

## **Business Ethics Abbreviated Course Syllabus**

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| <u>Course Number:</u>      | BB715A   |
| <u>Course Name:</u>        | Business Ethics  |
| <u>Instructors:</u>        | Shi Zhenhou  |
| <u>Students:</u>           | Management, Economics, Strategic Business Management   |
| <u>Required Text:</u>      | <ol style="list-style-type: none"><li>1. Corporate Ethics, Zhou Zucheng, Tsinghua University Press, 4th edition, June 2020.</li><li>2. Corporate Ethics, Yang Zhuang, Xu Yanfang, China Renmin University Press, 1st edition, September 2019.</li><li>3. Business Ethics, Huang Haifeng, Peking University Edition, 1st edition, 2021.</li></ol>   |
| <u>Course Description:</u> | <p>Business Ethics examines the ethical aspects of various behaviors in business activities, discussing what ethical standards businesses should abide by and how the relevant ethical standards are applied to stakeholders. Teaching content includes the basic scope system of business ethics, corporate social responsibility, moral reasoning, and ethical issues in business operations and environmental protection. Business Ethics is open to business students and is dedicated to exploring the important role of business ethics in business operations, comprehensively interpreting the social responsibilities that enterprises should undertake, making business function as a means to motivate and promote individuals to satisfy their needs, develop their abilities, and improve themselves, as well as integrating business into the overall coordinated development of society as a whole, and helping students to build up an ethical awareness, develop ethical judgment and ethical decision-making abilities, and understand the importance of The course will help students to establish ethical awareness, develop moral judgment and ethical decision-making skills, and understand the value of harmonious coexistence and balanced responsibility in business ethics. The course will analyze the connection between business ethics, corporate culture and business operation in a vivid and in-depth manner by means of case studies, group seminars, classroom flipping, etc. It will help managers to think deeply and independently when facing ethical decision-making, to effectively manage ethical dilemmas, to make scientific and reasonable decisions, and to improve the quality of decision-making.</p> |

| Topic Outline  | Hours/Minutes |
|--|---------------|
| I. Introduction: ethics, ethics and business ethics  | 2             |
| A. Developments in business ethics at home and abroad;   |               |
| B. Ethical, moral, legal and business ethics concepts and links;                                   |               |
| C. The formation and development of business ethics;   |               |
| D. The research framework of business ethics;  |               |
| II. Corporate Social Responsibility  | 2             |
| A. Chinese traditional culture and business ethics.  |               |
| B. Related concepts of corporate social responsibility   |               |
| C. Evolution of Corporate Social Responsibility  |               |
| D. Representative views on corporate social responsibility   |               |
| E. Basic issues of corporate social responsibility   |               |
| III. Corporate Moral Reasoning   | 2             |
| A. The Necessity of Moral Reasoning  |               |
| B. Ethical theory  |               |
| C. Corporate ethics  |               |
| IV. Ethical Issues in Marketing  | 4             |
| A. Marketing overview  |               |
| B. Ethical issues in products  |               |
| C. Ethical issues in pricing   |               |
| D. Ethical issues in service marketing   |               |
| E. Ethical issues in e-commerce  |               |
| F. Governance measures: protect the legitimate rights and interests of consumers                   |               |
| V. Ethical Issues in Human Resource Management   | 4             |
| A. Ethical issues in employment relations  |               |
| B. Ethical issues in the workplace   |               |
| C. Ethical issues in the reward and punishment system  |               |
| D. Ethical issues in the protection of special employee groups                                     |               |
| E. Ethical responsibility of employees to the enterprise   |               |
| F. Governance Countermeasures: Building Harmonious Labor Relations                                 |               |
| VI. Ethical Issues in Accounting and Financial Activities  | 4             |
| A. Ethical issues in accounting activities, grasp the professional ethics of enterprise accounting |               |
| B. Ethical issues in audit, independence and objectivity of internal and external audit.           |               |
| C. Ethical issues in financial counseling  |               |
| D. Ethical issues in corporate finance   |               |
| E. Ethical issues in taxation  |               |
| F. Governance Countermeasures: Provide objective and true accounting information                   |               |
| VII. Ethical Issues in Environmental Protection  | 4             |
| A. Ethical Issues in Resource Utilization and Protection   |               |

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|---------------------------------|---|----|
| B.                              | Environmental problems caused by business operations  |    |
| C.                              | Ethical Issues in Pollution Prevention  |    |
| D.                              | Business Opportunities in Environmental Protection  |    |
| E.                              | Governance responses: towards sustainable development   |    |
| VIII.                           | Ethical Issues in International Business  | 4  |
| A.                              | The main contents of international business and the ethical dilemmas and potential dangers faced by it. |    |
| B.                              | Typical ethical issues in international business.   |    |
| C.                              | Governance responses: safeguarding the global commons   |    |
| IX.                             | Ethical Issues in Corporate Governance  | 4  |
| A.                              | Corporate Governance Overview   |    |
| B.                              | Ethical issues among shareholders   |    |
| C.                              | Ethics in the Board   |    |
| D.                              | Ethical issues in supervisory boards  |    |
| E.                              | Ethical issues at the managerial level  |    |
| F.                              | Ethical issues in information disclosure  |    |
| G.                              | Ethical issues in insider trading   |    |
| H.                              | Governance Countermeasures: Call for Ethical Leadership   |    |
| X                               | Ethical Issues in Business Competition  | 2  |
| A.                              | Business Competition Overview   |    |
| B.                              | Ethical issues in obtaining business intelligence   |    |
| C.                              | Ethical issues in competition in the same industry  |    |
| D.                              | Ethical issues in supplier management   |    |
| E.                              | Ethical issues in dealer management   |    |
| F.                              | Ethical issues in mergers and acquisitions  |    |
| G.                              | Countermeasures: Against unfair competition   |    |
| Total Sessions (Coverage Hours) |   | 32 |

| Summary of UG CPC Topics Covered in this Course: | Hours/Minutes |
|--|---------------|
| a. Marketing                                     | 0             |
| b. Finance                                       | 0             |
| c. Accounting                                    | 0             |
| d. Management                                    | 2             |
| e. Legal environment of Business                 | 0             |
| f. Economics                                     | 0             |
| g. Business Ethics                               | 30            |
| h. Global Dimensions of Business                 | 0             |
| i. Business Communications                       | 0             |
| j. Information System                            | 0             |
| k. Quantitative Techniques and Statistics        | 0             |
| l. Business Policies                             | 0             |
| m. Comprehensive or Integrating Experience       | 0             |
| Total Estimated CPC Coverage Hours               | 32            |

