暨南大學
JINAN UNIVERSITY

1102B210
Business Ethics

Instructor: TBA

Time: December 14, 2026 - January 15, 2027

Office Hours: By Appointment

Contact Hours: 60 (50 minutes each)

Credits: 4

E-mail: TBA

Course Description

This course explores a wide range of ethical issues in all areas of business to which employees are exposed and focuses on moral reasoning in business, moral issues within the corporation, and ethics in international business. The course also gives students a comprehensive review of ethics and the knowledge to recognize ethical dilemmas and resolve them through active deliberation and sound decision making in the new millennium.

Course Goals

By the end of the course, students will be able to:

- Identify and explain core ethical issues facing business managers in contemporary settings.

- Differentiate between the four key components of the course: business ethics, the role of business in society, media perceptions of business, and contemporary business issues.
- Evaluate diverse perspectives on ethical challenges by engaging with current news article assignments.
- Research developing ethical issues using relevant and credible sources.
- Synthesize and communicate findings on business ethics issues clearly and effectively in written and discussion formats.
- Apply Institutional Learning Outcomes (ILOs) to real-world business ethics scenarios.
- Critique media portrayals of business behavior and their influence on public perception.
- Propose informed responses to ethical dilemmas faced by modern business managers.

Required Textbook(s)

Ferrell, O. C., Fraedrich, John and Ferrell, Linda (2015). *Business Ethics Ethical Decision Making and Cases*, 11th Edition. Cengage Learning: Singapore.

Course Outline

Please note that the outline is meant to give an overview of the major concepts in this course. Changes may occur as needed to aid in the student`s development.

Module 1: Understanding Ethics and Defining Business Ethics

- Topic: The Importance of Business Ethics
- Things to do
  - ✓ Read Chapter 1
  - ✓ Case 14: Apple Inc.'s Ethical Success and Challenges 551

Module 2: Integrating Organizational Ethics, CSR, and Corporate Governance: A Strategic Framework for Accountable Leadership

- Topic: Stakeholder Relationships, Social Responsibility and Corporate Governance
- Things to do
  - ✓ Read Chapter 2
  - ✓ Case 2: Starbucks Mission: Social Responsibility and Brand Strength 396
  - ✓ Quiz 1 (Chapter 1,2)

Module 3: Rising Ethical Challenges in Business and New Frontiers in Corporate Ethics

- Topic: Emerging Business Ethics Issues
- Things to do
  - ✓ Read Chapter 3
  - ✓ Case 3: Walmart Manages Ethics and Compliance Challenges 407
  - ✓ Quiz 2 (Chapter 3)

Module 4: From Intuition to Deliberation: Enhancing Ethical Decision-Making Skills

- Topic: Ethical Decision Making
- Things to do
  - ✓ Read Chapter 5
  - ✓ Case 15: PepsiCo's Journey Toward an Ethical and Socially Responsible Culture 566

Module 5: Developing an Effective Ethics Program: Key Components, Best Practices, and Implementation Strategies

- Topic: Developing an Effective Ethics Program
- Things to do
  - ✓ Read Chapter 8

- ✓ Case 7: Google: The Quest to Balance Privacy with Profit 461
- ✓ Quiz 3 (Chapter 5,8)

Module 6: Ethical Leadership

- Topic: Leading with Principles: The Role of Ethical Leadership in Shaping Organizational Culture
- Things to do
  - ✓ Read Chapter 11
  - ✓ Case 13: Whole Foods Strives to Be an Ethical Corporate Citizen 537

Module 7: Sustainability: Exploring the Ethical and Social Responsibility Dimensions for Modern Business

- Topic: Sustainability: Ethical and Social Responsibility Dimensions
- Things to do
  - ✓ Read Chapter 12
  - ✓ Case 5: New Belgium Brewing: Engaging in Sustainable Social Responsibility 437
  - ✓ Submit "Business Ethics" Research Paper
  - ✓ Final Exam

Grading Policy

Type	Points
Case Discussion Questions	25%
Quizzes	15%
Final Exam	30%
"Business Ethics" Research Paper	30%
Total	**100%**

Grading Scale

The instructor will use the grading system as applied by JNU:

Definition	Letter Grade	Score
Excellent	A	90~100
Good	B	80~89
Satisfactory	C	70~79
Poor	D	60~69
Failed	E	Below 60

Academic Integrity

As members of the Jinan University academic community, students are expected to be honest in all of their academic coursework and activities. Academic dishonesty, includes (but is not limited to) cheating on assignments or examinations; plagiarizing, i.e., misrepresenting as one's own work any work done by another; submitting the same paper, or a substantially similar paper, to meet the requirements of more than one course without the approval and consent of the instructors concerned; or sabotaging other students' work within these general definitions. Instructors, however, determine what constitutes academic misconduct in the courses they teach. Students found guilty of academic misconduct in any portion of the academic work face penalties that range from the lowering of their course grade to awarding a grade of E for the entire course.