

Module Specification

Module Title and Purpose

1. Module Title and Code:

Business Ethics

BUSI30481

2. Aims of the Module:

- a) To introduce students to ethical concepts relevant to business
- b) To foster reasoning and analysis to permit ethical concepts to be applied to business decisions
- c) To make students aware of ethical and moral issues associated with areas and aspects of business
- d) To develop an appreciation of relationships between the social and natural environment and the ethics of business
- e) To develop skills of problem definition, analysis, problem solving and decision taking with an ethical perspective

Module Delivery

3. Contents

- a) An introduction to principal approaches to ethical thinking (ie deontology versus consequentialism; Utilitarian approaches, Kantian deontology, virtue ethics, rights, justice, relativism, etc.
- b) A critique of 'classical' perspectives against business ethics (eg the view of Milton Friedman on the social responsibility of business; Albert Carr and 'business bluffing')
- c) The stakeholder model and ethical issues in retailing; perspectives on alternative uses of the stakeholder model (descriptive, analytical, managerial, normative, etc.); weaknesses and criticism of the model. What constituencies should businesses be responsible towards?
- d) Issues and examples from business (eg product safety and suitability issues, legal and moral aspects of responsibility and liability); workforce rights (eg rights of minority groups in the workplace; workforce privacy, drug testing); worker responsibilities and the 'whistleblower problem'; ethics and advertising; business and the global environment (green issues; the role of business and government in environmental protection); business and the developing world including such issues as sourcing policies (sweatshops etc.), the location of dangerous activities (eg Bhopal) or the dumping of dangerous waste; suitability of products (culturally and functionally – eg Nestle and milk formula).
- e) Ethical considerations pertaining to functional areas within the business community, (eg accounting and ethics, corporate governance, ethics and data security, ethics and marketing etc.).

4. Indicative Reading:

Cannon, T., (1994) Corporate Responsibility. A text book., Pitman, London

Chryssides, G. and Kaler, J., (1996) Essentials of Business Ethics, McGraw Hill, London

Drummond, J. and Bain, B., (1994) Managing Business Ethics. A Reader on Bus. Ethics for Managers & Students, Butterworth Heinemann, Oxford

Harvey, B. (Editor), (1994) Business Ethics, A European Approach., Pentice Hall International, Hemel Hempstead

5. Learning and Teaching Methods:

Total Contact Hours:

Full Time Contact: 24

Part Time Contact: 0

Range of Modes of Contact:

Lectures, seminars and workshops.

Range of other Learning Methods

Directed reading and internet access

Total Study Hours

100

Module Assessment

6. Module Learning Outcomes

By the end of this module, assuming you have attended classes, completed the assessment(s) and undertaken the recommended amount of independent study, you should be able to:

- a) describe, explain and apply concepts relating to ethical reasoning and frameworks for ethical analysis in a business context
- b) discuss the extent and nature of ethical problems and concerns as they face business decision makers
- c) discuss issues pertinent to business from an ethical perspective
- d) understand the social and environmental demands that impinge on business decision makers
- e) undertake a thorough investigation of an area of ethical concern in the realm of business.

7. Assessment Methods:

Number, Type and Weighting of Element:

| | | | |
|-----------------|-----|-----------------------|---|
| Exam Split (%): | 100 | Course Work Split(%): | 0 |
|-----------------|-----|-----------------------|---|

Weighting(%):

Assessment Type:

Description:

Number of words:

Outcomes Tested:

Weighting(%): 100

Assessment Type: Examination/Closed Book

Description: Section a (worth 30%) will require relatively short answers to questions of a broadly factual nature (10 compulsory questions)
Section B - single essay answer and account for 70% of marks

Outcomes Tested: all

Duration (hours): 3 hours

Answer: 11

Out of: 15

Expected Form of Feedback

Exam: is summative feedback.

Module Management

8. Credit Points and Duration:

Credit Points: 10

Module Length: Single Half Year

Half Year: Half Year 2

9. Module Leader

Paul Whysall

10. Subject:

Business & Management

Department:

Strategic Management & Marketing

Programme(s) containing the Module with the designated Level, Status and Mode of Study of Module for each programme:

As Compulsory

BUSI001: BA (Honours) Business Studies (S/W) (Level 4) G
BUSI001: BA (Honours) Business Studies (S/W) (Level 4) H
BUSI001: BA (Honours) Business Studies (S/W) (Level 4) M
BUSI002: BA (Honours) Business Studies (F/T) (Level 3) G
BUSI002: BA (Honours) Business Studies (F/T) (Level 3) H
BUSI002: BA (Honours) Business Studies (F/T) (Level 3) M
BUSI003: BA (Hons) Business Studies (P/T Day) (Level 4) G
BUSI004: BA (Hons) Business Studies (P/T Eve) (Level 4) G
FBIS003: BA (Honours) Financial Services (S/W) (Level 4) G
FBIS004: BA(H) Bus & Financial Serv FT (Level 3) G

As Option

Non NBS

Pre- or Post requisites:

none

Site of Delivery:

City

11. Date:

4/5/2001

Approved by Head of Department

Date Approved:

Approved by Board of Studies

Date Approved:

Notes

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