 |BUSINESS

**SCHOOL OF INTERNATIONAL BUSINESS AND MANAGEMENT | IBS PROGRAM**

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| **Outline: IBS807 Winter 2020** ***CORPORATE SOCIAL RESPONSIBILITY AND ETHICS*** This subject examines the role of corporate social responsibility and ethics in the international business environment and the challenges encountered by international managers across multiple perspectives in support of business integrity, sustainability and viability.  Through this subject, students will pay special attention to the relationships among the many and varied stakeholders that have a role in international business situations. These stakeholders include the market and non-market entities that affect business.  Through case studies and debate forums students will evaluate and recommend strategies and implementation methods to support best practices in corporate social responsibility and ethics associated with an organization’s integrative trade initiatives.  An important element in this course is the successful completion of and certification in TCPS2 CORE, Course on Research Ethics, the Government of Canada’s free online 8 module course in research ethics.**Credit Status**One credit toward the International Business Management Graduate Certificate program.Learning OutcomesUpon successful completion of this subject the student will be able to: 1. Evaluate and reconcile individual and societal concerns or issues relevant to environmental related projects.
2. Recommend strategies that consider the integrity of the natural environment (conserving, restoring and enhancing) and public safety when performing work duties.
3. Evaluate the documentation of an organization’s job-related actions, observations, and measurements accurately and honestly to support principles of corporate sustainability and social responsibility and ethics.
4. Develop strategies to facilitate the integration of corporate sustainability, corporate governance and social responsibility principles in the decision-making process.
5. Evaluate the impact of ethical problems related to an international business venture (e.g., bribery and corruption).
6. Assess an organizations adherence to company policies, procedures, principles, and practices as they relate to corporate sustainability, social responsibility and ethics.
7. Evaluate pertinent information to assess the business rationale behind corporate sustainability and corporate social responsibility initiatives.
8. Implement strategies to support principles of corporate sustainability, corporate social responsibility and ethics associated with an organization’s integrative trade initiatives and evaluate their effectiveness.
9. Consult with suitably qualified persons in areas where knowledge and experience are lacking.

**Essential Employability Skills** Communicate clearly, concisely and correctly in the written, spoken and visual form that fulfils the purpose and meets the needs of the audience.Respond to written, spoken, or visual messages in a manner that ensures effective communication.Apply a systematic approach to solve problems.Use a variety of thinking skills to anticipate and solve problems.Show respect for diverse opinions, values, belief systems, and contributions of others.Interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals.Manage the use of time and other resources to complete projects.Take responsibility for one's own actions, decisions, and consequences.**Alignment with FITT CITP®|FIBP® Training and Competencies**IBS807 learning is aligned with FITT module, “Law and Ethics: Practical Requirements in International Trade”; and the *FITTskills 7th edition* textbook, <https://fittfortrade.com/textbooks-ebooks>  Unit 1: Legal Considerations in International Trade Unit 2: International Contracts and Partnership Agreements Unit 3: Protection of Intellectual Property in International Trade Unit 4: Ethical Considerations in International Trade Unit 5: Aligning International Initiatives with Best Practices and Legal Requirements, andCITP®|FIBP® Competencies: 34.2 Follow policies and procedures to meet legal requirements 35.1 Establish code of ethics/conduct 35.2 Implement code of ethics/conduct 35.3 Follow code of ethics/conductIBS807 learning outcomes support related FITT learning outcomes; 1. Describe the relevant legal environment related to international market entry and the factors that can restrict or support international trade ventures, including international, national and regional laws and regulations, international treaties, international business governing organizations, and domestic and international legal and court systems. 2. Ensure that international entry strategies for exporting, importing or directly investing in a foreign market will meet the domestic and international legal requirements. 3. Employ professional legal counsel and regulatory assistance as appropriate to ensure maximum risk identification and mitigation in international markets when involved in negotiating, contracting, and direct foreign investment and other situations involving legal or regulatory compliance. 4. Describe elements of binding contracts that outline the rights, obligations and considerations of the parties involved in international transactions and how good contracts can assist with risk mitigation and future business disputes. 5. Ensure protection of intellectual property rights in the international market by making use of professional assistance to comply with legal requirements. 6. Establish and document a corporate code of ethics related to international trade and identify possible components of a global ethics policy. 7. Implement codes of ethics for international trade and develop processes for monitoring compliance and rectifying issues among employees, partners, suppliers and distributers. 8. Develop strategies that follow best practices and incorporate ethical principles and decision making in foreign market entry ventures. **Academic Integrity**1. **Policy Statement** Seneca upholds a learning community that values academic integrity, honesty, fairness, trust, respect, responsibility and courage. These values enhance Seneca’s commitment to students by delivering high-quality education and teaching excellence, while supporting a positive learning environment.Seneca’s Academic Integrity Program is a holistic, integrated model, grounded in a teaching and learning approach, and requires the engagement and participation of various stakeholders, including the Seneca Student Federation, Student Life, Teaching & Learning Centre, Academic Integrity Sub-Committee, Academic College Council, Seneca International and Seneca Libraries. The objective of the Academic Integrity Program is to maintain a high standard of academic integrity across Seneca. The integrated nature of the program requires that policy and procedure, development and training for faculty, along with training sessions, and student life programming for students be aligned with the institutional philosophies and approaches to academic integrity.
2. **General**

