



MGMT20134 *Business Ethics and Sustainability*

Term 2 - 2018

Profile information current as at 20/04/2024 08:38 am

All details in this unit profile for MGMT20134 have been officially approved by CQUniversity and represent a learning partnership between the University and you (our student). The information will not be changed unless absolutely necessary and any change will be clearly indicated by an approved correction included in the profile.

General Information

Overview

This unit examines the interrelated topics of personal and business ethics and business sustainability. It critically reviews the socio-cultural environment in which business operates and how this can change dramatically between countries and cities. Ethical frameworks for managerial decision-making are critiqued with reference to various stakeholder groups and you will examine the debates surrounding sustainable development as they impact on organisations in their local and global contexts. The interactions between personal ethics and how ethics is managed within an organisation are also considered. Technological, societal and cultural sources of ethical challenges are reviewed and cases will be discussed outlining how various organisations might respond to these challenges.

Details

Career Level: *Postgraduate*

Unit Level: *Level 9*

Credit Points: 6

Student Contribution Band: 10

Fraction of Full-Time Student Load: 0.125

Pre-requisites or Co-requisites

There are no requisites for this unit.

Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the [Assessment Policy and Procedure \(Higher Education Coursework\)](#).

Offerings For Term 2 - 2018

- Brisbane
- Distance
- Melbourne
- Sydney

Attendance Requirements

All on-campus students are expected to attend scheduled classes – in some units, these classes are identified as a mandatory (pass/fail) component and attendance is compulsory. International students, on a student visa, must maintain a full time study load and meet both attendance and academic progress requirements in each study period (satisfactory attendance for International students is defined as maintaining at least an 80% attendance record).

Website

[This unit has a website, within the Moodle system, which is available two weeks before the start of term. It is important that you visit your Moodle site throughout the term. Please visit Moodle for more information.](#)

Class and Assessment Overview

Recommended Student Time Commitment

Each 6-credit Postgraduate unit at CQUniversity requires an overall time commitment of an average of 12.5 hours of study per week, making a total of 150 hours for the unit.

Class Timetable

[Regional Campuses](#)

Bundaberg, Cairns, Emerald, Gladstone, Mackay, Rockhampton, Townsville

[Metropolitan Campuses](#)

Adelaide, Brisbane, Melbourne, Perth, Sydney

Assessment Overview

1. **Written Assessment**

Weighting: 40%

2. **Practical and Written Assessment**

Weighting: 30%

3. **Presentation and Written Assessment**

Weighting: 30%

Assessment Grading

This is a graded unit: your overall grade will be calculated from the marks or grades for each assessment task, based on the relative weightings shown in the table above. You must obtain an overall mark for the unit of at least 50%, or an overall grade of 'pass' in order to pass the unit. If any 'pass/fail' tasks are shown in the table above they must also be completed successfully ('pass' grade). You must also meet any minimum mark requirements specified for a particular assessment task, as detailed in the 'assessment task' section (note that in some instances, the minimum mark for a task may be greater than 50%). Consult the [University's Grades and Results Policy](#) for more details of interim results and final grades.

CQUniversity Policies

All University policies are available on the [CQUniversity Policy site](#).

You may wish to view these policies:

- Grades and Results Policy
- Assessment Policy and Procedure (Higher Education Coursework)
- Review of Grade Procedure
- Student Academic Integrity Policy and Procedure
- Monitoring Academic Progress (MAP) Policy and Procedure – Domestic Students
- Monitoring Academic Progress (MAP) Policy and Procedure – International Students
- Student Refund and Credit Balance Policy and Procedure
- Student Feedback – Compliments and Complaints Policy and Procedure
- Information and Communications Technology Acceptable Use Policy and Procedure

This list is not an exhaustive list of all University policies. The full list of University policies are available on the [CQUniversity Policy site](#).

Previous Student Feedback

Feedback, Recommendations and Responses

Every unit is reviewed for enhancement each year. At the most recent review, the following staff and student feedback items were identified and recommendations were made.

