

# AP/ADMS 3660 Section M

## Business Ethics and Corporate Social Responsibility

School of Administrative Studies, Faculty of Liberal and Professional Studies

NOTE: This is an Online, with Campus-based Assessment (ONCA) course. All the lectures will be delivered remotely and asynchronously. **The midterm and the final exams will be conducted in person, on the York University campus (Keele), at a scheduled time.**

### COURSE

Course Director: Anton Petrenko, Ph.D.

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

### TECHNICAL REQUIREMENTS & SUPPORT

Several platforms will be used in this course (e.g., eClass, etc.) through which students will interact with the course materials, the course director/TA, as well as with one another.

- You will need access to internet to complete some of the assignments in this class.

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/scld/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](http://www.speedtest.net)

### COURSE DESCRIPTION

Introduces students to the relevance and importance of business ethics and corporate social responsibility. The course applies moral theory to the treatment by business of various stakeholder groups including: shareholders; employees; consumers; governments; communities; and the natural environment. Prerequisite: AP/ADMS 1000 3.00.

## 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, 7<sup>th</sup> Edition. (2023), New York: McGraw-Hill/Irwin. Estimated pricing at the time of posting this outline:
  - Digital (Day1Digital access through eClass): \$69
  - Print copy (see Bookstore): \$119.95
- **Supplemental activities** posted on the course website throughout the semester.
- **Powerpoint** slides.

## IMPORTANT DATES

Last date to drop course without receiving a grade: July 20<sup>th</sup>, 2026.

Final Exam Period: August 6-13, 2026. It is your responsibility as a student to ensure that you are available to sit for examinations during the entire exam period for the term corresponding to your course. It is strongly recommended that you do not make any travel arrangements prior to the end of the term's examination schedule.

## STUDENT ASSESSMENT

Assignment	Grade Weight	Due/date
1) Midterm Exam (in-person)	30%	On Campus. Thursday, July 9. 7:00pm (duration 2 hrs)
2) Final Exam (in-person)	40%	On Campus. During Examination period (August 6-13)
3) Final Group Case Analysis Assignment	30%	Complete group project within 3 weeks. Submit online via Turnitin course website (no late submissions).  Group Project Topic due July 6 <sup>th</sup> (midnight) Group Project due August 1 <sup>st</sup> (midnight) Group Peer Assessment due August 1st (midnight)
TOTAL	100%	

## 1) Midterm Exam (30%) – ON CAMPUS

The midterm exam will be conducted in-person, on York University campus (Keele) (Room TBA), on **Thursday, July 9<sup>th</sup>, 2026, 7:00pm-9:00pm**. The exam will be 2 hours long. It will consist of two parts. Part 1: 20 MCQ questions (worth 20 points) and Part 2: Case Analysis (worth 10 points). The midterm exam will cover the first six lectures of the course, and it is worth 30% of your grade.

### **MIDTERM EXAMINATION CONFLICTS & MISSED MIDTERM EXAMINATIONS**

- ▶ Any **exam conflicts** (religious accommodations, YU sports team participation, or overlap with another YU midterm examination) must be communicated by the student via email to the Course Director (instructor) no later than two (2) weeks (14 days) before the exam date. Full details about the conflict must be provided [date, time, location, link/URL if available, contact person where applicable (e.g. coach).
- ▶ Students who were **unable to write the Midterm Examination** on its original date for other reasons (e.g., illness) may request approval to write a make-up Midterm Exam. Requests for consideration must be submitted via email to the Course Director **immediately** (and no later than seven (7) days from the date of the Midterm Exam). Requests must include a statement indicating the reason for the request, providing relevant documentation to support this request. Please do not include picture attachments, only pdf. ***An Attending Physician's Statement (APS) is required for unforeseen medical circumstances (a doctor's note or other medical documentation are not accepted).***
- ▶ **Approval** to write a makeup is at the discretion of the course director or relevant office. When approval is granted, a solution will be communicated to the student – it is expected that **students who are approved** for a makeup will write a **cumulative final** exam (3 hours) during the final examination period. In all cases it is the student's **responsibility** to proactively address the matter with the Course Director and to inquire about the results of their conflict notice/request.
  - ▶ Students whose requests are **not approved**, or those who did not submit a request within the required timeline, will receive a grade of **zero** on the Midterm.
  - ▶ A maximum of one (1) opportunity for a makeup exam would be provided for students that missed the midterm exam for any reason. Students who do not write either the regular or makeup midterm exam as scheduled will receive a grade of zero (0) on this component.

