



MGMT20134 *Business Ethics and Sustainability*

Term 1 - 2020

Profile information current as at 02/10/2022 12:44 pm

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.

Corrections

Unit Profile Correction added on 17-04-20

The end of term examination has now been changed to an alternate form of assessment. Please see your Moodle site for details of the assessment.

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 1 - 2020

- Brisbane
- Melbourne
- Online
- 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. **Reflective Practice Assignment**

Weighting: 30%

2. **Presentation and Written Assessment**

Weighting: 30%

3. **Examination**

Weighting: 40%

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 Have your Say

Feedback

Overall satisfaction with content 1 student indicated the need for better communication needed between lecturers unit coordinator and students.

Recommendation

Greater attention to use of news forums for general announcements.

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 - Examination - 40%	●	●	●		
2 - Reflective Practice Assignment - 30%					●
3 - Presentation and Written Assessment - 30%	●	●		●	●

Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes				
	1	2	3	4	5
1 - Knowledge	○	○	○	○	

Graduate Attributes	Learning Outcomes				
	1	2	3	4	5
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 - Examination - 40%	○		○		○	○		
2 - Reflective Practice Assignment - 30%	○	○	○	○				
3 - Presentation and Written Assessment - 30%	○	○		○	○	○		

Textbooks and Resources

Textbooks

MGMT20134

Prescribed

Business Ethics: Ethical Decision Making and CAses

Edition: 12E (2018)

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

Cengage

Boston, MA, USA

ISBN: 978-1337614436

Binding: Paperback

Additional Textbook Information

Paper copies are available for purchase at the CQUni Bookshop here: <http://bookshop.cqu.edu.au> (search on the Unit code)

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 Mar 2020

Module/Topic	Chapter	Events and Submissions/Topic
An introduction to Business Ethics. Concepts, definitions and key issues.	Ferrell, Fraedrich and Ferrell (2018) Ch 1 McDonald (2015) Ch 1 Please refer to the Moodle site for unit notes, additional readings and journal articles.	

Week 2 - 16 Mar 2020

Module/Topic	Chapter	Events and Submissions/Topic
Morality, Moral Reasoning and Cognitive Moral Development. Moral Accountability and conditions of Personhood.	Ferrell, Fraedrich and Ferrell (2018) Ch 5 & 6. McDonald (2015) Ch 11. Please refer to the Moodle site for unit notes, additional readings and journal articles.	Compulsory Moral Accountability Cases. Compulsory Moral Inventory Diagnostic Tool.

Week 3 - 23 Mar 2020

Module/Topic	Chapter	Events and Submissions/Topic
Values, Culture and Relativism.	Ferrell, Fraedrich and Ferrell (2018) Ch 6 (Section on Relativism). McDonald (2015) Ch 11. Please refer to the Moodle site for unit notes, additional readings and journal articles.	Compulsory Relativism Case Study. Compulsory Values Inventory Diagnostic Tool.

Week 4 - 30 Mar 2020

Module/Topic	Chapter	Events and Submissions/Topic
Ethical Theories and Decision Making. Understanding Decision Context. Using consequentialist (egoism & utilitarianism) and deontological approaches to ethical dilemmas.	Ferrell, Fraedrich and Ferrell (2018) Ch 5 & 6. McDonald (2015) Ch 10 & 11. Please refer to the Moodle site for unit notes, additional readings and journal articles.	Compulsory Consequentialist and Deontological Case Studies.

Week 5 - 06 Apr 2020

Module/Topic	Chapter	Events and Submissions/Topic
Ethical Theories and Decision Making II Using virtue ethics and justice approaches to ethical dilemmas.	Ferrell, Fraedrich and Ferrell (2018) Ch 6. McDonald (2015) Ch 11. Velasquez et al. (2013) article.. Please refer to the Moodle site for unit notes, additional readings and journal articles.	Compulsory Virtue Ethics Case Study.

Vacation Week - 13 Apr 2020

Module/Topic	Chapter	Events and Submissions/Topic
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Week 6 - 20 Apr 2020

Module/Topic	Chapter	Events and Submissions/Topic
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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.	Group formation and allocation of Organisation for CSR Analysis. Reflective Essay Due: Week 6 Friday (24 Apr 2020) 6:00 pm AEST
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Week 7 - 27 Apr 2020

Module/Topic	Chapter	Events and Submissions/Topic
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Sustainable Organisations: Developing Ethical Cultures. Approaches to Organisational Ethics.	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.	
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Week 8 - 04 May 2020

Module/Topic	Chapter	Events and Submissions/Topic
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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.	Return of Individual essay with feedback.
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Week 9 - 11 May 2020

Module/Topic	Chapter	Events and Submissions/Topic
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Sustainability: Economic and Ecological Sustainability. The United Nation's 17 Sustainable Development Goals	Ferrell, Fraedrich and Ferrell (2018) Ch 12. McDonald (2015) Ch 2. Biermann, Kanie & Kim (2017). Waage et al. (2015) Please refer to unit notes on the Moodle site for additional text and journal readings	
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Week 10 - 18 May 2020

Module/Topic	Chapter	Events and Submissions/Topic
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International Business Ethics Bribery and Corruption. International legislation and risk to personal and corporate reputation.	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.	
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Week 11 - 25 May 2020