Feedback from Direct feedback and commentary in reflection assessment.

Feedback

Several students provided commentaries that they would like more discussion in class around application of ethical concepts.

Recommendation

Informed discussion relies on student undertaking pre-reading. Students will be encouraged to apply the concepts through consideration of experiences that are of greater relevance to their personal situations as practicing managers or full time international students from diverse cultural backgrounds.

Feedback from Formal feedback

Feedback

Several students have raise the issue of more timely feedback on assessment tasks

Recommendation

Greater use of Feedback studio in turnitin will allow more timely and effective feedback on written assessment. The use of in-class presentations also provides immediate feedback to students on application of ethical concepts and general professional skills and this strategy will continue.

Unit Learning Outcomes

On successful completion of this unit, you will be able to:

1. investigate the interconnections between business ethics, sustainability and globalisation; and evaluate the differences between ethics, legal requirements and cultural factors in a business setting;
2. explain the various aspects of business sustainability and how these impact upon business strategy;
3. critique the major ethical theories and frameworks and be able to compare these in a contemporary business setting;
4. discuss the management of business ethics within an organisation and explore the role of tools such as Codes of Conduct, Risk Management frameworks and gift policies in assisting such management; and
5. demonstrate commonly accepted professional ethical standards in the work place and in your behaviour toward others.

The unit does not link to any specific external professional accreditation.

Alignment of Learning Outcomes, Assessment and Graduate Attributes



Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes				
	1	2	3	4	5
1 - Written Assessment - 40%	•	•	•	•	•
2 - Practical and Written Assessment - 30%	•	•	•		•

Assessment Tasks	Learning Outcomes				
	1	2	3	4	5
3 - Presentation and Written Assessment - 30%				•	•

Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes				
	1	2	3	4	5
1 - Knowledge	○	○	○	○	
2 - Communication					○
3 - Cognitive, technical and creative skills			○		
4 - Research					○
5 - Self-management	○				○
6 - Ethical and Professional Responsibility	○	○	○	○	○
7 - Leadership		○		○	
8 - Aboriginal and Torres Strait Islander Cultures					

Alignment of Assessment Tasks to Graduate Attributes

Assessment Tasks	Graduate Attributes							
	1	2	3	4	5	6	7	8
1 - Written Assessment - 40%	○		○		○	○		
2 - Practical and Written Assessment - 30%	○	○	○	○				
3 - Presentation and Written Assessment - 30%	○	○		○	○	○		

Textbooks and Resources

Textbooks

MGMT20134

Prescribed

Business Ethics Ethical Decision making and Cases

Edition: 12th edn (2018)

Authors: Ferrell, O.C., Fraedrich, J., & Ferrell, L.

Cengage

Florence , KY , USA

ISBN: 9781337614436

Binding: Paperback

MGMT20134

Supplementary

Business Ethics: A contemporary approach

(2015)

Authors: MacDonald, G.

Cambridge University Press

Port Melbourne , Victoria , Australia

ISBN: 9781107674059

Binding: Hardcover

[View textbooks at the CQUniversity Bookshop](#)

IT Resources

You will need access to the following IT resources:

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)

Referencing Style

All submissions for this unit must use the referencing style: [American Psychological Association 6th Edition \(APA 6th edition\)](#)

For further information, see the Assessment Tasks.

Teaching Contacts

Michael Segon Unit Coordinator

m.segon@cqu.edu.au

Schedule

Week 1 - 09 Jul 2018

Module/Topic	Chapter	Events and Submissions/Topic
An Introduction to Business Ethics and the Concept of Professional Duty.	Ferrell, Fraedrich and Ferrell (2018) Ch 1	
Key Issues in Business Ethics	McDonald (2015) Ch 1	
Unit and Assessment overview.	Please refer to unit notes on the Moodle site for additional text and journal readings	
Group formation.		

