



Lincoln University

BA 19 – Fundamentals of Ethics

Fall 2023

Instructor: Prof. Alexander Anokhin, PhD
Lecture Schedule: Wed, 12:30 pm – 3:15 pm
Office Hours: Mon - Thu, 11:30 am – 12:30 pm
Credits: 3 units / 45 lecture hours
Level: Introductory (I)
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Textbooks: Crane, A., Matten, D., Glozer, S., Spence, L. (2019). Business Ethics: Managing Corporate Citizenship and Sustainability in the Age of Globalization. 5e. Oxford University Press.
ISBN: 9780198810070

Last Revision: August 9, 2023

Catalog Description

The course is an introduction to basic ethical theories and value systems. Topics include moral issues, codes of ethics, conflict of interest, social and fiduciary responsibilities, the work ethics, and other situations which arise within business environment. (3 units)

Course Overview

This course is designed to equip students with skills and knowledge needed to navigate complex ethical issues of the modern business world. Urgent questions raised by globalization, financial crises, and environmental challenges will be examined using various ethical theories, philosophies, and systems of values. Students are expected to develop leadership skills needed to implement solutions to ethical problems in the business environment.

Course Learning Outcomes¹

Upon the completion of the course students will be able to:

	Course LO	Program LO	Institutional LO
1	Identify and employ various tools and techniques of business ethics management	PLO 1	ILO 1a, ILO 2a, ILO 3a
2	Provide coherent reasoning using major ethical theories	PLO 2	ILO 1a ILO 6a
3	Effectively communicate ethical issues and proposed solutions to relevant stakeholders	PLO 3	ILO 2a ILO 7a
4	Manage corporate social responsibility issues within a context of strategic development	PLO 4	ILO 1a, ILO 2a, ILO 5a
5	Assess ethical strategies employed in the business world	PLO 5	ILO 3a, ILO 4a

Procedures and methodology

Core concepts identified from the textbook will be augmented through supplementary sources (made available to students on the class website) and applied to the real-life situations through case studies, essays, and other assignments.

The coursework will include required reading followed by various assignments. The course consists of 3 modules. At the end of each module students must submit all assignments for a given module as well as pass a written examination. At the end of the course students must submit an individual/group research project.

All communication between students and instructor (including assignments submissions) must be conducted through the course website.

Class Rules

1. Class attendance is required. Attendance will be taken each class at a time chosen by the instructor.
2. Students are required to arrive to class on time.
3. All assignments and exams must be completed and handed in on time. Late submissions will result in lower grade (each day of delay costs 4% points).
4. Cheating/plagiarism will result in "F" for the assignment.

¹ Detailed description of learning outcomes and information about the assessment procedure are available at <https://acqa.lincolnuca.edu/learning-outcomes-assessment/>.

Exams

The exams will consist of questions based on assigned chapters and supplementary reading.

Course Project

Every student must complete a research paper for graded submission at the end of the course. In this research paper students are expected to conduct a case study of a real-world company, which has been accused of unethical conduct. The paper should study the effect such accusation had on the business; measures taken by the management to solve the problem at hand as well as the result of such measures. Students are expected to analyze the situation with the help of normative and descriptive ethical theories, stakeholder theory, and provide relevant recommendations.

Research paper must be formatted according to APA style guidelines. Research projects must comply with the Lincoln University requirements.

Assessment Criteria

All assignments, projects and exams are evaluated using the indicated system:

94-100	A	73-76	C
90-93	A-	70-72	C-
87-89	B+	67-69	D+
83-86	B	60-66	D
80-82	B-	0-59	F
77-79	C+		

Tentative Weights

Project	35%
Midterm Exam	25%
Final Exam	45%
Participation (assignments, online discussions)	20%

Course Outline

Date	Topic	Assignments	Online Discussion
Aug. 23	Introduction. What is business ethics?		
Aug. 30	Corporate responsibility, stakeholders, and citizenship		Online Discussion 1: Milton Friedman on corporate social responsibility
Sept. 6	Normative ethical theories	Case 1. American Apparel (p. 79)	
Sept. 13	Descriptive ethical theories		Online Discussion 2: Applying normative theories
Sept. 20	Tools and techniques of business ethics management	Case 2. Canada's Oil Sands (p. 129)	
Sept. 27	Midterm Exam		
Oct. 4	Shareholders and business ethics	Course Project Outline	
Oct. 11	Employees and business ethics		Online Discussion 3: Solving principle-agent problem
Oct. 18	Consumers and business ethics	Corporate Governance Around the World (Library assignment)	
Oct. 25	Suppliers, competitors, and business		Online Discussion 4: The Case of Chevy
Nov. 1	Government regulation and business ethics	Course Project Draft	
Nov. 8	Civil society organization and business ethics		
Nov. 15	Business ethics in the digital world		Online Discussion 5: Who's Watching the Watchdogs?
Nov. 22	Thanksgiving break		
Nov. 29	Course Project Presentations		
Dec. 6	Final Exam	Comprehensive	