2.1 Consistent with a traditional Indigenous approach, restorative justice should be adopted, where students communicate with their professors throughout the semester, either individually or with a support person, to discuss different perspectives and insights on academic expectations and concerns.2.2 Students should inform faculty at the earliest opportunity of any circumstance that may affect their academic performance, so that alternate arrangements can be made.2.3 Should there be a suspected violation of this policy (e.g., contract cheating, falsification, impersonation or plagiarism), the academic integrity sanctions will be applied according to the severity of the offence committed. Refer to Appendix B for the academic integrity sanctions.2.4 Should a suspected violation of this policy be a result of, or in combination with, a suspected violation of Seneca’s Student Code of Conduct and/or another non-academic-related Seneca policy, the matter will be investigated and adjudicated through the process found in the Student Code of Conduct. Should the investigation find a breach of this policy, the sanctions outlined in Appendix B may be imposed accordingly. The Student Conduct Office will work with the respective academic dean to ensure the appropriate application of the relevant policies.It is your responsibility to familiarize yourself with the proper procedure for maintaining academic integrity through the college’s Academic Policy, such as the Seneca Libraries website at <https://seneca.libguides.com/academicintegrity>. You may also seek assistance from Student Services in understanding the policy and procedures for Academic Integrity.**Discrimination/Harassment**All students and employees have the right to study and work in an environment that is free from discrimination and/or harassment. Language or activities that defeat this objective violate the College Policy on Discrimination/Harassment and shall not be tolerated. Information and assistance are available from Student Conduct Office at student.conduct@senecacollege.ca. **Accommodation for Students with Disabilities**The College will provide reasonable accommodation to students with disabilities in order to promote academic success. If you require accommodation, contact the Counseling and Accessibility Services Office at ext. 22900 to initiate the process for documenting, assessing and implementing your individual accommodation needs. **Course Pre-requisite**The course pre-requisite follows IBS program Admission Requirements.**Admission Requirements****Program Eligibility:*** A degree or three-year diploma from a recognized college/university, and/or mature student with three to five years documented related work experience including references. Consistent with Academic Policy, graduates of the three-year International Business Administration (INB) program are not eligible for this graduate certificate program.
* English proficiency at the college level.

**Applicant Selection:*** In the event of oversubscription, applicants will be selected on the basis of a college orientation session during which a written questionnaire will be administered. Both content and communication skills will be assessed, and these, along with academic achievement, will form the basis for selection, plus
* Completion of the first semester in the IBS program with a minimum GPA of 2.0.

