

***Disclaimer:** This is a sample course outline and is subject to change. Official course outlines will vary depending on delivery format and instructor*

Territory Acknowledgement

We acknowledge and respect the lək̓ʷəŋən peoples on whose traditional territory the university stands and the Songhees, Esquimalt and W SÁNEĆ peoples whose historical relationships with the land continue to this day.

BMBA440: Business Ethics

Course Description

This course will equip you with the knowledge and skills to navigate complex ethical dilemmas in the corporate world. Through a blend of theory, cases and a comprehensive immersive simulation, you will gain a deeper understanding of the factors that influence individual and organizational decision-making, while also exploring the intersection between ethics and innovative realms like technology, artificial intelligence development, and the ever-evolving role of media.

In today's rapidly evolving business landscape, ethical conduct and social responsibility are more critical than ever. The conversation on business ethics and corporate social responsibility has captivated both the business community and the public, with the media consistently drawing our attention to the frequent occurrences of unethical conduct by corporations and executives. While media coverage tends to highlight egregious ethical transgressions, it is crucial to recognize that ethical challenges are not just lead media stories; they permeate our daily professional lives, presenting themselves as subtle dilemmas that demand our attention.

In this course you will delve into these compelling subjects, dissecting the negative implications and effects unethical practices have on companies, employees, customers, partners and investor confidence. You will explore the critical role played by ethics in driving overall organizational performance and uncover the harsh truth that neglecting ethical issues can lead to undesirable, even disastrous consequences.

Learning Objectives

Upon successful completion of this course, you will be able to:

- Identify and interpret business ethics theory and corporate social responsibility.
- Explain foundational ethical theories, business ethics, and the difference between compliance and ethics.
- Understand the role of ethics in maintaining good financial performance.
- Articulate issues in business ethics, the ethical business environment and their potential effect on personal, managerial and corporate decisions.
- Evaluate various external and organizational influences affecting ethical decisions.
- Utilize ethical principles to achieve satisfactory solutions to ethical dilemmas, and develop ethically informed leadership skills.

Resources

Required digital Course Pack: **BMBA440 Business Ethics**, available for purchase from the UVic Bookstore https://www.uvicbookstore.ca/text/book/40064017786?course_id=139860. Additional reading and learning materials are accessed through the UVic Library, the internet, or posted to Brightspace.

Schedule

Week	Content	Topic Description
1-3	Unit 1 Foundations of Business Ethics	This unit introduces you to tools we use to think about right and wrong in business. We'll look at how personal values connect to professional decisions and learn frameworks for analyzing ethical dilemmas.
4-6	Unit 2 Individual & Organizational Ethical Challenges	Here we examine common ethical problems that arise in organizations, from fraud to discrimination. We'll see how different people are affected by business decisions and how power dynamics influence ethical choices.
8-9	Unit 3 Leadership & Individual Responsibility	This unit focuses on your role as an ethical actor. We'll explore what it means to speak up, what holds people back, and how leaders shape organizational ethics through their actions and decisions.
10-12	Unit 4 Corporate & Global Responsibility	Moving beyond individual companies, we look at business's role in society. We'll examine how organizations balance profit with social responsibility, environmental concerns, and human rights across borders.
13	Unit 5 Integration & Future Directions	In our final unit, we use Enron's collapse to bring together everything we've learned. We'll reflect on what's changed in business ethics and what challenges lie ahead for future leaders.

Assignments & Evaluation

Throughout this course, students will engage with a fictional case study of Avionics Excellence Inc. (AEI) through a series of interconnected assignments that explore ethical decision-making in the aviation industry. Assessment includes both individual and group work that integrate theory with practical application, requiring students to draw on course concepts, personal experiences, and supplementary materials while developing critical thinking and ethical reasoning skills.

Assignment	Description of Assignment	Weight
Individual Participation	There is a requirement in this course for students to attend and actively participate throughout the course. 100% attendance is expected except in the event of unavoidable absence (emergency, medical). Students are expected to be in their seats at the posted start time of all lecture sessions.	15%