## 2) Final Exam (40%) – ON CAMPUS

The Final Exam will be conducted in-person, on York University campus (Keele), during the official examination period (August 6-13, 2026). Duration TBA. It will consist of two parts. Part 1: 20 MCQ questions (worth 20 points) and Part 2: two written answer questions (worth 10 points each). The final exam covers the lecture material after the midterm (non-cumulative), and it is worth 40% of your grade.

### **DEFERRED FINAL EXAMS**

- ▶ **Deferred standing** for the final exam might 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.
- ▶ Deferred standing requests for ADMS courses should follow the procedure and registration outlined here: <https://www.yorku.ca/laps/sas/academic-resources/deferred-exam-requests/> ***An Attending Physician's Statement (APS) is required (a doctor's note or other medical documentation are not accepted) for deferral based on unforeseen medical circumstances.***
- ▶ ALL deferral concerns should be addressed to the main office ([apsas@yorku.ca](mailto:apsas@yorku.ca)).
- ▶ It is your responsibility as a student to ensure that you are available to sit for examinations during the entire exam period for the term corresponding to your course. It is strongly recommended that you do not make any travel arrangements prior to the end of the term's examination schedule.

### 3) Case Analysis Assignment (30%): Group Project

The case analysis assignment is a group project, due on **August 1<sup>st</sup>** (end of day). Students will be split into groups in week two of the course. The members of the groups will be responsible for selecting a case for analysis (for example, a corporate scandal like Enron or Volkswagen) conducting research, moral assessment, and analysis of company's stakeholder engagement. The detailed rubric is posted on eclass. All the members of the groups must contribute to all parts of the project, including research, brainstorming, analysis, and writing. Students who fail to contribute to the project will receive the grade of 0.

This grade component is worth 30% of the final course grade and is made up of:

- Group paper assignment grade
- Peer assessment (deduction possible, as explained below)

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 assignment grade
80%	20/20	80%
80%	10/20	70%
80%	0/20	60%

**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](#).

## CLASS SCHEDULE

### GOOD MANAGEMENT: ETHICS AND RESPONSIBILITY

Modules	Learning Journey	Milestones	
Lecture 1	<b>Introduction</b> <ul style="list-style-type: none"> <li>What is ethics?</li> <li>Introduction to final group assignment</li> </ul>	<ul style="list-style-type: none"> <li><b>Read:</b> DesJardins Textbook. Chapter 1</li> <li><b>Suggested Reading:</b> Visser, W. (2014) The failure of CSR 1.0. CSR 2.0: Transforming Corporate Social Responsibility. Heidelberg: Springer. Course Link. (pg 21-34)</li> </ul>	
	<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.		
Lecture 2	<b>Moral Theory:</b> <ul style="list-style-type: none"> <li>Egoism</li> <li>Utilitarian Theory</li> </ul>	<ul style="list-style-type: none"> <li><b>Read:</b> DesJardins Textbook. Chapter 2</li> </ul>	
	<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		
Lecture 3	<b>Moral Theory</b> <ul style="list-style-type: none"> <li>Kantian Theory (respect for persons)</li> </ul>	<ul style="list-style-type: none"> <li><b>Read:</b> DesJardin Textbook. Chapter 2</li> </ul>	
	<i>Session Summary:</i> In this lecture we will consider the Kantian deontological theory, positive and negative obligations, and the idea of human rights.		
Lecture 4	<b>Accountability &amp; Organizational Responsibility</b> Sept. 24 <ul style="list-style-type: none"> <li>Stockholder Model</li> <li>Moral Minimum Model</li> <li>Stakeholder Model</li> </ul>	<ul style="list-style-type: none"> <li><b>Read:</b> DesJardins Textbook. Chapter 3</li> <li><b>Read:</b> Milton Friedman's "The Social Responsibility of Business is to Increase its Profits". (available at the library)</li> <li><b>Read:</b> 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)</li> <li><b>Read:</b> Bonini, S. M., Mendonca, L. T. Oppenheim, J.M. (2006). When social issues become strategic. McKinsey Quarterly (2): 19-31.</li> </ul>	

*Session Summary:* 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.