**Recommended Texts** Boatright, John, *Ethics and Conduct of Business*, *Plus My Thinking Lab with e-Text,* 7th edition, Pearson. ISBN- 10:0205107125 / IBSN 13: 9780205107124Kissick, Peter, *Business Ethics: Concepts, Cases and Canadian Perspectives,* 1st edition, , Emond Montgomery Publications. ISBN- 978 – 1 55239 – 319 - 2Modes of InstructionA variety of teaching/learning methods will be used in this subject. Some of these methods include lectures, class discussions, independent and on-line study and student debates and teamwork relating to CSR and ethics in the preparation of team international business plans for IBS820. Students will use the on-line program Blackboard as part of their learning experience. Additional MaterialsSupplemental notes and resource material will be posted on the subject My Seneca site. Each student must obtain international business resource materials. Most materials are provided free of charge through the internet or from agencies.  Students are expected to stay current on international business events through national and international newspapers, journals and broadcast networks.  Resources**Seneca Libraries is your source for high quality online academic research databases recommended especially for Seneca’s international business students.** Go to<http://library.senecacollege.ca/>> login using your Seneca ID and password > Subject Guide > Business > International Business > Countries > Business Data BasesThe following databases are particularly recommended for IBS students;* A to Z World Business
* Business Source Premier
* MarketLine Advantage
* CultureGrams
* Europa World

**Other key resources include;**FITTskills Seventh Edition paperback texts and e-texts, <https://fittfortrade.com/textbooks-ebooks> [https://www.**cia**.gov/library/publications/the-**world**-**factbook**/](https://www.cia.gov/library/publications/the-world-factbook/)<http://international.gc.ca/> Research and Citation***Guide to Research and Citation MLA Style, 7th Edition*** Seneca Libraries, Seneca College. <http://seneca.libguides.com/mla7th><http://library.senecacollege.ca/Research_Help/Citing_Sources/> **Modes of Evaluation**Assignment # 1 10.0%Case Study 1 Quiz 5.0%Assignment # 2 10.0%Midterm Test 15.0%Debate Presentation & Defense 10.0%Debate Written Submission 10.0%Case Study 2 Quiz 5.0%CORE Certification 7.5% CORE Quiz 7.5%Team Semester Project 15.0%Individual Contribution to Class 5.0%**Total: 100.00% Weighting: Individual 85% + Teamwork 15% = 100%**

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| **Missed Tests/Presentations**: Students who miss scheduled tests or presentations will receive a grade of zero.  If there are valid reasons for missing the test or presentation, the student MUST;a)  contact the professor or student advisor prior to the start time of the test, and  b)  next class, present the professor with a signed, word-processed memo indicating why the test or presentation was missed.  At the professor's discretion, the value of the test may be added to a subsequent test or final exam, or a make-up test or new date for presentation may be granted.  **Late Assignments**:  Late assignments will result in a penalty of 10% per day.  Assignments will not be accepted after 5 consecutive days.  If there are valid reasons for the late assignment, the students MUST; a)  contact the professor no later than the date the assignment is due to indicate assignment will be late, and  b)  present the professor with a signed, word-processed memo indicating why the assignment was late.  If the reasons are deemed to be valid, there will be no penalty. |

Grading Policy**Grading Policy:***Effective September 1, 2013* all courses offered by the College are graded or designated as follows:**Final Grades**

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|   |   | **Grade Point Value** |
| A+ | 90% to 100% | 4.0 |
| A | 80% to 89% | 4.0 |
| B+ | 75% to 79% | 3.5 |
| B | 70% to 74% | 3.0 |
| C+ | 65% to 69% | 2.5 |
| C | 60% to 64% | 2.0 |
| *D+* | *55% to 59* | 1.5 |
| *D* | *50% to 54%* | 1.0 |
| *F* | *0% to 49%      (Not a Pass)* | 0.0 |
| OR DNA | Registered but did not attend and did not officially withdraw | 0.0 |
| EXC | Excellent | - |
| SAT | Satisfactory | - |
| UNSAT | Unsatisfactory | - |