Week 2 - 16 Jul 2018

Module/Topic	Chapter	Events and Submissions/Topic
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**Morality and Moral Reasoning
Cognitive Moral Development**

Ferrell, Fraedrich and Ferrell (2018) Ch 5 & Ch 6
McDonald (2015) Ch 11
Please refer to unit notes on the Moodle site for additional text and journal readings

Week 3 - 23 Jul 2018

Module/Topic	Chapter	Events and Submissions/Topic
Values, Culture and Relativism	Ferrell, Fraedrich and Ferrell (2018) Ch 6 (section on relativism) & Ch 10 Please refer to unit notes on the Moodle site for additional text and journal reading	

Week 4 - 30 Jul 2018

Module/Topic	Chapter	Events and Submissions/Topic
International Business Ethics	Ferrell, Fraedrich and Ferrell (2018) Ch 10 McDonald (2015) Ch 9 Please refer to unit notes on the Moodle site for additional text and journal readings	

Week 5 - 06 Aug 2018

Module/Topic	Chapter	Events and Submissions/Topic
Ethical Theories and Perspectives I: Utilitarianism Deontology Virtue Ethics	Ferrell, Fraedrich and Ferrell (2018) Ch 5 & 6 McDonald (2015) Ch 10 & 11 Please refer to unit notes on the Moodle site for additional text and journal readings	

Vacation Week - 13 Aug 2018

Module/Topic	Chapter	Events and Submissions/Topic

Week 6 - 20 Aug 2018

Module/Topic	Chapter	Events and Submissions/Topic
Ethical Theories and Perspectives II and Ethical Decision Making	Ferrell, Fraedrich and Ferrell (2018) Ch 5 & 6 McDonald (2015) Ch 10 & 11 Please refer to unit notes on the Moodle site for additional text and journal readings	Individual Assignment Due Please refer to Moodle for specific due dates of first assignment. Examining Ethical Issues in Business. Due: Week 6 Friday (24 Aug 2018) 11:59 pm AEST

Week 7 - 27 Aug 2018

Module/Topic	Chapter	Events and Submissions/Topic
Ethical Leadership	Ferrell, Fraedrich and Ferrell (2015) Ch 11 Please refer to unit notes on the Moodle site for additional text and journal readings	

Week 8 - 03 Sep 2018

Module/Topic	Chapter	Events and Submissions/Topic
The Corporation, Law and Moral Accountability Stakeholder vs Shareholder debate.	Ferrell, Fraedrich and Ferrell (2018) Ch 2 & Ch 8 pp 214-217 Please refer to unit notes on the Moodle site for additional text and journal reading	

Week 9 - 10 Sep 2018

Module/Topic	Chapter	Events and Submissions/Topic
Sustainable Organisations: Developing Ethical Cultures	Ferrell, Fraedrich and Ferrell (2018) Ch 7, 8 & 9. McDonald (2015) Ch 12 Please refer to unit notes on the Moodle site for additional text and journal readings	
Week 10 - 17 Sep 2018		
Module/Topic	Chapter	Events and Submissions/Topic
Sustainable Organisations: Corporate Social Responsibility	Ferrell, Fraedrich and Ferrell (2018) Ch 2 McDonald (2015) Ch 2 Please refer to unit notes on the Moodle site for additional text and journal readings	
Week 11 - 24 Sep 2018		
Module/Topic	Chapter	Events and Submissions/Topic
Sustainability	Ferrell, Fraedrich and Ferrell (2018) Ch 12 McDonald (2015) Ch 2 Please refer to unit notes on the Moodle site for additional text and journal readings	
Week 12 - 01 Oct 2018		
Module/Topic	Chapter	Events and Submissions/Topic
Presentations and Unit Summary		Group Presentations Reflection Assignment Due Reflective Essay Due: Week 12 Friday (5 Oct 2018) 11:59 pm AEST Group Presentation and Executive Report Due: Week 12 Friday (5 Oct 2018) 11:59 pm AEST
Review/Exam Week - 08 Oct 2018		
Module/Topic	Chapter	Events and Submissions/Topic
Exam Week - 15 Oct 2018		
Module/Topic	Chapter	Events and Submissions/Topic

Term Specific Information

Please note that whilst the schedule lists topics in specific order on a weekly basis, this may be subject to change including the use of one day workshops to enhance student learning and interaction.

