

(5) Business and Society-BMGT3073

1.	Name of Course				Business and Society			
2.	Course Code				BMGT3073			
3.	Name(s) of academic staff							
4.	Rationale for the inclusion of the course/module in the programme				<p>Ethics is important not only in business but in all aspects of life because it is the vital part and the foundation on which the society is build. A business/society that lacks ethical principles is bound to fail sooner or later. According to International Ethical Business Registry, "there has been a dramatic increase in the ethical expectation of businesses and professionals over the past 10 years. Increasingly, customers, clients, and employees are deliberately seeking out those who define the basic ground, rules of their operations on a day today The importance of ethics in business can be understood by the fact that ethical businesses tend to make much more profits than the others. The reason for this is that customers of businesses which follow ethics are loyal and satisfied with the services and product offerings of such businesses.</p> <p>When customers are satisfied, they will become loyal to the company and come back again for re-purchasing. This will surely increase the profits of the organization. Thus, the importance of business ethics is that it creates loyalty in customers and maximizes the profits</p>			
5.	Semester and Year offered				1/2			
6.	Total Student Learning Time (SLT)		Face to Face			Total Guided and Independent Learning		
	L = Lecture T = Tutorial P = Practical O= Others		L	T	P	O	Guided = 42 Independent = 84 Total = 126	
			28	14				
7.	Credit Value				3			
8.	Prerequisite (if any)				Principles of Marketing			

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9.	<p>Objectives:</p> <ul style="list-style-type: none">• To describe the important moral issues that arise in various business contexts• To identify the moral, social, and economic environments within which these problems occur• To identify the ethical concepts that are relevant to resolving those moral problems• To demonstrate the necessary reasoning and analytical skills for doing so
10.	<p>Learning outcomes:</p> <p>At the completion of the subject, students should be able to perform the following tasks:</p> <ul style="list-style-type: none">• Understand the techniques of moral reasoning and argumentation that are needed to analyze moral issues in business;• Analyze the presuppositions of business—both moral presuppositions and the presuppositions from a moral point of view;• Evaluate the individual actions in economic and business transactions within a variety of moral frameworks;• Apply general ethical principles to particular cases or practices in business;• Critically evaluate the comparative morality of various different types of economic systems;• Describe morally praiseworthy and exemplary actions of either individuals in business or particular firms;• Describe morally reprehensible actions of either individuals in business or particular firms;• Understand the current and pressing moral issues in business from workers' rights to legitimate computer usage on the job; and• Discuss the ethical issues inherent in the rapid changes in business, including information technology and environmental degradation.

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11.	<p>Transferable Skills:</p> <p>Running a business requires adequate consideration to a number of issues outside the traditional scope of making money, of which ethics is most certainly one. As businesses grows and becomes more significant, we impact on the lives and circumstances of people in ways we can only imagine through bringing jobs, creating wealth and inspiring others to grow their businesses. An important part of engaging in this process is understanding business ethics, which if not up to scratch can result in a bad reputation and can even ruin the business, not to mention alienating employees, suppliers and the local community. From this course we can acquire the following set of skills</p> <ul style="list-style-type: none"> • Describe widely accepted consequential/teleological (Utilitarian) and non-consequential/deontological (Kantian) theories of ethics. • Evaluate the strengths and weaknesses of major theories of ethics. • Analyze ethical dilemmas in business. • Evaluate the economic justice of capitalism. • Prepare a written professional case analysis. • Prepare and deliver a professional oral case presentation. • Describe the utilitarian view of justice.
12.	<p>Teaching-learning and assessment strategy</p> <p>A variety of teaching and learning strategies are used throughout the course, including:</p> <ul style="list-style-type: none"> • Lecture sessions • Tutorial sessions • Case Studies • Student-Lecturer discussion • Collaborative and co-operative learning • Workshops and Training Seminars • Independent study <p>Assessment strategies include the following:</p> <ul style="list-style-type: none"> • Ongoing quizzes • Midterm tests • Performance Assessment (Participation, project, Assigned exercises) • Case Presentations
13.	<p>Synopsis:</p> <p>This course provides the student with the means for analysis of principles used to evaluate ethical issues facing today's business community as well as to formulate possible solutions. This course is an introduction to ethical theory and its application to issues arising from business life. This course will investigate philosophical questions such as: "Why be moral?"; "What is the right thing to do?"; "What kind of social responsibilities, if any, do businesses have?"; "Is greed a virtue?", etc.. In the course of our investigations we will examine and critique prominent philosophers' views on these issues.</p>