 (Note: For degree programs, the minimum grade required for promotion is an average of C+ (65%) in courses in the main field of study, and a C (60%) in all other courses. In the IBS program a cumulative GPA of 2.0 is required to be promoted within the program and to graduate.)**APPROVED BY:    \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  ***Sarah Arliss, Chair, School of International Business and Management*** **IBS807 Detailed Topic Outline Winter 2020** |

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| **Week** | **Topic** | **Chapter** | **Activity / Deliverables** |
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| **Week 1****January****6-10** | **Introduction and Overview****Review of Subject Outline****FITT CITP|FIBP Learning and Certification****Course themes**Choices and Decisions– Personal and Professional Ethical Awareness – Developing an Ethical LensRight vs. Wrong / Right vs. Right DecisionsChoices that Test, Reveal and Shape usSelf-awareness The Johari WindowPersonal Core Values (End and Instrumental Values)Impact of Values and Perceptions on Decisions in International Business**The roles of CSR and ethics in international business management****Business Ethics** Why Study *Business* Ethics?’Excuses for poor ethics choices. Issues of legitimacy and trustIndividual vs. Corporate ethics | KissickCh 1 | **Individual Contribution:****Your individual participation and contribution to the class including all debate question and answer periods represents 5% of your IBS807 term mark, and may influence any consideration of your overall subject performance evaluation.****Debates: Each Debate is worth a possible individual mark of 20% of term mark; 10% Presentation & Defense and 10% Written Documentation.**Personal ValuesRing of GygesQ&A and discussionReview of the TCPS2 term assignmentBank Friend CaseCorneas Case |
| **Week 2****January****13-17** | **Ethics versus** the Law, Social Norms, Religion, and Cultural Relativism**Corporate Values**The purpose of BusinessThe Role of the Corporation in SocietyFriedman and the Profit MotiveStakeholder Approach CSR (Social Responsibility)Protecting ‘the commons.’“Externalities” – who pays? Sustainability - Profit/Community/Environment | Boatright Ch 1KissickCh 6 Pp. 80-83,Ch 7 Pp91-100 | Debate teams and debate topics will be determined by your professor.Debate teams consist of either two or three students per team, each student-debater assigned to one of three positions for the debate topic; pro and con, or pro, con and alternative.The number and sequence of debates and debating team size is determined by class size.Posting of debate topics are 1 week in advance of debatesAssignment of Debate 1Review of Assignment 1 and video materials*‘The Ethics of Erin Brockovich’* |
| **Week 3****January****20-24** | **ISO26000 2010 Social Responsibility & Environmental Considerations****EthicsTheory / Decision Models****Ethics Theory Part 1**a) Enlightened Self Interest vs. Selfishnessb) Mill (Utilitarianism, Consequentialism) c) The Platinum Rule in International  Business d) Kant (Non-consequentialism  Deontology)  | Boatright Ch 3KissickCh 2 | **Case Study 1 Quiz, 5% of term mark**Debate 1Assignment of Debate 2 |
| **Week 4****January****27-31** | **Bribery, Gift-giving, Whistle Blowing****Ethics Theory Part 2**e) Rawls (Distributive Justice, Fairness)f) Virtue Ethics (Character) g) Machiavelli, Realism and Dirty Hands | BoatrightCh 4KissickCh 4Ch 5 Pp.68-73 | **Assignment #1 due online****before midnight, Sunday, January 26th,** **10% of term mark**Debate 2Assignment of Debate 3 |
| **Week 5****February** **3-7** | **Ethical Dilemmas and Decision Making in****International Business** Recognizing Ethical DilemmasEight Step Decision ProcessDecision Model Awareness>Judgment>Intent>Behavior Influences on Awareness and IntentEvaluating Potential ConsequenceKohlberg and Moral DevelopmentLocus of ControlIssue FramingScriptsImpulse Control | Boatright5, 6KissickCh 9Ch 3 Pp. 34-39 | Debate 3Assignment of Debate 4 |
