

American College Dublin

2 Merrion Square, Dublin 2
T: +353 1 676 89 39
F: +353 1 676 89 41
admissions@iamu.edu
www.iamu.edu | www.acd.ie

IB405 INTERNATIONAL BUSINESS ETHICS

Credits:	3 US credits / 6 ECTS credits
Credit level:	Stage award
Prerequisites:	None
Mandatory:	Yes
Contact hours:	40
Academic Year:	2016/17
Semester:	2
Lecturer:	Dr. Vincent McDonald

MODULE DESCRIPTION

Application of several ethical systems to contemporary issues of international business issues and how they operate in different economic political and cultural settings. Case studies include human rights and international marketing practices, etc.

MODULE LEARNING OBJECTIVES

At the end of this class, students will have:

1. A detailed comprehension of the kind of knowledge pertaining to business ethics and the use of ethical tools and techniques.
2. The ability to understand and recognise the role, problems, functions and skill requirements of middle and top management in evaluating and respecting ethical business issues for modern organizations.
3. Developed a critical awareness of the variables involved in business ethics in a cross-cultural environment.
4. Acquired a clear understanding of challenges faced by middle and top management in implementing a code of business ethics for the modern business organization in a European and Global environment.
5. The ability to identify problem-solving techniques used in making trade-off decisions as they relate to international business ethics.
6. Acquired the skills to analyse and solve International Business Ethics problems in a consistent manner.

TEACHING METHODS

Lectures, exercises, assignments, readings and group discussions, based on various case studies and text material.

LEARNING OUTCOMES MAP

Learning outcomes	Content	Delivery	Assessment
1	All sections	Lectures, exercises and discussions, articles and videos analysis	Class participation, written assignment, oral presentation and exam
2	Sections 2 – 5	Lectures, exercises and discussions, articles and videos analysis	Class participation, written assignment, and exam
3	Section 6	Lectures, exercises and discussions, articles and videos analysis	Class participation, written assignment, and exam
4	Section 8 – 9	Lectures, exercises and discussions, articles and videos analysis	Class participation, written assignment, and exam
5	Section 7	Lectures, exercises and discussions, articles and videos analysis	Class participation, written assignment, and exam
6	All sections	Lectures, exercises and discussions, articles and videos analysis	Class participation, written assignment, and exam

COURSE OUTLINE AND WEIGHTINGS

1. Introduction	4%
2. Social responsibility	13%
3. Ethical Issues in Business	13%
4. An ethical decision-making framework	13%
5. Individual Factors: Moral Philosophies and Values	13%
6. Organizational culture and ethical decision making	13%
7. Development of an Effective ethics programme	13%
8. Business ethics in a global economy	13%
9. European Environmental Issues	5%

REQUIRED TEXT

Ferrell, O.C., Ferrell, Linda & Fraedrich, John. (2008) *Business Ethics, Ethical Decision Making and Cases* (7th Ed.), Boston: Houghton Mifflin Company.

SUPPLEMENTAL READING LIST

Bell, D. *Ethical Ambition: Living a life of meaning and worth*, Bloomsberry, London, 2002.

Fisher, C & Lovell, A., *Business Ethics and Values*. Financial Times, Prentice Hall. 2006.

Lewis, R. *Cultural Imperative*, Intercultural Press, 2003

Shaw, Barry, *Moral Issues in Business*, 8th Edition. Wadsworth Publishing Company, 2001

ASSESSMENTS AND GRADING

The following must be completed satisfactorily by any student undertaking the standard assessment of the course.

Participation: Students are expected to participate actively in class; they are expected to do all exercises given and reflect analytically on all reading materials given or videos.

Group Project: Student's progress will be assessed by a group project, part of which is an interim report to be submitted during week 4. The reports and the final submission must be typed and submitted on time. Any late papers will be subject to losing 1% of the *overall grade for each day they are late*.

Exam: Student will be finally assessed during a 3 hour final exam. The end of term exam will cover material from the whole course (lecture, course notes, and assigned readings in the course outline).

Assessment will consist of the following elements:

Group Project (Final Proposal)	35%
Interim Report	5%
Participation	10%
Final exam	<u>50%</u>
Total	100%

Grading

Each component of the course will be assessed separately. Students will be graded according to the attached grading system as outlined in the HETAC Marks and Standards 2009, available at:

<http://www.hetac.ie/docs/Fina%20English%20Assessment%20and%20Standards%202009.pdf> (page 21)

ATTENDANCE

Class attendance is necessary for the achievement of intended learning outcomes. In the case of illness it is the student's responsibility to telephone the College office to notify the lecturer (see *Academic Policies and Procedures* in the ACD Catalogue and the QA Manual).

ACADEMIC DISCIPLINE

Refer to the subsection on Academic Discipline in the current ACD Catalogue and QA Manual.