

**BUSS B8Z04: Business Ethics and Corporate  
Citizenship**

Module Details	
Module Code:	BUSS B8Z04
Full Title:	Business Ethics and Corporate Citizenship <b>APPROVED</b>
Valid From::	Semester 1 - 2019/20 ( June 2019 )
Language of Instruction:	
Duration:	1 Semester
Credits::	5
Module Owner::	Maeve McArdle
Departments:	Unknown
Module Description:	This module aims to give students an insight into the moral and ethical challenges faced in business situations today.

Module Learning Outcome	
On successful completion of this module the learner will be able to:	
#	Module Learning Outcome Description
MLO1	Evaluate alternative theoretical views in ethical dilemmas.
MLO2	Debate the various ethical issues in the workplace.
MLO3	Discover emerging ethical issues facing business organisations
MLO4	Research and participate in the planning and management of a voluntary project.
MLO5	Carry out independent research on an ethical issue.
Pre-requisite learning	
<b>Module Recommendations</b> <i>This is prior learning (or a practical skill) that is strongly recommended before enrolment in this module. You may enrol in this module if you have not acquired the recommended learning but you will have considerable difficulty in passing (i.e. achieving the learning outcomes of) the module. While the prior learning is expressed as named DkIT module(s) it also allows for learning (in another module or modules) which is equivalent to the learning specified in the named module(s).</i>	
No recommendations listed	

Module Indicative Content
<b>Ethical Theory</b> An introduction to the normative theories, ethical decision making
<b>Business and society</b> Distributive justice and economic justice
<b>Development Aid</b> The debate on the international aid
<b>Ethics in the workplace</b> Ethical issues facing an employee/ethical dilemmas
<b>Companies and their customers</b> Marketing ethics, advertising ethics
<b>Product safety/ data management</b> Business bluffing. Management of data and privacy issues
<b>Whistle-blowing and loyalty</b> The ethics of whistle blowing and employee loyalty
<b>Social responsibility of business</b> Corporate Social Responsibility. Corporate citizenship.
<b>Governance and self regulation</b> The debate on Government intervention versus self regulation. Codes of ethics and practice.
<b>Environmental ethics</b> Sustainable business and the Sustainable Development Goals (SDG)

Module Assessment	
Assessment Breakdown	%
Course Work	40.00%
Final Examination	60.00%
Module Special Regulation	

## Assessments

Full Time On Campus			
Course Work			
<b>Assessment Type</b>	Continuous Assessment	<b>% of Total Mark</b>	20
<b>Marks Out Of</b>	0	<b>Pass Mark</b>	0
<b>Timing</b>	S1 Week 9	<b>Learning Outcome</b>	4
<b>Duration in minutes</b>	0		
<b>Assessment Description</b> Planning and management of a voluntary project			
<b>Assessment Type</b>	Continuous Assessment	<b>% of Total Mark</b>	20
<b>Marks Out Of</b>	0	<b>Pass Mark</b>	0
<b>Timing</b>	Every Week	<b>Learning Outcome</b>	2,3,5
<b>Duration in minutes</b>	0		
<b>Assessment Description</b> Students must attend and participate in tutorial case study discussions. Each student must prepare an e-portfolio containing all research and work pertaining to the tutorial classes.			
No Project			
No Practical			
Final Examination			
<b>Assessment Type</b>	Formal Exam	<b>% of Total Mark</b>	60
<b>Marks Out Of</b>	0	<b>Pass Mark</b>	0
<b>Timing</b>	End-of-Semester	<b>Learning Outcome</b>	1,3
<b>Duration in minutes</b>	0		
<b>Assessment Description</b> End-of-Semester Final Examination			
Reassessment Requirement			
<b>A repeat examination</b> <i>Reassessment of this module will consist of a repeat examination. It is possible that there will also be a requirement to be reassessed in a coursework element.</i>			
<b>Reassessment Description</b> The group project requires 100% commitment and there will not be an opportunity to repeat this element in the current semester. In case of unavoidable absence, an alternative assessment will be offered.			

## Module Workload

### Workload: Full Time On Campus

<i>Workload Type</i>	<i>Contact Type</i>	<i>Workload Description</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>	<i>Hours</i>
Lecture	Contact	Delivery of core material in lecture. Invited guest lecturers.	Once per semester	2.00	30
Practical	Contact	One tutorial hour per class group to facilitate case discussion. This time will also be used to organise the group project.	Once per semester	1.00	15
Directed Reading	Non Contact	Key articles and case studies	Once per semester	4.00	60
Independent Study	Non Contact	Independent research and reading	Every Week	2.00	2
Total Weekly Learner Workload					9.00
Total Weekly Contact Hours					3.00

### Workload: Part Time On Campus

<i>Workload Type</i>	<i>Contact Type</i>	<i>Workload Description</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>	<i>Hours</i>
Lecture	Contact	Part time delivery/lecture	Every Week	2.00	2
Directed Reading	Non Contact	Part time delivery/directed reading	Every Week	7.00	7
Total Weekly Learner Workload					9.00
Total Weekly Contact Hours					2.00

## Module Resources

### *Recommended Book Resources*

DkIT. (2019), Business ethics course schedule, annual. DKIT college shop.

### *Supplementary Book Resources*

Hoffman, Frederick & Schwartz. (2014), Business Ethics: readings and cases in corporate morality, 5th Edition. Wiley & Sons, New York, [ISBN: 9781118336687].  
Ferrell, Fredrich & Ferrell. (2018), Business Ethics, Ethical Decision Making and Cases, 12th edition. Cengage Learning Custom Publishing, [ISBN: 1337614432].  
Shaw W H & V Barry. (2015), Moral Issues in Business, 13th edition. Wadsworth publishing, [ISBN: 1285874323].  
Wolff, J. (1996), Robert Nozick, Property, Justice and the Minimal State, Polity Press., [ISBN: 0745606032].  
P Singer. (1991), A companion to Ethics, Blackwell Publishers, [ISBN: 0631187].  
DesJardins J. (2013), An Introduction to business ethics, 5th edition. McGrawHill Education, [ISBN: 9781259010637].  
Kotler, Philip and Lee, Nancy. (2005), Corporate Social Responsibility, Wiley, New Jersey, USA, [ISBN: 0471476110].

### *This module does not have any article/paper resources*

### *Other Resources*

Seminal articles on core topics, Keynote articles on topics.  
Electronic resources, Business ethics journals available through DKIT library website..  
Online resources, Company websites.  
Online resources, Business ethics resources on the Internet including The Institute of Business Ethics.