

Programme	BBA	Course Code	BBA-302	Credit Hours	3
Course Title	Corporate Governance and Business Ethics				
Course Introduction					
<p>In the 21st century, the business world has been forced to face up to its responsibilities. With growing demand from consumers, as well as governmental regulations, it's more important than ever for organizations to be transparent about their ethics. This course will examine the issues of corporate social responsibility, and how these interact with ethical issues such as sustainability and sustainable development. You'll develop an understanding of the nature and application of corporate governance, examining the core differences between leading developing countries, and how ethical issues and sustainable development are applied to corporate strategies.</p>					
Learning Outcomes					
<p>On the completion of the course, the students will:</p> <ol style="list-style-type: none"> 1. Demonstrate a thorough knowledge of the core debates on corporate governance. 2. Demonstrate a thorough understanding of the concept of corporate social responsibility, its application in different contexts and its management. 3. Demonstrate a thorough understanding of the concept of sustainability and sustainable development and its application to corporate strategies. 4. Apply relevant theories in the critical analysis of specific business and corporate governance cases. 5. Students must be aware of the expectations and demands that emanate from stakeholders and are placed on business firms. 					
Course Content				Assignments/Readings	
Week 1	1.1 The Business and Society Relationship 1.1.1 Business and Society 1.1.2 Business and Society, Society as the Macroenvironment 1.1.3 A Pluralistic Society 1.1.4 A Special-Interest Society 1.1.5 Business Criticism and Corporate Response			Carrol, Chapter 1	
Week 2	2.1 Corporate Social Responsibility, Citizenship, and Sustainability 2.1.1 Corporate Social Responsibility as a Concept 2.1.2 Traditional Arguments against and for CSR 2.1.3 Ages and Stages of CSR 2.1.4 CSR Greenwashing			Carrol, Chapter 2	
Week 3	3.1 Political CSR 3.2 Corporate Social Responsiveness 3.3 Corporate Citizenship 3.4 The Social Performance and Financial Performance Relationship 3.5 Sustainability—Profits, People, Planet 3.6 Socially Responsible, Sustainable, Ethical Investing			Carrol, Chapter 2	
Week 4	4.1 The Stakeholder Approach to Business, Society, and Ethics 4.1.1 Origins of the Stakeholder Concept 4.1.2 Who Are Business's Stakeholders? 4.1.3 Stakeholder Approaches: Strategic, Multifiduciary, and Synthesis			Carrol, Chapter 3	

Week 5	5.1 Three Values of the Stakeholder Model 5.2 Effective Stakeholder Management 5.3 Strategic Steps toward Global Stakeholder Management	Carrol, Chapter 5
Week 6	6.1 Corporate Governance: Foundational Issues 6.1.1 Legitimacy and Corporate Governance 6.1.2 Problems in Corporate Governance 6.1.3 Improving Corporate Governance	Carrol, Chapter 4
Week 7	7.1 The Role of Shareholders 7.2 Shareholder Activism 7.3 Investor Relations and Shareholder Engagement 7.4 An Alternative Model of Corporate Governance	Carrol, Chapter 5
Week 8	Mid-Term Examination	
Week 9	9.1 Strategic Management and Corporate Public Policy 9.1.1 Strategic Management and Corporate Public Policy 9.1.2 Four Key Strategy Levels 9.1.3 The Strategic Management Process 9.1.4 Public Affairs as a Part of Strategic Management 9.1.5 The Corporate Public Affairs Function Today	Carrol, Chapter 5
Week 10	10.1 Risk, Issue, and Crisis Management 10.1.1 The Relationships between Risk, Issue, and Crisis Management 10.1.2 Risk Management 10.1.3 Issue Management 10.1.4 Crisis Management	
Week 11	11.1 Business Ethics Essentials 11.1.1 The Public's Opinion of Business Ethics 11.1.2 Business Ethics: Some Basic Concepts 11.1.3 Ethics, Economics, and Law—A Venn Model 11.1.4 Three Models of Management Ethics 11.1.5 Making Moral Management Actionable 11.1.6 Developing Moral Judgment 11.1.7 Elements of Moral Judgment	
Week 12	12.1 Managerial and Organizational Ethics 12.1.1 Ethics Issues Arise at Different Levels 12.1.2 Managerial Ethics and Ethical Principles 12.1.3 Managing Organizational Ethics 12.1.4 Best Practices for Improving an Organization's Ethics	
Week 13	13.1 Business Ethics and Technology 13.1.1 The New World of Big Data 13.1.2 Technology and the Technological Environment 13.1.3 Characteristics of Technology 13.1.4 Technology and Ethics 13.1.5 Information Technology 13.1.6 Biotechnology	

Week 14	14.1 Ethical Issues in the Global Arena 14.1.1 Business Challenges in a Global Environment 14.1.2 Ethical Issues in the Global Business Environment 14.1.3 Improving Global Business Ethics	
Week 15	15.1 Business, Government, and Regulation 15.1.2 The Pendulum of Government's Role in Business 15.1.3 The Roles of Government and Business 15.1.4 Interaction of Business, Government, and the Public 15.1.5 Government's Nonregulatory Influence on Business 15.1.6 Government's Regulatory Influences on Business 15.1.6 Deregulation	
Week 16	Final Term Examination	
Textbooks and Reading Material		
<ul style="list-style-type: none"> ● Textbooks. Archie B. Carroll; Jill A. Brown; and Ann K. Buchholtz (2017). Business & Society: Ethics and Stakeholder Management (10th Edition). Cengage Learning. ● Suggested Readings <ol style="list-style-type: none"> 1. Weiss, J. W. (2014). Business ethics: A stakeholder and issues management approach. Berrett-Koehler Publishers. 2. Archie, C., Buchholtz, A. K., Huang, Y., & Zhu, Z. (1996). Business & Society: Ethics and Stakeholder Management. Ohio: Southwestern Publishing Company. 3. Lawrence, A. T., & Weber, J. (2014). Business and society: Stakeholders, ethics, public policy. Tata McGraw-Hill Education. 4. Griseri, P., & Seppala, N. (2010). Business ethics and corporate social responsibility. Cengage Learning. 		
Teaching & Learning Strategies		
<ol style="list-style-type: none"> 1. Seminars 2. Case Studies 3. Videos 4. Project 		
Assignments: Types and Number with Calendar		
<ol style="list-style-type: none"> 1. 2 Assignments and 1 Project (with Presentation) will be assigned to students. One assignment before mid-term and an assignment and the project after mid-term; 2. Details will be shared with the students. 		