Assessment Tasks

1 Examining Ethical Issues in Business.

Assessment Type

Written Assessment

Task Description

This assessment task is designed to assist students to examine a range of ethical issues and to apply ethical theories as means of arriving at a justifiable decision. Students will have the opportunity to examine international business ethics issues, specifically related to corruption, bribery and practice using ethical concepts and theories.

A detailed rubric and an audio file are available on the Moodle site that provides further details regarding this

assessment.

Assessment Due Date

Week 6 Friday (24 Aug 2018) 11:59 pm AEST

Submit via the Moodle site

Return Date to Students

Week 8 Friday (7 Sept 2018)

Feedback will be provided via Feedback studio.

Weighting

40%

Assessment Criteria

Students are to demonstrate knowledge of the subject matter by:

- Defining key terms and concepts related to ethics, morality, personhood and moral accountability
- Advancing a resolution to the ethical dilemmas using ethical theories and concepts with examples to illustrate
- Demonstrating a breadth and quality of research by using a minimum of 12-16 academic sources
- Correctly using of the APA in text referencing system to correctly citing academic sources.

These are the minimum requirements. Students should note that satisfactorily meeting the minimum requirements will typically result in the minimum pass grade being awarded.

Research Requirement:

As Masters students you are required to engage in research as per the Australia Quality Framework (AQF) guidelines. Two specific requirements need to be considered.

1. Students need to demonstrate "a body of knowledge that includes the understanding of recent developments in a discipline and/or area of professional practice, and
2. Students must demonstrate "knowledge of research principles and methods applicable to a field of work and/or learning".

Each Masters unit has a number of required weekly readings in terms of academic texts, journals and business publications that represent the appropriate body of knowledge and recent developments referred to by the AQF. In order to demonstrate the ability to engage in appropriate research, students should read and utilise these texts and journals and publications. As Masters students you are expected to research beyond this minimum standard through additional texts, journals and studies to demonstrate an ability to engage in independent research.

Your attention is drawn to the University's stated position on plagiarism. **THE WORK OF OTHERS, WHICH IS INCLUDED IN THE ASSIGNMENT MUST BE ATTRIBUTED TO ITS SOURCE** using the APA in text referencing system (a full list of references must be submitted as part of the assessment).

Referencing Style

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

Submission

Online

Learning Outcomes Assessed

- investigate the interconnections between business ethics, sustainability and globalisation; and evaluate the differences between ethics, legal requirements and cultural factors in a business setting;
- explain the various aspects of business sustainability and how these impact upon business strategy;
- critique the major ethical theories and frameworks and be able to compare these in a contemporary business setting;
- discuss the management of business ethics within an organisation and explore the role of tools such as Codes of Conduct, Risk Management frameworks and gift policies in assisting such management; and
- demonstrate commonly accepted professional ethical standards in the work place and in your behaviour toward others.

Graduate Attributes

- Knowledge
- Cognitive, technical and creative skills
- Self-management
- Ethical and Professional Responsibility

2 Reflective Essay

Assessment Type

Practical and Written Assessment

Task Description

Self-Analysis & Reflection.

The key aspect of reflection is a critical evaluation of the self. Students will undertake a number of in-class cases during the semester and must use two (2) of the nominated cases as the basis for their self analysis, signed by the unit facilitator to verify they have been completed in class. The unit coordinator and or facilitator will then nominate which ones are to be used as part of the assessment.

Students will also complete at least 3 ethical diagnostic tools in class and must attach the results sheet as an appendix, signed by the unit facilitator to verify they have been completed.

Students are to use the findings of these tools to analyse how and why they made their decision(s) the assumptions made and approaches used, and whether their positions changed over time and why.

