



Course Syllabus

- 1. Program of Study** Bachelor of Business Administration Program
Faculty/Institute/College Mahidol University International College
- 2. Course Code** ICMB 432
Course Title Business Ethics
- 3. Number of Credits** 4 (4-0-8) (Lecture-Lab-Self-study)
- 4. Prerequisite** ICMB 351 – International Business Management
- 5. Type of Course** Core Course
- 6. Session** Trimester 2, Academic Year 2015/2016
Monday & Wednesday
8:00 – 9:50 (section I)
12:00 – 13:50 (section II)
Friday
8:00 – 9:50 & 10:00 – 11:50 (section III)
12:00 – 13:50 & 14:00 – 15:50 (section IV)
- 7. Conditions** Maximum of 40 students per class-section
- 8. Course Description**

The purpose and value of business ethics. Fundamental theories of ethics, ethical foundations in business, various ethical concepts and dilemmas in the business world for analysis and learning. Business ethics issues faced by corporate managers making decisions and their impact on stakeholders; e.g., employees, customers, the public, environment, etc. Essential process for students' self-evaluation, and methods to test and apply ethical theories in their own future working life.

9. Course Objectives

After successful completion of this course, students will be able to:

- 9.1 Critically evaluate ethical implications and management concepts in various business contexts; e.g., human resources, marketing & sales, technology, crises management, eco-environment, technology and media.
- 9.2 Apply ethical theories and principles to real-life cases in general and particular business situations.
- 9.3 Analyze ethical management alternatives, taking into consideration different prospects in the field of a modern-day business environment.
- 9.4 Understand the value of ethics, consumerism and ethics, social responsibility and the establishment of the company's ethical culture.

10. Course Outline

Week	Topics	Hours			Instructor*
		Lecture	Lab	Self-Study	
1	Introduction to ethics and business ethics – Part I: Well-Being, Good-Life, Eudaimonia/Happiness (Aristotle)	4	-	8	ROM
2	Introduction to ethics and business ethics – Part II: Kant, Mill, Rawls, and alternative ethical approaches	4	-	8	ROM
3	Buddhist business ethics	4	-	8	VOE
4	Stakeholder management approach in business ethics	4	-	8	VOE
5	Ethical leadership	4	-	8	VOE
6	Ethics in human resources management and corporate social responsibility	2	-	4	VOE
6	Group presentations	2		4	VOE
7	Group presentations	2		4	ROM
7	Environmental ethics in the business context	2	-	4	ROM
8	Intercultural business ethics and ASEAN dimensions	4	-	8	ROM
9	Ethics of technology: information and communication technology	4	-	8	ROM
10	Media ethics	4	-	8	ROM
11	Ethics in marketing and sales	4	-	8	VOE
12	Crisis management and ethics	4	-	8	VOE
	Total	48	0	96	

NB: The course is subject to change without prior notice to fit the changing business environment.

***Note:** VOE = Dr. Volkmar Ensslin ROM = Dr. Roman Meinhold

11. Teaching Methods

- 11.1 Lectures
- 11.2 Tutorial discussion
- 11.3 Case studies
- 11.4 Group discussion and presentations
- 11.5 Self-study

12. Teaching Media

- 12.1 LCD overhead projector
- 12.2 PowerPoint
- 12.3 Multimedia resources
- 12.4 Handouts
- 12.5 Text books
- 12.6 Academic journals

13. Measurement and Evaluation of Student Achievement

Student achievement is measured and evaluated by:

- 13.1 The ability of critically evaluating ethical implications and management concepts in various business contexts; e.g., human resources, marketing & sales, technology, crises management, eco-environment, technology and media.
- 13.2 The ability of applying ethical theories and principles to real-life cases in general and particular business situations.
- 13.3 The ability of analyzing ethical management alternatives, taking into consideration different prospects in the field of a modern-day business environment.
- 13.4 The ability of understanding the value of ethics, consumerism and ethics, social responsibility and the establishment of the company's ethical culture.