<b>Lecture 5</b>	<b>Managing by Values: Image or Identity</b>	<ul style="list-style-type: none"> <li>• <b>Read:</b> DesJardins Textbook. Chapter 4</li> <li>• <b>Read:</b> Lencioni, P. (2002) Make your values mean something. Harvard business review: 113-117.</li> <li>• <b>Read:</b> Pruzan, P. (2001) Corporate Reputation: Image and identity. Corporate Reputation Review (4), 50–64.</li> </ul>	
	<ul style="list-style-type: none"> <li>• Organizational Mission, Vision and Values</li> <li>• Compliance</li> <li>• Organizational Identity</li> </ul>		

*Session Summary:* In this class we explore how to 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.

<b>Lecture 6</b>	<b>Employee Rights</b>	<b>Read:</b> DesJardins Textbook. Chapter 6	
	<ul style="list-style-type: none"> <li>• Privacy</li> <li>• Health and safety</li> <li>• Dismissal</li> </ul>		

*Session Summary:* 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.

**Midterm Exam (in-person, Keele campus)**  
**July 9<sup>th</sup> , 2026, 7:00pm (room location TBA)**

<b>Lecture 7</b>	<b>Employee Rights (Harassment and Discrimination)</b>	<ul style="list-style-type: none"> <li>• <b>Read:</b> DesJardins Textbook. Chapter 11</li> </ul>	
	<ul style="list-style-type: none"> <li>• Discrimination and harassment</li> <li>• Poisoned Work Environment.</li> <li>• Quid Pro Quo</li> </ul>		

*Session Summary:* This session deals with the rights of employees from an ethical perspective and covers important topics including discrimination, sexual harassment, workplace equality and affirmative action policies.

<b>Module 8</b>	<b>Marketing Ethics (Product and Pricing)</b>  Responsibility for products <ul style="list-style-type: none"> <li>• caveat emptor,</li> <li>• negligence,</li> <li>• strict liability</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Read:</b> DesJardins Textbook. Chapter 8</li> </ul>	
<p><i>Session Summary:</i> In this class 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).</p>			
<b>Module 9</b>	<b>Market Place: (Promotion and Placement)</b>  <ul style="list-style-type: none"> <li>• Reasonable person standard</li> <li>• Offence and representation</li> <li>• Deceptive advertising</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Read:</b> DesJardins Textbook. Chapter 9</li> </ul>	
<p><i>Session Summary:</i> In this class we will continue examining various issues in marketing ethics, focusing on promotion and placement.</p>			
<b>Module 10</b>	<b>Employee Duties:</b>  <ul style="list-style-type: none"> <li>• Conflicts of interest</li> <li>• Insider trading</li> <li>• Theft and fraud</li> <li>• Whistle-blowing</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Read:</b> DesJardins Textbook. Chapter 7</li> <li>• <b>Watch:</b> Subprime. Crisis in a nutshell – 2008, Financial meltdown explained. January 13, 2014. (12 min)</li> </ul>	
<p><i>Session Summary:</i> In this session we cover employee obligations when confronted with conflict of interest and corporate crime.</p>			
<b>Module 11</b>	<b>Global Business Ethics</b> International business ethics <ul style="list-style-type: none"> <li>• Corruption</li> <li>• Human rights and supply chain management</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Read:</b> DesJardins. Textbook Chapter 12</li> </ul>	

*Session Summary:* In this session we cover employee obligations when confronted with conflict of interest and corporate crime.

**Module 12**

**Environmental Ethics.**

- Homocentric vs. Eco-centric view
- Business and the natural environment

- **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?

Group Project  
Due: Aug. 1

Peer Assessment  
Due  
Aug. 1<sup>st</sup>

*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.

**Final Exam (in-person, Keel campus)**  
**During the official examination period August 6-13**

## 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/sclld/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/eslolc/>
- 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/>