Course Syllabus

1. Course number and name: 020ETHES3 Ethics and Business
2. Credits and contact hours: 4 credits, 2x1:15 course hours
3. Instructor's or course coordinator's name: Rana BEJJANI
4. Basic reference: Samuel MERCIER, *L'Ethique dans les entreprises*, Ed. La découverte (2004).

   Other supplemental materials:
   - Aggeri, F., Pezet, E., Abrassard, C. et Acquier, A., *Organiser le développement durable*, Paris, Vuibert, 2005.
   - Berle, A.A. and Means, G., *The Modern Corporation and the Private Property*, New York, Mc Millan, 1932.
   - Capron, M. et Quairel-Lanoizelée, F., *Mythes et réalités de l'entreprise responsable*, Paris, La Découverte, 2004.
   - Granovetter, M., *Le marché autrement*, Paris, Desclée de Brouwer, 2000
   - Jones, T.M., « Corporate Social Responsibility Revisited, Redefined », *California Management Review*, XXII (2), 1980.
   - Sainsaulieu, R. (ed.), *L'entreprise, une affaire de société*, Paris, Presses de la Fondation Nationale des Sciences Politiques, 1990.

1. Specific course information
   a. Catalog description:
      The course is aimed at students destined to work in public or private companies and in all fields. The objective of the course is to create awareness for the need of ethics which is becoming inescapable today, given current trends towards sustainable development, the dissemination of information to stakeholders and transparent competition. The course offers prospective engineers the opportunity to understand business issues from an analytical perspective and to distinguish themselves by their professionalism and informed attitude about ethics. Finally, students will be more alert to the entrepreneurial approaches and the ethical reflection that accompanies it.

   b. Prerequisites: bac+3

   c. Required/Elective/Selected Elective: Required

2. Specific goals for the course
   a. specific outcomes of instruction
      - Acquire a general knowledge about the concepts of ethics, morality and deontology.
      - Acknowledge the importance of ethics in all business sectors.

- Identify the different vectors of ethics in business such as responsibility towards society, environment, employees, etc.
- Acknowledge the advantages of formalizing ethical processes within a company.
- Link ethics with national and organizational cultures.
- Interpret and contrast authentic documents such as code of conducts, mission and vision statements, etc.
- Engage in debates related to ethical dilemmas.
- Analyze codes of conduct and evaluate their relevance.
- Evaluate ethics in practice on a real business field.

b. KPIs addressed by the course.

KPI	f1	i1
Covered	x	x
Assessed	x	x
Feedback Given	x	x

3. Topics and approximate lecture hours:

This course is interactive. It includes reading and analysis of basic texts, many debates, reflection on the state of the region (ethics acceptance in regional organizations), study of authentic organizational documents (global businesses), role playing and projects aimed for pragmatic analysis. The final project consists of an entrepreneurial simulation and the drafting of its ethical code. The course also proposes a visit to companies (at least one) for a practical observation of the ethical actions implemented.

Detailed content:

Session	Chapter	Details
1	Chapter 1: The need for ethics	➢ Definition of the concept of business ethics ➢ Ethics acceptance in engineering. ➢ Some concepts: stakeholders, social responsibility and sustainable development. ➢ The need of ethics and its link with the actual trends.
2	Chapter 2: Issues of ethical procedures within a company	➢ The concept of utilitarianism ➢ Roles of media and technology ➢ Stakeholder's expectations. ➢ Fair trade (Havelaar)

3	Chapter 3: Formalization of ethics within the organization.	➤ Definition ➤ Management's roles ➤ Formalization process
4	Chapter 3 (continued): Formalization of ethics within the organization.	➤ Definition of vision and mission statements ➤ Examples of big companies' statements ➤ Ways for communicating values
5	Chapter 4: Ethics and organizational culture	➤ Definition of organizational culture ➤ Factors leading to non-ethical behavior ➤ Ethics and national culture (The case of Japan)
6	Chapter 5: Forms of ethical responsibilities	➤ Social responsibility. ➤ Ethics and commercials ➤ Organization's responsibility towards external partners ➤ Organization's responsibility towards environment.
7	Chapter 5 (continued): Forms of ethical responsibilities	➤ Organization's responsibility towards employees ➤ Organization's responsibility towards customers and consumers ➤ Employees' responsibility towards the organization ➤ Assessment: the case of some Lebanese companies
8	Chapter 6: Types of ethical documents	➤ Different types of documents related to business ethics (form, content, length, advantages)
9	Chapter 6 (continued): Types of ethical documents	Reading and analysis of code of conducts: • BMW • Danone • FIFA • Bouygues • IEEE
10	Chapter 7: Debates around the uses of ethics in business	➤ Utilitarianism ➤ Ethics and culture ➤ Ethics and manipulation ➤ Formal and unformal ethics
11	Organizations open doors: Murex (Infocom) and Technica (EM) (outside university campus)	➤ Field observation: ethical processes implemented. ➤ Readings of organizational documents. ➤ Interviews with employees and managers. ➤ Pooling: debate around observed practices.

12	Chapter 8: Ethical dilemma	➤ Definition of ethical dilemma. ➤ Different approaches for resolving ethical dilemmas and decision making. ➤ Practical examples.
13 et 14	Final projects presentation and collective evaluation	