

British Columbia Institute of Technology

School Of Business

Program: BCOU-BCIT Degree Program

Option: Degree Completion

Course Outline for BUSA 5200: Business, Society, and Ethics

Fall 2001

Course Description:

This course is designed to expose students to the wide range of interfaces between business and society in areas such as government, human resources, marketing, finance, technology and the interplay between all stakeholder groups. The course will emphasize the ethical aspects of business in its interactions with society so as to create greater ethical awareness among students.

Course Goals:

The student, upon completion, will be able to:

1. Better understand the interactions of business, government, and society in the context of issues currently facing society.
2. Be able to undertake decision-making that includes ethical analysis.

Evaluation:

Final Exam	35%
Mid-term Exam	20%
Group Projects	25%
Current Events Presentation	10%
Participation (incl. short written summaries)	10%
Total	100%

Course Outcomes:

1. To be able to recognize ethical issues as they arise.
2. To be able to undertake ethical analysis.
3. To understand the interactions between business and its various stakeholders.
4. To understand business-government relations and government policy-making processes.

Course Record:

Developed by: Ike Hall, Business Admn.

Date: Aug.2000

Revised by: Peter Seidl, Business Admn.

Date: Sept. 2001

Recommended: _____

Date: _____

Approved by: _____

Date: _____

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BUSA 5200 – Business, Society, and Ethics

Fall 2001

Instructor: Peter Seidl

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Office Hours: As posted or by appt.

Texts:

Readings and Canadian Cases in Business, Government, and Society,
Mark C. Baetz, ed., 1993.

Business Ethics: A Stakeholder and Issues Management Approach, 2nd
ed., Joseph W. Weiss, 1998.

Course Notes (Policies and Procedures):

Attendance at all labs will be enforced as per the BCIT calendar.

Students are responsible for all course material covered in lectures, labs,
and assigned readings.

Each student is expected to arrive in class with the case study material
and/or other readings fully prepared and ready to participate in a class or
small group discussion.

Excellent participation is defined as a student consistently participating and moving class discussions ahead and volunteering high quality analysis and action plans as well as demonstrating a strong grasp of course concepts. *Satisfactory* participation is defined as a student being prepared with good analysis and action plans when called upon and understanding assigned readings and being able to explain course concepts. *Unsatisfactory* participation is defined as a student often not being prepared when called upon, missing classes, presently poorly reasoned analysis and poor action plans and showing a weak grasp of course concepts.

Assignment Details:

Provided in separate handout.

Course Schedule
(Subject to Change)

Week/Day	Topic
1. Sept.13.	Course Introduction/Overview
2. Sept.20.	Role of Govt./Govt.-Business Relations
3. Sept.27.	Role of Govt./Govt.-Business Relations
4. Oct.4.	Ethics in Business/Stakeholder Approach
5. Oct.11.	Ethical Decisionmkg./Ethical Responsibility
6. Oct.18.	Business and Moral Leadership
7. Oct.25.	Moral Deliberations in the Market/in the Organization Case A Due
8. Nov.1.	Mid-term Exam
9. Nov.8.	Specific Business Issues – Negotiations, Human Resources, Marketing, etc.
10. Nov.15.	Specific Business Issues continued
11. Nov.22.	International/Multicultural Considerations
12. Nov.29.	Business and Financial Issues/Future of Business, Government, and Society interactions. Case B Due
13. Dec.6.	Final Examination