Please note:

- All students need to **reserve the regular scheduled class period in week 6 and 7 for group presentations and cannot take other exams during the regular scheduled class period.**
- Read the presentation guidelines carefully.
- Students **must attend at least 80%** of the total class hours of this course.
- Student's achievement will be graded according to the faculty and university standard using the symbols: A, B+, B, C+, C, D, and F.

90 – 100	A
85 – 89	B+
80 – 84	B
75 – 79	C+
70 – 74	C
60 – 69	D (exam can be retaken)

0 – 59	F
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Ratio of Mark

The assessment of this course consists of four methods. The details are as follow:

Assessment	Value	By
Class attendance and active participation	20%	VOE & ROM
Group presentation	40%	VOE & ROM
Final examination	40%	VOE & ROM
Total	100 %	

Additional Information

This course has a large component of case studies and group discussions. In most of the lectures time will be allocated to either individual research or case studies in groups; followed by a group discussion. Your contribution in these activities will influence your marks.

14. Course evaluation

14.1 Students' achievement as indicated in number 13 above.

14.2 Students' satisfaction with teaching and learning in the course using questionnaires.

15. References

Textbooks:

Carroll, A. & Buchholtz, A. (2011). *Business and Society: Ethics and Stakeholder Management*. Mason: South-Western Cengage Learning.

DesJardins, J. (2014). *An Introduction to Business Ethics*, New York: McGraw-Hill.

Hartman, L. P. & DesJardins, J. R. (2014). *Business Ethics: Decision-Making for Personal Integrity and Social Responsibility*. New York: McGraw-Hill.

Meinhold, R. (2014). *Ecological, Social & Economic Sustainability – Perspectives for Thailand and ASEAN*. Bangkok: Guna Chakra Research Center, Assumption University & Konrad-Adenauer-Foundation.

<http://roman-meinhold.com/img/Meinhold-Roman-2014->

[Ecological Social&Economic Sustainability--Perspectives%20 for Thailand&ASEAN.pdf](#)

Sivaraksa, S. (2009) *The Wisdom of Sustainability: Buddhist Economics for the 21st Century*. Chiang Mai: Silkworm Books.

Velasquez, M. (2006). *Business Ethics: Concepts and Cases*. New Jersey: Pearson.

Weiss, J.W. (2009). *Business Ethics: A Stakeholder and Issues Management Approach with Cases*, 5th ed. Mason: South-Western Cengage Learning.

Encyclopedia articles:

Ecological Economics. In: *Encyclopedia of Environmental Issues*, Revised Edition, 2011. Salem Press/EBSCO, Ipswich, Mass. and Hackensack, New Jersey, p 406-7

Ecotopia. In: Encyclopedia of Environmental Issues, Revised Edition, 2011. Salem Press/EBSCO, Ipswich, Mass. and Hackensack, New Jersey, p 420-1

Overconsumption. In: Encyclopedia of Environmental Issues, Revised Edition, 2011. Salem Press/EBSCO, Ipswich, Mass. and Hackensack, New Jersey, p 944-5

Subsistence Use. In: Encyclopedia of Environmental Issues, Revised Edition, 2011. Salem Press/EBSCO, Ipswich, Mass. and Hackensack, New Jersey, p 1186

Online Resources:

Internet Encyclopedia of Philosophy: iep.utm.edu

Stanford Encyclopedia of Philosophy: plato.stanford.edu

Globethics: globethics.net

16. Instructors

Contact hours: **Monday & Wednesday: 10.00-12.00,**
Business Administration Extension Office 2306

Dr. Roman Meinhold, M.A. (Philosophy, Sociology, Economics), Ph.D. (Philosophy)

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Dr. Volkmar Ensslin, Dip. (International Business Studies), B.A. (Business Studies & Economics), M.Sc. (Economics), Ph.D. (Buddhist Studies)

Lecturer

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17. Course Coordinator

Program Director of Marketing