



蘇州大學  
Soochow University

## **BUS 301 Business Ethics**

**Summer 2024**

**Course Credits:** 4

**Contact Hours:** 56 hours

**Instructor:** TBA

**Email:**TBA

### **COURSE OBJECTIVES**

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Business Ethics studies moral dilemmas and problems that arise in business and considers the defensible ways to apply ethical principles and standards to business. Ethics is also about good and bad, and about how best to live meaningful lives, so the course will also raise larger social and individual questions about the role of a business life in human life. The course hopes to develop and deepen the student's understanding of ethical theories, moral obligations of companies and employees, the importance of moral character in business, and the good the business promises to bring to society.

Upon Completion of this Course, students will be able to:

1. Understanding the basic concepts of ethics and its role in business, entrepreneurship and economy;
2. Apply ethical principles in the process of leadership and decision-making;
3. Become familiar with the benefits of corporate social responsibility in the context of globalized economic and social relations;
4. Identify consequences of unethical business activities on the development of global society;
5. Be able to recognize the essential characteristics of "good society".

### **PREREQUISITES**

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BUS 100 Understanding the Business Environment

### **GRADING**

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Grades will be determined by accumulating points, with 100 points being the maximum, as follows:

ITEM	POINTS
Assignments	40 Points
Midterm	25 Points
Final Exam	35 Points
Total	100 Points

Late submissions will be graded at the end of the course. Grades will be assigned according to the following rule:

$$A \geq 90 > B \geq 80 > C \geq 70 > D \geq 60 > F.$$

We reserve the right to make adjustments to the overall grading policy.

## COURSE MATERIALS

### **Required Texts:**

*An Introduction To Business Ethics* by DesJardins, Joseph R., 5th Edition, McGraw-Hill/Irwin, Addison-Wesley, 2014.

### **Recommended (Optional) Texts or Other Materials:**

None

## COURSE TOPICS

MODULE	TASKS
Module 1	<p><b>Topics:</b>            Topic 1: Values and Ethics: Doing Good and Doing Well            Topic 2: Ethical Relativism and Reasoning in Ethics            Topic 3: Modern Ethical Theory: Utilitarian Ethics            Topic 4: Corporate Social Responsibility            Topic 5: The Economic Model of Corporate Social Responsibility</p> <p><b>Assessments:</b>            Assignment#1</p>



Module 2	<p><b>Topics:</b>  Topic 6: Corporate Culture, Governance, and Ethical Leadership  Topic 7: Building a Values-Based Corporate Culture  Topic 8: The Meaning and Value of Work  Topic 9: The Liberal Model of Work  Topic 10: Moral Rights in the Workplace  <b>Assessments:</b>  Assignment#2</p>
Module 3	<p><b>Topics:</b>  Topic 11: Employee Health and Safety  Topic 12: Employee Health and Safety(Cont.)  Topic 13: Employee Responsibilities  Topic 14: Professional Ethics and the Gatekeeper Function  Topic 15: Professional Ethics and the Gatekeeper Function(Cont.)  <b>Assessments:</b>  Midterm  Assignment#3</p>
Module 4	<p><b>Topics:</b>  Topic 16: Marketing Ethics: Product Safety and Pricing  Topic 17: Ethics and Pricing  Topic 18: Marketing Ethics: Advertising and Target Marketing  Topic 19: Marketing Ethics and Consumer Autonomy  Topic 20: Business's Environmental Responsibilities  <b>Assessments:</b>  Assignment#4</p>
Module 5	<p><b>Topics:</b>  Topic 21: Business Ethics in the Age of Sustainable Development  Topic 22: Sexual Harassment in the Workplace  Topic 23: International Business and Globalization  Topic 24: International Business and Globalization(Cont.)  <b>Assessments:</b>  Final Exam</p>

## ATTENDANCE

1) Class attendance is required. Missing classes without permission will lead to decrease in overall grade.

Missing less than two classes: no penalty.

Missing more than two classes: 7% will be taken off from the overall grade.

If the instructor reports a student's frequent missing of class to the Soochow



University Academic Administration Office, the student might get a written warning and might be prohibited from attending final exam.

2) Participants in this course are expected to arrive in class promptly and adequately prepared. The primary objective of this course is to critically engage with the readings and the subject matter. Therefore, course participants are expected to have completed the reading prior to class and prepare thoughtful reflections/commentaries to share with fellow colleagues.

### **LEARNING REQUIREMENTS**

- 1) Late assignments are not acceptable and are subjected to grade deductions.
- 2) Assignments submitted in the wrong format will be counted as not submitted.
- 3) Failure to submit or fulfill any required course component results in failure of the class.
- 4) Make-up for midterm and final exams only with valid excuses, as defined by the University.
- 5) In order to earn a Certificate of Completion, participants must thoughtfully complete all assignments by stated deadlines and earn an average quiz score of 50% or greater.

### **TECHNOLOGY POLICY**

The use of electronic devices in class is distracting, both for the user and for the rest of the class. Only non-programmable calculators can be used in the tests and exam. Any attempts to use cell phones and other electronic communication devices will be seemed as cheating. Laptops are discouraged, unless you use them for activities DIRECTLY related to the course (eg., note taking, reading course documents).

### **ACADEMIC INTEGRITY POLICY**

Soochow University highly values the academic integrity and aims to promote the academic fairness, honesty and responsibility. Any academic dishonesty behaviors and any attempts to cheats and plagiarism will be reported to the university administration office. A written warning and the relevant penalties will be imposed. The record might be shown on the official university transcript.



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## **DISABILITY ACCOMMODATION**

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Soochow University is committed to maintaining a barrier-free environment so that students with disabilities can fully access programs, courses, services, and activities at Soochow University. Students with disabilities who require accommodations for access to and/or participation in this course are welcome.

Note:

Please contact the University Administrative Office immediately if you have a learning disability, a medical issue, or any other type of problem that prevents professors from seeing you have learned the course material.