Assignment 1: Ethical Framework	Working in groups, students will develop a values statement and code of ethics for Avionics Excellence Inc. (AEI). The class will collaboratively refine these submissions into a consolidated framework that will serve as a foundation for subsequent assignments.	7%
Assignment 2: Ethical Issues Identification	In this individual assignment, students will analyze the ethical issues presented in the "Parts for Sale" video, focusing on moments that challenge workplace integrity at AEI. Students will examine specific dialogues, actions, and non-verbal cues that reveal ethical struggles, while also evaluating potential consequences for supply chain integrity.	8%
Assignment 3: Stakeholder Analysis	This group assignment requires students to conduct a comprehensive stakeholder analysis of the theft scenario presented in the video. Groups will identify and analyze AEI's key stakeholders, evaluate the theft's impact, assess company policies, explore stakeholder interdependencies, and map stakeholder influence using a power/interest matrix, supporting all analyses with specific evidence from course materials.	15%
Midterm Exam	The exam consists of three parts that test students' theoretical understanding and practical application of course concepts. Students will analyze the portrayal of ethical consequences at AEI in the course materials, reflect on decision-making processes through the lens of the ethical triangle, and explore gender differences or societal power dynamics in workplace ethics.	15%
Assignment 4: Ethical Complicity and Responsibility	In this individual assignment, students will analyze the role of complicity in the theft scenario, examining employees' levels of ethical complicity, possible alternative actions, and potential consequences. Students will apply ethical frameworks to evaluate the morality of their participation while considering how workplace culture and leadership influence individual accountability.	5%
Assignment 5: Corporate Social Responsibility	Working in groups, students will examine AEI's commitment to promoting women in STEM careers through the lens of ethical leadership and accountability. Groups will analyze organizational barriers to speaking up, propose leadership practices, identify systemic barriers, and craft recommendations addressing structural changes needed to support inclusivity and ethical behavior.	15%
Assignment 6: Professional and Corporate Responsibility	This individual assignment offers students four options for analyzing professional responsibility at AEI: analyzing a specific scene, critiquing leadership, connecting systemic issues to current events, or addressing a strategic communication challenge. Each option requires students to apply course concepts while reflecting on how their personal and professional background influences their analysis.	10%
Assignment 7: Reflection on Ethical Leadership	This final individual assignment asks students to synthesize their learning from the course by reflecting on their development as ethical leaders. Students will integrate insights from the values statement, ethical framework, and video analyses to demonstrate their understanding of ethical leadership principles and their application to professional contexts. Your reflection should demonstrate critical thinking about the ethical implications of business decisions and show personal growth in your understanding of business ethics.	10%
	Total	100%

Usage of GenAI

Please be advised that in this course you are **not authorized** to use any form of generative AI. In order to successfully complete course activities, **generative AI is not required nor welcomed**. Students should not make any use of generative AI tools such as ChatGPT, Grammarly, among others that use AI for content generation and editing. As the University of Victoria states in its Academic Integrity Policy “Academic integrity requires commitment to the values of honesty, trust, fairness, respect, and responsibility.”. Therefore, I expect you to comply with the course syllabus and I encourage you to enhance your academic experience in this course by refraining from using generative AI.

Attendance Requirements

The course emphasizes **active engagement, collaborative teamwork, and hands-on learning**. Attendance is crucial and considered mandatory for all participants for all sessions (full 3 hours) of the course. Please inform your instructor in advance if you're unable to attend any class sessions. Please note that missing more than one session (3 hours) requires a valid and sufficient reason for absence with verifiable circumstances that substantially prevent your attendance. Your commitment to active participation significantly contributes to your learning experience in this course.

Participation Expectations

- Instructors will track attendance and participation throughout the term. Students who do not attend class may be assigned an “N” grade for the course. Attendance will be taken within the first 15 minutes of class and may be taken later as a second check.
- **If you arrive later than 15 minutes, the door will be closed. Please wait until breaktime to enter the class.**
- Instructors can assign a **final grade of N or refuse** a student to **write a final exam, final assignment, or any assignment that follows multiple absences** or misconduct **if a learner has failed to meet the course's minimum attendance requirements** as identified above. They may also refuse admission to a lecture, learning activity, assignment, or exam because of lateness, misconduct, inattention, or failure to meet the responsibilities of the course noted in this outline.
- The instructor reserves the right to not grade assignments submitted by students who have not maintained regular attendance and participation, and a zero grade being assessed for non-submission.
- Missing **more than one session (3 hours)** requires a valid and sufficient reason for absence.
- Arrive on time and remain for the full session; leaving without permission will be marked **absent**. Please note that work schedule conflicts as well as car, bus, carpooling, or ferry delays are generally not accepted as sufficient reasons for absence beyond the one-session limit.
- Students are expected to actively interact with **course materials, peers, and instructors**, including contributing to discussions and teamwork.
- Students are expected to complete assignments and assessments on time and submit work by the due date.
- **Technology use** (cell phones, tablets, laptops, smart glasses/ watches) must be limited to course-related activities only.
- Participation includes respectful active listening, not just talking.
- This course is delivered in a collaborative, discussion-based learning environment. Students are expected to demonstrate respectful and attentive behaviour at all times.

- University policy allows an instructor to refuse a student admission to class because of lateness, misconduct, disruptive behaviour, inattention, or failure to meet the responsibilities of the course.
- It is students' responsibility to be familiar with the criteria in which they are being assessed for this course. Please refer to the specific information under each assessment.

Group Participation Expectations

- Active participation in group work and meetings is required. Students who fail to attend or contribute to group work may be removed from their group, at the instructor's discretion, and deemed ineligible to participate in or receive marks for the group project, including the group presentation.

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