employee obligations when confronted with conflict of interest and corporate crime.</i></p> | | |

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| Module 9 | <p>Employee Rights Nov 5</p> <p>Topics:</p> <ul style="list-style-type: none"> Privacy Health and safety | <ul style="list-style-type: none"> Read: DesJardins Textbook (2020) Chapter 6 (60 min) | <ul style="list-style-type: none"> Review your final group members on the course website. |
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| | <ul style="list-style-type: none"> Dismissal | | |
| | <i>Session Summary:</i> This session deals with the rights of employees from an ethical perspective and covers important topics including right to health and safety, privacy, and fair treatment of employees. | | |
| Module 10 | Employee Rights (Harassment and Discrimination) Oct. 12 Topics: <ul style="list-style-type: none"> Discrimination and harassment | <ul style="list-style-type: none"> Read: DesJardins Textbook (2020) Chapter 11 (60 min) | Quiz 4: (modules 8, 9, 10) |
| | <i>Session Summary:</i> This session deals with the rights of employees from an ethical perspective and covers important topics including discrimination, sexual harassment, right to health and safety of employees and work-life balance. | | |
| Module 11 | Global Business Ethics Oct. 19 Topics: <ul style="list-style-type: none"> International business ethics Corruption Human rights and supply chain management | <ul style="list-style-type: none"> Read: DesJardins 92020) Chapter 12 Textbook (60 min) Watch: Source: FCPA compliance. FCPA Video Training Series: Episode 1. Featuring Tom Fox. Jan 14, 2014 (6 min) | Group Project: Submit project company topic proposal. |
| | <i>Session Summary:</i> In this session we cover employee obligations when confronted with conflict of interest and corporate crime. | | |
| Module 12 | Planet: Sustainable Organizations Oct 26 Topics: <ul style="list-style-type: none"> Homocentric vs. Eco-centric view Business and the natural environment | <ul style="list-style-type: none"> Read: DesJardins (2020) Textbook. Chapter 10 (60 min) Read: Pielke, R. (Oct 27, 2019) Forbes. The World Is Not Going To Halve Carbon Emissions By 2030, So Now What? (20 min) | Group Project: Work on your group project. Quiz 5 (Modules 11 and 12) |

Session Summary: This session focuses on the strategic opportunities of resource management and interrelated ethical choices. It also deals with the concept of our environmental footprint and how new choices for sustainability offer a new horizon of business options.

Modules 12

In GOOD Company?

Group Project: Work on your group project.

Submit: Group Project **due** December 2nd

Submit: Peer Assessment **due** December 2nd

IMPORTANT SCHOOL AND UNIVERSITY POLICIES & INFORMATION

COMMON COURSE POLICIES

Check out common course policies for ADMS/DEMS courses on the School website:

<https://www.yorku.ca/laps/sas/academic-resources/common-course-policies/>

Including information regarding:

- Academic Accommodation for Students with Disabilities
- Religious Accommodation
- Services for Mature and Part-time Students
- and more

COURSE REAPPRAISAL POLICY

General reappraisal policies are listed in the **Common Course Policies**.

ACADEMIC CONDUCT, HONESTY & INTEGRITY

Academic Honesty/Integrity: Academic integrity is a fundamental and important value of York University. To maintain a fair and honest learning environment, you are responsible for understanding and upholding academic integrity in all courses and academic activities. You are encouraged to connect with reliable [on-campus resources](#) that support your coursework and academic honesty. To better understand the serious consequences of breaching academic honesty policies, familiarize yourself with the [Senate Policy on Academic Conduct](#). **Please familiarize yourself with the meaning of academic integrity at York.** You can learn more about upholding academic integrity in your courses by exploring [Guiding Principles for LA&PS](#) and [Academic Integrity for Students](#).

Suspected breaches of academic conduct and honesty will be investigated and pursued; significant penalties will be applied when a breach has been found to have occurred. **Following these simple rules will help you avoid breaches of academic honesty:**

- Complete your work well in advance of the deadline
- Write your entire work yourself (each and every word!) from the ground up
- DO NOT: “consult” others or search online for “ideas”
- DO NOT use tutoring or editing services to prepare your work

Policy on Use of Generative AI Tools for THIS course: The use of generative artificial intelligence (AI) in our course is PROHIBITED. Submitting any work created (in whole or part) through the use of generative AI tools will be considered a violation of York University's [Senate Policy on Academic Conduct](#). Using AI apps such as ChatGPT, GPT-3, DALL-E, translation software or others to complete academic work in this course is considered a breach of academic honesty/integrity. For more information, please review [AI Technology & Academic Integrity: Information for Students](#).

