

University of International Business and Economics
International Undergraduate Programs

Chinese Business Ethics

Syllabus

Instructor: Huang Zhenhua

I. Course Description

Business ethics is applied ethics. It is the application of our understanding of what is good and right to the assortment of institutions, technologies, transactions, activities, and pursuits that we call business. A discussion of business ethics begins by providing a framework of basic principles for understanding what is meant by the terms *good* and *right*.

Business transactions are for the most part carried out within market structures. We need to examine the ethical aspects of the market activities.

The process of producing goods forces businesses to engage in exchanges and interactions with two main external environments: the natural environment and a consumer environment. We need to explore the ethical issues raised by these exchanges and interactions.

The process of producing goods also forces businesses to coordinate the activities of the various internal constituencies that must be brought together and organized into the processes of production. Inevitably, conflicts arise within and between the internal constituencies as they interact with each other and as they seek to distribute benefits among themselves. We also need to explore some of the ethical issues raised by these internal conflicts.

Apart from discussing general ethical principles including Utilitarianism, the principle of rights, the principle of justice, the principle of attention and the principle of virtue, emphasis is laid on the current issues in Chinese business ethics, including the impact of the Chinese cultural tradition and its socialist market economic system. Cases will be provided for discussion and students are required to take an active part in it.

II. Course Goals and Outcomes

1. Course Goals

Familiarize students with the theories, functions, principles, standards, decision-making and evaluation of business ethics. Discuss ethical issues in manufacturing, marketing, financial management, staff management, knowledge protection and environmental protection, etc. Analyze the similarities and differences between China and the rest of the world in business ethics. Understand the current issues in Chinese business ethics. All this will contribute to the

students' understanding of the Chinese business environment which is important to their future China business related career.

2. Learning Outcomes

- Understand the dilemmas in business decision
- Understand the ethical norms for business decisions
- Understand how to solve ethical problems
- Appreciate the Confucian ethics and compare it with other approaches
- Understand and do research into the present ethical problems in Chinese business

3. Ways to Meet the Goals

- Lectures and discussions in class
- Readings by students
- Some research into the practical issues
- Class presentations
- Course paper

III. Format and Class Policies

- Mainly in the lecture form
- Questions and discussions are required
- Attendance and active participation are required
- Group presentations would be required
- For the final paper, no direct downloading from the Internet is permitted.

IV. Reference books

Manuel G. Velasquez, *Business Ethics: Concepts and Cases*, Sixth edition, Pearson Education, Inc. Upper Saddle River, 2006

Marianne M. Jennings, *Business Ethics: Selected Readings and Case Studies*, Fifth edition, Thomson, 2006

Joseph R. DesJardins & John J. McCall, *Contemporary Issues in Business Ethics*, Fifth edition, Wadsworth, 2005

Xiaohe Lu & Georges Enderle (ed.), *Developing Business Ethics in China*, Palgrave MacMillan, 2006

Juan Antonio Fernandez & Laurie Underwood, *China CEO — Voices of Experience*, John Wiley & Sons, 2006

Frank T. Gallo, *Business leadership in China*, John Wiley & Sons, 2008

John B. Cullen & K. Praveen Parboteeah, *Multinational Management: A Strategic Approach*, 4th Edition, Thomson, 2008

Boye Lafayette De Mente, *Chinese Etiquette & Ethics in Business*, Second edition, McGraw Hill, 2004

Stephan Rothlin, *Becoming a Top-Notch Player: 18 Rules of International Business Ethics*, Renmin University Press, 2004

George E. Haley, Usha C.V. Haley & Chin Tiong Tan, *The Chinese TAO of Business: The Logic of Successful Business Strategy*, John Wiley & sons (Asia) Pte Ltd, 2004

John R. Boatright, *Ethics and the Conduct of Business*, 3rd Edition, Prentice Hall, 1999

Rogene A Buchholz & Sandra B. Rosenthal, *Business Ethics: The Pragmatic Path beyond Principles to Process*, Prentice Hall, 1998

Gerald F. Cavanagh, *American Business Values with International Perspectives*, 4th Edition, Prentice Hall, 1998

Ronald M. Green, *Ethical Manager*, Macmillan College Publishing Company, 1994

周利国, 王永光, *商业伦理学*, 中国商务出版社, 2005

叶陈刚, *企业伦理与文化*, 清华大学出版社, 2007

V. Course Requirements and Grading Procedure

The **assessment** is a combination of attendance and class performance with an extended essay at the end. Participation and class performance will account for 30% and the course-end extended essay 70% of the final score.

Absence would entail deduction of the final grade. The expected time that students will need to spend studying/doing coursework outside of class would be two hours of time outside class for every hour of lecture/seminar.

The grading criteria would mainly depend on the depth of understanding, depth of research, and depth of analysis. Independent work and creative thinking are essential. Correct essay format is also important. References have to be included at the end of the essay.

Grading Scale

The work of students is evaluated and reported in terms of the following scoring scale:

A=92-100	A ⁻ =89-91	B ⁺ = 85-88	B=81-84	B ⁻ =77-80;
C ⁺ = 73-76	C=70-92	C ⁻ = 60-69	F=failure (below 60)	

VI. Academic Integrity

Students are responsible for knowing the policy regarding academic honesty.

The University expects students to be honest in their academic work. Academic dishonesty is viewed as a serious violation of university rules and such misconduct is not accepted by the academic community. In particular, students must refrain from plagiarism, cheating and collusion in connection with examinations, submitting substantially the same piece of work to different classes and must fully acknowledge all the sources of ideas and all assistance received in work submitted to the instructor for evaluation. Violation of the rules of academic honesty may lead to suspension or disqualification of the student from further study at the University.

VII. Weekly Work Schedule

This weekly work schedule also includes assignment due dates, exam dates, and date of final exam. The Instructor reserves the right to change the schedule. Students will be advised in advance of any change.

Wk	Weekly topic	Learning Outcomes	Required Readings	Assignments & Exams
1	Business ethics theory: objects, tasks and methods	Understand the theories and the related practices and problems in China. One or two studies by the students during the semester.	Related chapter(s) in <i>商业伦理学</i> ; <i>others to be assigned each week</i>	
2	Structure, functions and operational mechanisms of business ethics	Ditto	Ditto	
3	The basic principles of business ethics	Ditto	Ditto	
4	Business ethics standard	Ditto	Ditto	
5	Choice of business morality, corporate values and business sense	Ditto	Ditto	Group presentation
6	Ethical conduct, evaluation and moral cultivation in business	Ditto	Ditto	Group presentation
7	Moral responsibility of manufacturers	Ditto	Ditto	Group presentation
8	Ethical issues in marketing	Ditto	Ditto	Group presentation
9	Corporate financial management and disclosure of financial information	Ditto	Ditto	Group presentation
10	Enterprise's	Ditto	Ditto	Group

	staff management and ethics			presentation
11	Enterprise's knowledge protection and information management	Ditto	Ditto	Group presentation
12	Business interests and environmental protection	Ditto	Ditto	Group presentation
13	Ethical decision-making in enterprise management & strategies of business ethics construction	Ditto	Ditto	Students should hand in their course paper now