Students should also include a brief statement about how the content of the unit has given them greater insights into ethical practice as a future manager and leader.

A detailed rubric and audio file are available on the Moodle site that provides further details for this assessment task. Refer to the unit Moodle site for further details.

Assessment Due Date

Week 12 Friday (5 Oct 2018) 11:59 pm AEST

Return Date to Students

Exam Week Friday (19 Oct 2018)

Feedback will be provided via Feedback Studio

Weighting

30%

Assessment Criteria

Students are required to:

- Two cases nominated by the unit coordinator or class facilitator, completed in class (signed and or verified by the lecturer)
- A minimum of 3 diagnostic tools (results page signed by facilitator attached as appendices)
- Discuss the decisions and analyse these referring to the diagnostic results and ethical theories and concepts.
- Utilisation key ethical, csr and sustainability concepts and terms to describe and analyse their own positions or belief

These are the minimum requirements. Students should note that satisfactorily meeting the minimum requirements will typically result in the minimum pass grade being awarded.

Referencing Style

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

Submission

Online

Learning Outcomes Assessed

- investigate the interconnections between business ethics, sustainability and globalisation; and evaluate the differences between ethics, legal requirements and cultural factors in a business setting;
- explain the various aspects of business sustainability and how these impact upon business strategy;
- critique the major ethical theories and frameworks and be able to compare these in a contemporary business setting;
- demonstrate commonly accepted professional ethical standards in the work place and in your behaviour toward others.

Graduate Attributes

- Knowledge
- Communication
- Cognitive, technical and creative skills
- Research

3 Group Presentation and Executive Report

Assessment Type

Presentation and Written Assessment

Task Description

All students will be allocated to a group by the facilitator and or unit coordinator. These groups will be non-negotiable. Students will undertake analysis of an organisation examining either its internal approach to the development of ethical

culture or its external engagement through corporate social responsibility or specific ethical practices of executive leadership. The specific task will be determined by the facilitator and unit coordinator in consultation with each group. Each group will present as a group of consultants, such as KPMG, Ernst and Young etc., and assume that they have been hired by the organisation to conduct the analysis and present to the CEO and or Board of Directors. Each group will be afforded 15-20 minutes to present and must submit an Executive Report of approximately 1000 words with a detailed reference list.

Please note that the presentations is a pass-fail activity. Each student must be in a group and present as part of that group.

Online students will upload a presentation (usually with a recorded audio) and executive report.

A detailed rubric and audio file is available on the Moodle site that provides further information regarding this assessment.

This task also helps build general capabilities regarding effective business presentations and communication skills.

Assessment Due Date

Week 12 Friday (5 Oct 2018) 11:59 pm AEST

Students are to submit powerpoints, executive summary and a reference list via the Moodle site

Return Date to Students

Exam Week Monday (15 Oct 2018)

Feedback on each of the presentation components will be immediate following each group's presentation, both in written and verbal format.

Weighting

30%

Assessment Criteria

Students are to demonstrate knowledge of the subject matter, and effective presentation skills by:

- Providing a concise and structured presentation with introduction, main presentation and conclusion.
- Effectively using audio visuals and verbal communication delivered within the time allocation (15 mins per group)
- Using of key ethical, csr and or sustainability models, concepts and theories as an analytical frame.
- Identifying of company strengths and weaknesses against the analytical frame.
- Providing a clear set of recommendations supported by literature (if and when appropriate)
- Demonstrating a commitment to professional business presentation standard.
- Ensuring all group members to make a balanced contribution in the presentation.
- Providing copy of the presentation (powerpoints) **MUST** be provided to the unit facilitator prior to the presentation..

Students are to demonstrate knowledge of the subject matter, and effective written skills by:

- Providing a concise overview of the content of the presentation of approximately 1000 words
- Using of key ethical, csr and or sustainability models, concepts and theories as an analytical frame
- Identifying of company strengths and weaknesses against the analytical frame
- Providing a clear set of recommendations supported by literature (if and when appropriate)
- Using a **minimum of 12-16 quality references** made up of recommended texts and academic journal articles so as to demonstrate breadth and quality of research
- The use of the APA in text referencing system to correctly cite academic sources
- Ensuring a list of references used in the presentation is attached to the executive report.