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14.	Mode of Delivery: Face to Face <ul style="list-style-type: none">Lecture sessionsTutorial sessions																										
15.	Assessment Methods and Types: The assessment for this course will be based on the following: <table><tr><td>Coursework</td><td>50%</td></tr><tr><td>Quizzes</td><td>10%</td></tr><tr><td>Assignments</td><td>10%</td></tr><tr><td>Project</td><td>10%</td></tr><tr><td>Mid-Semester Exam</td><td>20%</td></tr><tr><td>Final Examination</td><td>50%.</td></tr><tr><td>Total</td><td>100%</td></tr></table>													Coursework	50%	Quizzes	10%	Assignments	10%	Project	10%	Mid-Semester Exam	20%	Final Examination	50%.	Total	100%
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Total	100%																										
16.	Mapping of the course/module to the Programme Aims The individual course is mapped to the programme aims using a scale of one to five where (one being the least relevant/related and five being the most relevant/ related).																										
	A1	A2	A3	A4	A5	A6																					
	4	4	4	3	4	3																					
17.	Mapping of the course/module to the Programme Learning Outcomes The learning outcomes of this course are mapped to the eight MQF domains using a scale of one to five where (one being the least relevant/related and five being the most relevant/ related).																										
	LO1	LO2	LO3	LO4	LO5	LO6	LO7	LO8	LO9	LO10	LO11	LO12															
	3	4	4	4	4	4	3	4	4	4	4	4															
18.	Content outline of the course/module and the SLT per topic																										
	WEEK	Details								SLT																	
										L	T	Indep.	Total														

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	WEEK 1, 2	The fundamentals of business ethics <ul style="list-style-type: none"> • The relationship between ethics and business • The nature of ethics • Moral and ethics • The Unitarian view • The separation view • The integration view • Utilitarianism • Religions in Malaysia • The de-secularization of society: a global perspective 	4	2	12	18
	WEEK 3, 4	Government regulation of business, business and public policy <ul style="list-style-type: none"> • Government influences on business • Reasons for regulation • Regulatory agencies • Strategic public policy • Public policy and the market system 	4	2	12	18
	WEEK 5, 6	Corporate governance and owner stakeholder <ul style="list-style-type: none"> • The structure of corporate governance. • Criticism of corporate governance • Improving corporate governance 	4	2	12	18
	WEEK 7, 8	Consumer stakeholder issues <ul style="list-style-type: none"> • Sources of consumer protection • Access to information • Product liability • Consumer rights • Product quality control. 	4	2	12	18
	WEEK 9, 10	Employment, employer and employee rights <ul style="list-style-type: none"> • Rights to job security • Privacy, health and safety • Confidentiality and trade secrets • Conflict of interest 	4	2	12	18

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	WEEK 11, 12	Ethical decisions in a global environment <ul style="list-style-type: none"> • The global economy • The role of the WTO • The problems of transferring jobs overseas • Case studies related to ethics in a global economy 	4	2	12	18
	WEEK 13, 14	Computer, ethics and business <ul style="list-style-type: none"> • Computer crime • Computer and corporate responsibility • Intellectual property • Privacy • Online censorship 	4	2	12	18
		Total	28	14	84	126
19.	Main references supporting the course: DeGeorge. (2010). <i>Business Ethics</i> , (7 th Edition), Pearson					
	Additional references supporting the course: 1. Manuel G. Velasquez. (2006) <i>Business Ethics: Concepts and Cases</i> (6 th Edition). Pearson 2. William H. Shaw, Vincent Barry. (2010). <i>Moral Issues in Business</i> , (11 th Edition) Cengage Learning					
20.	Other additional information All related subject materials will be available to the students during the period of the course					