Turnitin: To promote academic integrity in this course, students will normally be required to submit their online submissions of written work through Turnitin (via the course eClass) for a review of textual similarity and the detection of possible plagiarism. In so doing, students will allow their material to be included as source documents in the Turnitin.com reference database, where they will be used only for the purpose of detecting plagiarism. The terms that apply to the University's use of the Turnitin service are described on the Turnitin.com website.

STUDENT CONDUCT IN THE LEARNING ENVIRONMENT

All students are expected to conduct themselves in accordance with University code of conduct norms, as captured in the [Code of Student Rights & Responsibilities](#), the policy on [Disruptive and/or Harassing Behaviour in Academic Situations](#), and related policies.

York University is committed to fostering teaching and learning environments that are free of disruptive and/or harassing behaviour, physically safe and conducive to effective teaching and learning. Students and instructors are expected to maintain a professional relationship characterized by courtesy, civility and mutual respect and to refrain from actions disruptive to such a relationship. Individuals who fail to adhere to such standards and who violate University or public law may be subject to disciplinary action by the University.

COPYRIGHT & INTELLECTUAL PROPERTY

Course materials are designed for use as part of this course at York University and are the intellectual property of the instructor unless otherwise stated. Third-party copyrighted materials (such as book chapters, journal articles, music, videos, etc.) have either been licensed for use in this course or fall under an exception or limitation in Canadian Copyright law.

Students may not publish, post on an Internet site, sell, or otherwise distribute any course materials or work without the instructor's express permission. Course materials should only be used by students enrolled in this course.

Copying this material for distribution (e.g., uploading material to a commercial third-party website) may lead to a charge of misconduct according to York's [Code of Student Rights and Responsibilities](#), the [Senate Policy on Academic Conduct](#), and/or legal consequences for copyright violations. More information: <https://copyright.info.yorku.ca/>

FORMS OF IDENTIFICATION (STUDENT ID)

Photo identification with YU-Card **must be presented** at exams to write the exam (students without ID would not be allowed to write the exam). **As of Fall 2025, YU-cards (either physical or mobile versions) will be the ONLY official student identification accepted for exams.** Passports, driver's license and other forms of identification are NO LONGER accepted.

Mobile devices are **not** permitted during a test except for the purposes of mobile YU-card identification validation. **Earbuds/earphones/smartwatches/cameras are prohibited in the**

exam room. When using a mobile YU-card identification validation, your device must be on airplane-mode and you must adhere to the instructions provided. After your mobile YU-card identification is validated, your phone **must be shut down** and returned to the corner of your desk, face down (or put away, if permitted by the instructor/instructor).

Important Note: Check our eClass and course notices before any exam in this course regarding any updated to the use of Mobile YU-cards for verification for our exam – devices should be completely off (turned off, not silenced or in “airplane mode”) during the exam and while in the examination hall/room.

SUPPORT

Getting support when you need it: Following is a selection of resources (academic and non-academic):

- Learning Skills Services: <https://www.yorku.ca/scll/learning-skills/>
- Learning Commons: <http://learningcommons.yorku.ca/>
- Writing Centre: <https://www.yorku.ca/laps/writing-centre/>
- ESL Open Learning Centre: <https://www.yorku.ca/laps/eslclc/>
- Student Accessibility Services: <https://students.yorku.ca/accessibility>
- Student Counselling & Development: <https://students.yorku.ca/counselling>
- Mental Health and Wellness at York: <https://www.yorku.ca/well-being/>
- Sexual Violence Response & Support: <http://thecentre.yorku.ca/>
- Community Safety: <https://www.yorku.ca/safety/>
- Office of Student Community Relations: <http://oscr.students.yorku.ca/>
- York International: <https://yorkinternational.yorku.ca/>
- My Online Services: <https://myonlineservices.students.yorku.ca/>
- Manage your Academic Record: <http://myacademicrecord.students.yorku.ca/>
- Additional LA&PS student resources: <https://www.yorku.ca/laps/services/>

For **important sessional dates**, please refer to: <http://registrar.yorku.ca/enrol/dates/>

CAMPUS HEALTH & SAFETY

A Community of Care Commitment:

As part of York's Community of Care Commitment, all members of the York community share in the responsibility of keeping others safe on campuses. In this class, as elsewhere on campus,

our joint commitment includes:

- **Observing** health and safety regulations while on our campuses.
- **Supporting** community well-being through healthy personal behaviours and actions.
- Maintaining **compassion, kindness**, and **empathy** towards one another amid times of uncertainty and difficulty.
- **Respecting** personal health and privacy in balance with the protection of public health., students must observe all University health and safety protocols.
- ▶ **Better Together:** <https://www.yorku.ca/bettertogether/>
- ▶ **Getting Around Campus:** <https://www.yorku.ca/safety/getting-around-campus/>