A detailed rubric and audio file are available on the Moodle site that provides further details regarding this assessment.

Research Requirement:

These are the minimum requirements. Students should note that satisfactorily meeting the minimum requirements will typically result in the minimum pass grade being awarded.

As Masters students you are required to engage in research as per the Australia Quality Framework (AQF) guidelines.

Two specific requirements need to be considered.

1. Students need to demonstrate "a body of knowledge that includes the understanding of recent developments in a discipline and/or area of professional practice, and
2. Students must demonstrate "knowledge of research principles and methods applicable to a field of work and/or learning".

Each Masters unit has a number of required weekly readings in terms of academic texts, journals and business publications that represent the appropriate body of knowledge and recent developments referred to by the AQF. In order to demonstrate the ability to engage in appropriate research, students should read and utilise these texts and journals and publications. As Masters students you are expected to research beyond this minimum standard through additional texts, journals and studies to demonstrate an ability to engage in independent research.

Your attention is drawn to the University's stated position on plagiarism. **THE WORK OF OTHERS, WHICH IS INCLUDED IN THE ASSIGNMENT MUST BE ATTRIBUTED TO ITS SOURCE** using the APA in text referencing system (a full list of

references must be submitted as part of the assessment).

Referencing Style

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

Submission

Online Group

Learning Outcomes Assessed

- discuss the management of business ethics within an organisation and explore the role of tools such as Codes of Conduct, Risk Management frameworks and gift policies in assisting such management; and
- demonstrate commonly accepted professional ethical standards in the work place and in your behaviour toward others.

Graduate Attributes

- Knowledge
- Communication
- Research
- Self-management
- Ethical and Professional Responsibility

Academic Integrity Statement

As a CQUniversity student you are expected to act honestly in all aspects of your academic work.

Any assessable work undertaken or submitted for review or assessment must be your own work. Assessable work is any type of work you do to meet the assessment requirements in the unit, including draft work submitted for review and feedback and final work to be assessed.

When you use the ideas, words or data of others in your assessment, you must thoroughly and clearly acknowledge the source of this information by using the correct referencing style for your unit. Using others' work without proper acknowledgement may be considered a form of intellectual dishonesty.

Participating honestly, respectfully, responsibly, and fairly in your university study ensures the CQUniversity qualification you earn will be valued as a true indication of your individual academic achievement and will continue to receive the respect and recognition it deserves.

As a student, you are responsible for reading and following CQUniversity's policies, including the [Student Academic Integrity Policy and Procedure](#). This policy sets out CQUniversity's expectations of you to act with integrity, examples of academic integrity breaches to avoid, the processes used to address alleged breaches of academic integrity, and potential penalties.

What is a breach of academic integrity?

A breach of academic integrity includes but is not limited to plagiarism, self-plagiarism, collusion, cheating, contract cheating, and academic misconduct. The Student Academic Integrity Policy and Procedure defines what these terms mean and gives examples.

Why is academic integrity important?

A breach of academic integrity may result in one or more penalties, including suspension or even expulsion from the University. It can also have negative implications for student visas and future enrolment at CQUniversity or elsewhere. Students who engage in contract cheating also risk being blackmailed by contract cheating services.

Where can I get assistance?

For academic advice and guidance, the [Academic Learning Centre \(ALC\)](#) can support you in becoming confident in completing assessments with integrity and of high standard.

What can you do to act with integrity?



Be Honest

If your assessment task is done by someone else, it would be dishonest of you to claim it as your own



Seek Help

If you are not sure about how to cite or reference in essays, reports etc, then seek help from your lecturer, the library or the Academic Learning Centre (ALC)



Produce Original Work

Originality comes from your ability to read widely, think critically, and apply your gained knowledge to address a question or problem