



A POLYTECHNIC INSTITUTION

Course Outline

School of Business  
Program: Part-Time Studies

**BUSA 5200**  
**Business, Society and Ethics**

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<b>Start Date:</b>	September 15, 2004	<b>End Date:</b>	December 15, 2004
<b>Total Hours:</b>	42	<b>Total Weeks:</b>	14
<b>Hours/Week:</b>	3	<b>Lecture:</b>	
		<b>Lab:</b>	
		<b>Term/Level:</b>	
		<b>Shop:</b>	
		<b>Course Credits:</b>	3
		<b>Seminar:</b>	
		<b>Other:</b>	3

**Prerequisites**

**v Course Description**

Calendar Description: A variety of topics are discussed. The emphasis may vary from semester to semester but may include: the relationship between government and the business system in Canada, the impact of foreign investment and free trade, consumerism, environmental protection, the impact of the Canadian Bill of Rights.

Detailed Description: This course is designed to enable students to explore a wide range of interfaces that business organizations have with society in such areas as government and public policy, human resources, marketing, and technology. The means by which government represents various interests in society and regulates business are examined. The relations between business organizations and their various stakeholders are examined as well. The stakeholder approach is employed to help understand interactions between various organizations and interests in society. This course will examine the ethical aspects of business regarding its decision-making and its interactions with society so as to create greater ethical awareness and sensitivity in students in their roles as decision-makers in business organizations and as citizens.

**v Evaluation**

Final examination	30	%	<b>Note:</b> In order to be given credit for team work, students must pass the individual components of the course.
Mid-term examination	20	%	
Team written assignments (30%) and Team oral presentation (10%)	40	%	
Participation, attendance, exercises, quizzes, etc.	10	%	
<b>TOTAL</b>	<b>100</b>	<b>%</b>	

**v Course Learning Outcomes/Competencies**

Upon successful completion of the course, the student will be able to:

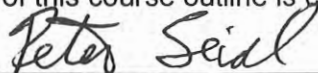
- Explain the nature of the role of government in society, the main elements of the government public policy process, and the main ways business and government interact with one another.
- Apply issues management concepts to analyze the actual and potential challenges faced by business organizations and government.

- Develop practical action plans to guide lobbying and other issues management activities in order to effectively and ethically manage significant public policy issues faced by business organizations.
- Identify and analyze product failure and other crisis situations that sometimes face business organizations.
- Develop practical action plans to minimize the adverse consequences of crisis situations to business organizations and their stakeholders.
- Explain the concept of corporate social responsibility and the main elements of stakeholder relations theory.
- Apply stakeholder relations theory to specific examples of business organizations and their stakeholders.
- Assess who the relevant stakeholders of an organization are and what their potential for cooperation with or threat to the organization is.
- Develop a practical action plan for an organization to deal effectively and ethically with its stakeholders, including, if appropriate, changing the nature of the relations between the organization and its stakeholders.
- Describe the main features of the utilitarian, rights, and justice approaches to ethics.
- Recognize ethical issues as they arise.
- Critically analyze typical business and management situations calling for principled ethical judgment, including situations involving interactions between individuals with different cultural backgrounds.
- Describe obstacles that stand in the way of individuals acting ethically in the business world.
- Develop management procedures, processes, and structures that serve to overcome or minimize obstacles to ethical behaviour in the business world.

## v Verification

I verify that the content of this course outline is current.

Peter Seidl

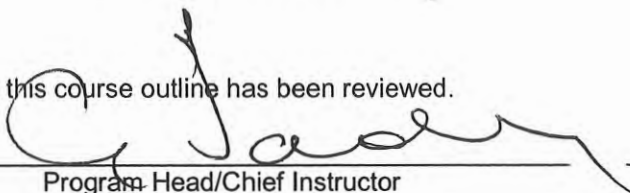


Authoring Instructor

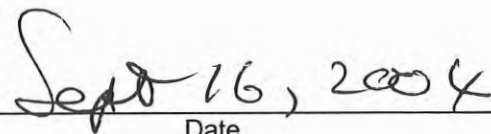
September 14, 2004

Date

I verify that this course outline has been reviewed.

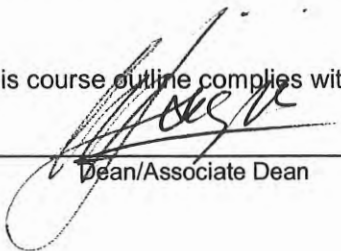


Program Head/Chief Instructor

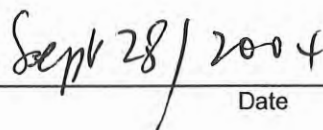


Date

I verify that this course outline complies with BCIT policy.



Dean/Associate Dean



Date

**Note:** Should changes to the content of this course or course outline be required or advisable, the instructor will notify the students.

## v Instructor

Peter Seidl, BSc, BA, MBA

Office Location: SE6 - 307  
Office Hrs.: As PostedOffice Phone: 604-451-6785  
E-mail Address: pseidl@bcit.ca

## v Learning Resources

**Required:**Robert W. Hunt with Matthew B. Hunt and Barbara Cox, Ethics at Work, (Pearson Education, Inc., 2005)

Additional reading materials and handouts as assigned and/or distributed in class.

- Information for Students

**All Assignments:** All assignments are due as noted on the course outline or as announced by the instructor. Late assignments will be penalized by 20% per calendar day and will not be accepted after 5 calendar days past the due date. In exceptional circumstances, some flexibility and discretion will be used in implementing this policy, **providing that the instructor is advised of the circumstances well before the due date of the assignment.** Assignments must be done on an individual basis unless otherwise specified by the instructor.