| **Week 6****February****10-14** | **Managing Business Ethics in the International Arena**Social Learning - Milgram and Zimbardo ExperimentsRewards and Reinforcement Roles and AuthorityDiffusion of Responsibility **Trade secrets, Conflict of Interest and Privacy**Situational Ethics Ethics of Care – Minimizing Harm  | BoatrightCh 7 |  Debate 4Assignment of Debate 5 |
| **Week 7****February** **17** | Family Day HolidayCollege Closed |  |  |
| **Week 7****February** **18 - 21** | Hybrid Learning |  | **Topic TBA** |
| **February** **24-28** | Study Week – no classes (College open) |  |  |
| **Week 8****March****2-6** | **Government Influences on Business Ethics** **Employment rights** | BoatrightCh 8KissickCh 13 |  **Screenshot hard copy of completed,**  **time-stamped CORE Modules 1 > 8,**  **plus Certificate of Completion due in class****In-class Mid-term test****15% of semester mark** Assignment of Debates 5 & 6Review of Assignment # 2Assignment of CORE online quiz(7.5% of term mark) |
| **Week 9****March** **9-13** | **Corporate Codes of Ethics****Impact of National Culture on Decisions and Behaviour****Corporate Issues doing Business Abroad**Occupational Health and SafetyMarketing, Advertising and Product SafetyAccounting and FinanceSupply ChainBribery and KickbacksDiscrimination, HarassmentTransparency, Fairness | Boatright9, 10KissickCh 14 | Debates 5 & 6Assignment of Debates 7 & 8 Discussion of IBS team semester project**Case Study 2 Quiz****5% of term mark** |
| **Week 10****March****16-20** | **Corporate Governance and Accountability****Global Issues, Sustainable Business and The Environment**InterdependenceDo economics and environmentalism conflict? Local vs. Global Corporate Behaviour  | Boatright11, 13KissickCh 12 to Page 180 | Debates 7 & 8Assignment of Debates 8 & 9**Online submission of Assignment # 2 due before midnight, Sunday, March 22nd****10% of term mark** |
| **Week 11****March****23-27** | **Globalization and Sustainability**Ethical RelativismEconomic Development or Exploitation?Child labour, Cheap labourExporting unsafe productsOutsourcing and domestic layoffs Fair Trade  | KissickCh 12 Page 180 | Debates 8 & 9Assignment of Debates 10, 11and remaining debates**CORE online quiz due****(7.5% of term mark)** |
| **Week 12****March 30 -****April****3** | **Global Business Ethics Standards Roundtable**The class will discuss best practices in and how to;- establish and document a corporate code of ethics related to international trade and identify possible components of a global ethics policy. - implement codes of ethics for international trade and develop processes for monitoring compliance and rectifying issues among employees, partners, suppliers and distributor, and- develop strategies that follow best practices and incorporate ethical principles and decision making in foreign market entry ventures.  |  | Debates 10 & 11 |
| **Week 13****April****6-9** | **Course Review** |  | Remaining debates**Team semester presentation slide screenshots hand-in due in class** |
| **Week 13****April 10** | ***Good Friday Holiday******College Closed*** |  |  |
| **Week 14****April****13-17** | ***FINAL EXAM PERIOD******IBS SECOND SEMESTER******INTERNATIONAL BUSINESS PLAN******PRESENTATIONS INCLUDING*** ***IBS807 COMPONENT – 15% OF TERM MARK******(team mark)******There is no IBS807 Final Exam.*** |  |  |
| **April 17** |  **Winter Term 2020 ends** |  | **Semester Total: 100%** |

**PLEASE KEEP THIS DOCUMENT FOR FUTURE REFERENCE.**

**IT WILL BE REQUIRED IF YOU APPLY TO SENECA OR ANOTHER EDUCATIONAL INSTITUTION AND SEEK ADVANCED STANDING!**

***\* Schedule subject to change***

Last Updated: December 2019. Schedule subject to change.
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