Module/Topic	Chapter	Events and Submissions/Topic
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Group Presentations.		Group Presentations 15-20 minutes per group. Powerpoints to be provided to facilitator prior to presentation. Group Presentation Due: Week 11 Monday (25 May 2020) 12:00 am AEST
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Week 12 - 01 Jun 2020

Module/Topic	Chapter	Events and Submissions/Topic
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Unit review and Exam preparation.	Review of key chapters and readings.	
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Assessment Tasks

1 Reflective Essay

Assessment Type

Reflective Practice Assignment

Task Description

The key aspect of reflection is a critical evaluation of the self. Students will undertake a number of in-class cases between weeks 2-5 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 nominates which ones are to be used as part of the assessment. Students are not permitted to self select cases.**

Students will also complete at least 2 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.

The task is to analyse the decision they made at the time for the two cases nominated by the Unit coordinator or Facilitator. **Students are not to re-analyse the cases and come up with new decisions.** Students are expected to look at the decision they made at the time, and using ethical theory classify the approach they took, or the justifications used. Students are to reflect on their decisions by examining their assumptions about ethics, the purpose of business etc. Students must specifically refer to the results from a minimum of two diagnostic tools as a means of gaining further insight into their own ethical behaviours and preferences. Students need to contrast these results against the decisions made in the cases and their own assumptions and values. Students are to provide a conclusion that considers whether or not they would change their decision, based on the ethical and moral theories discussed in class.

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 6 Friday (24 Apr 2020) 6:00 pm AEST

Students are to submit via the assessment folder in Moodle. Please note a late penalty of 5% per day applies for each day or part day (including weekends) for assignments submitted after the due date

Return Date to Students

Week 8 Monday (4 May 2020)

Feedback will be provided via Feedback Studio

Weighting

30%

Assessment Criteria

Students are required to:

- Examine the decisions made from the two cases nominated by the unit coordinator or class facilitator, completed in class (signed and or verified by the lecturer)
- Utilise and reflect on the results of a minimum of 2 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.
- Utilise key ethical and moral theories, concepts of moral personhood to describe and analyse their own positions or beliefs.
- Provide a reflection of why they made the original decision and whether they would adopt a different approach given the concepts studied in class.
- The use of between 12-16 quality references that includes key readings and recommended texts, using APA referencing and including a reference list.

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

Submission Instructions

Students are to submit via the assessment folder in Moodle. Please note a late penalty of 5% per day applies for each day or part day (including weekends) for assignments submitted after the due date

Learning Outcomes Assessed

- 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

2 Group Presentation

Assessment Type

Presentation and Written Assessment

Task Description

All students will be allocated to a group by the facilitator and or unit coordinator in week 7 of term. These groups will be non-negotiable.

Students will undertake analysis of an organisation examining its external engagement through its corporate social responsibility strategy. The specific task will be determined by the facilitator and unit coordinator in consultation with each group.

Each group will present as a team 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. **Students must not present a case study of the organisation.** Rather students must present an analysis of the organisation's approach to CSR using a number of CSR Models as an analytical framework, including the CSR models of Prakash Sethi, Carroll and Ho, benchmarked against similar organisations, and then identify gaps between the "best practice" models and the approach of the organisation and where appropriate make a series of supported recommendations. Students must not simply conduct a SWOT analysis.

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. A copy of the presentation must be provided to the class facilitator prior to the presentation.

Please note that the presentation 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.

This is the minimum standard expected for this assignment. Students who only meet the minimum, should expect to receive the minimum pass grade.

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.

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

Each topic in your course 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, and as Masters students, indicate a willingness to research beyond this minimum standard through additional texts, journals and studies that demonstrate an ability to engage in independent research. Please note that students MUST include citations of the recommended texts of Ferrell Fraedrich and Ferrell (2015) and McDonald (2015)

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

Assessment Due Date

Week 11 Monday (25 May 2020) 12:00 am AEST

Students must present their presentation in class and will receive immediate feedback. Students are to submit via the assessment folder in Moodle by 5pm Friday 29th May, 2020. Please note a late penalty of 5% per day applies for each day or part day (including weekends) for assignments submitted after the due date

Return Date to Students

Exam Week Monday (15 June 2020)

Feedback will be provided via Feedback Studio

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)
- Use of key CSR and or sustainability models, concepts and theories as an analytical frame.
- Identifying of company strengths and weaknesses against the CSR analytical frame.
- Providing a clear set of recommendations supported by literature (if and when appropriate)
- Demonstrating a commitment to professional business presentation standard, paralleling those of professional consulting firms.
- Ensuring all group members to make a balanced contribution in the presentation.
- A 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 key CSR or sustainability models, concepts and theories as an analytical frame
- Identifying the organisation's strengths and weaknesses against the CSR 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, including citation of the recommended texts
- 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.

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;
- 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

Examination

Outline

Complete an invigilated examination.

Date

During the examination period at a CQUniversity examination centre.

Weighting

40%

Length

180 minutes

Exam Conditions

Closed Book.

Materials

Dictionary - non-electronic, concise, direct translation only (dictionary must not contain any notes or comments).

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