**Team assignments:** Working together in teams is an essential skill and a critical part of this course. Students are expected to identify and address any important team issues, concerns or problems as they occur. They may seek the assistance of the instructor if the team is not able to resolve the issues on its own. **Note: In order to have the team work count toward one's course grade, the student must receive a passing grade in the individual-work components taken as a whole.**

**Makeup Tests, Exams or Quizzes:** There will be **no** makeup tests, exams or quizzes. If you miss a test, exam or quiz, you will receive zero marks. Exceptions may be made for **documented** medical reasons or extenuating circumstances. In such a case, it is the responsibility of the student to inform the instructor **immediately**.

**Ethics:** BCIT assumes that all students attending the Institute will follow a high standard of ethics. Incidents of cheating or plagiarism may, therefore, result in a grade of zero for the assignment, quiz, test, exam, or project for all parties involved and/or expulsion from the course.

**Attendance:** The attendance policy as outlined in the current BCIT Calendar will be enforced. Attendance will be taken at the beginning of each class and active participation is required. Students not present at that time will be recorded as absent.

**Illness:** A doctor's note is required for any illness or medical condition causing students to miss assignments, quizzes, tests, projects, exams, classes, or other course requirements. At the discretion of the instructor, students may complete the work missed, have the work prorated, or have a similar assignment substitute for the missed work.

**Attempts:** Students must successfully complete a course within a maximum of three attempts at the course. Students with two attempts in a single course will be allowed to repeat the course only upon special written permission from the Associate Dean. Students who have not successfully completed a course within three attempts will not be eligible to graduate from the appropriate program.

**Course Outline Changes:** This course outline and the course schedule forming a part of the outline may be changed by the instructor. If changes are required or advisable, the instructor will provide notice.

**Class Start Time:** The instructor will make every effort to commence all sessions at the regular start time. Given the nature of the subject area, the emphasis on collegial discussion and exercises, and agenda topics that are communicated at the outset of class, all students are expected to be on time at the start of class.

**Participation:** Active participation in classes is essential to accomplish course learning outcomes. All assigned reading must be completed before the class begins.

- **Assignment Details**

**The final exam** comprises 30% of the course grade. It will be given or due during the last week of class.

**The mid-term exam** comprises 20% of the course grade. It will be held at approximately the mid-point of the course and will cover all material covered in class and from the readings to that date. It may be postponed.

**The team written assignments** comprise 30% of the course grade. Students will form teams of 4-5 members and will complete two written assignments. Each assignment is worth 15% and is due in class on the date announced by the instructor. Additional assignment details will be provided later by the instructor. Students may remain in or change their teams from the first to the second team written assignments.

**The team current issues oral presentation** comprises 10% of the course grade. Students will form teams of 4-5 members in order to research a current issue related to a major course concept(s) and to present these research findings. The research for this assignment will be based, as appropriate, on library, Internet, and other sources, including personal interviews. Additional assignment details will be provided later by the instructor.

**Participation** (10% of the course grade). Your grade for participation will be determined by regular attendance, the extent to which you are prepared for class, your contribution to class discussions, and the extent to which you enable others to participate. Your ability to demonstrate appropriate workplace behaviours in classes will also be considered when determining your grade for participation.

**Excellent participation** (9 - 10) is defined as a student attending all classes, consistently participating and moving ahead in class discussions. Volunteering high quality analysis and insights or applications of course content. Assisting other class members in reaching course outcomes and understanding course content. Helping others to participate effectively. Being punctual, attentive and engaged in assigned class activities.

**Satisfactory participation** (6 - 7) is defined as a student missing no more than one class, being prepared with good observations and analysis when called upon. Understanding assigned readings and being able to explain or discuss the concepts put forth in classes and readings. Participating in a manner that is not dominating or overwhelming of others. Not distracting others.

**Unsatisfactory participation** (0 - 4) is defined as not being prepared when called upon, missing classes, presenting poorly reasoned observations and analysis, being "off-task" in class activities, not contributing to large class discussions or small group activities, dominating class or small group discussions, talking with other classmates at inappropriate times, arriving late to classes or leaving early, etc.

**Course Schedule (September – December 2004)**

(subject to change)

<b>Class Number/ Date</b>	<b>Topic Covered</b>	<b>Textbook Reading Reference / Comments</b>
1. Sept. 15.	Introduction to course	
2. Sept. 22.	Government in Society	
3. Sept. 29.	Government in Society	
4. Oct. 6.	Business-Government Relations / Issues Management	
5. Oct. 13.	Ethics in Business / Stakeholder Analysis	Chs. 1, 2, 3
6. Oct. 20.	Ethics in Business / Stakeholder Analysis	Chs. 4, 5, 6
7. Oct. 27.	Ethics in Business / Corporate Social Responsibility	Chs. 7, 8 <b>Assignment A Due</b>
8. Nov. 3.	<b>Mid-term Examination</b>	
9. Nov. 10.	Crisis Management	
10. Nov. 17.	International/Multicultural Considerations regarding Ethics in Business	
11. Nov. 24.	Future of Business, Government and Society Interactions	
12. Dec. 1.	Team Current Issues Presentations / Future of Business, Government and Society Interactions	<b>Team Presentations</b>

<b>Class Number/ Date</b>	<b>Topic Covered</b>	<b>Textbook Reading Reference / Comments</b>
13. Dec. 8.	Team Current Issues Presentations / Course Review	<b>Assignment B Due</b>  <b>Team Presentations</b>
14. Dec. 15.	<b>Final Examination</b>	