

Subject Code	MM5681
Subject Title	Ethics, Responsibility and Sustainability
Credit Value	3
Level	5
Normal Duration	1-semester
Pre-requisite/ Co-requisite/ Exclusion	None
Role and Purposes	Ethics cut across a diverse range of business functions and sectors to inform students the important and relevance of corporate social and environmental responsibility. Whatever the specific business setting, be it accountancy, finance, logistics, marketing or management, the examination of corporate interaction with stakeholders and the notion of social responsibility and ethical behaviour are a matter of concerning as it facilitates corporations to achieve business sustainability. Specifically, this subject contributes to MBA Programme Outcome 4 (Global Outlook)/MSc BM Programme Outcome 5 (Global Outlook) and MBA Programme Outcome 5 (Ethics, Responsibility and Sustainability)/MSc BM Programme Outcome 6 (Ethical Thinking).
Subject Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> Understand and internalize the concepts of ethics, responsibility and sustainability from a stakeholder's perspective and their development in the global environment (MBA Outcome 4 & 5/ MSc BM Outcome 5 & 6) Analyse the business relevance of ethics, responsibility and sustainability (MBA Outcome 5/ MSc BM Outcome 6) Appreciate CSR as a business model for achieving business ethics, responsibility and sustainability (MBA Outcome 5/ MSc BM Outcome 6) Assess the business impact of ethics, responsibility and sustainability (MBA Outcome 5/ MSc BM Outcome 6) Apply appropriate CSR approaches to handle critical ethics, responsibility and sustainability issues (MBA Outcomes 5/ MSc BM Outcome 6) Identify the linkage of this subject with other business disciplines (MBA Outcome 4/ MSc BM Outcome 5)
Subject Synopsis/ Indicative Syllabus	<p>Part I : Overview</p> <ol style="list-style-type: none"> Ethics, Responsibility and Sustainability: A Stakeholder Perspective in a Global Outlook Conflicts Resolution: Babson Framework for Ethical and Responsible Decision Making <p>Part II : Corporate and Its Stakeholders</p> <ol style="list-style-type: none"> Corporate Responsibility to Investors / Shareholders Corporate Responsibility to Employees Corporate Responsibility to Consumers Corporate Responsibility to Suppliers Corporate Responsibility to the Community Corporate Responsibility to the Natural Environment <p>Part III : Ethics, Responsibility and Sustainability in Different Institutional Contexts</p> <ol style="list-style-type: none"> CSR in Hong Kong CSR in China CSR in the Global Environment

Part IV: Management of Business Sustainability

12. Managing CSR & Corporate Social Performance

Teaching/Learning Methodology

Lectures will provide a general understanding of major issues on individual topics concerning ethics, corporate social responsibility and sustainability. The focus will be on the controversies over the need for corporations to be socially responsible. On this basis, seminars will allow students to consider, reflect and debate contending issues of CSR with reference to empirical cases of responsible/non-responsible business practices. Continuous assessment will comprise class exercises, small-group case study and presentation, as well as quizzes.

Assessment Methods in Alignment with Intended Learning Outcomes

Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)					
		a.	b.	c.	d.	e.	f.
Continuous Assessment	50%						
1. Individual essay	15%	√	√	√		√	
2. Class participation and class exercises/quizzes	15%	√	√	√		√	
3. Group presentation and group report	20%	√	√	√	√	√	√
Examination	50%	√	√	√	√	√	√
Total	100 %						

**Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.*

To pass this subject, students are required to obtain Grade D or above in **both** the Continuous Assessment and Examination components.

Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:

1. The short written individual assignment in the form of review essay will be used to assess individual students' comprehensive power, critical thinking, analytical ability and written skill.
2. Classroom performance including class exercises, small group case studies, presentation, and quizzes would be able to assess students' understanding of key issues in individual topics of ethics, responsibility and sustainability.
3. Group presentation enables the students to work as a team to do a more in-depth study of a selected topic on ethics, responsibility and sustainability in Hong Kong to assess their knowledge as well as their research, presentation and written skills.
4. The 3-hour examination is a good tool to test students' capability to formulate coherent and insightful answers on questions in those CSR topics they are well prepared. All students will be invited to join the discussion. Feedback in written form will be given to students two days after presentation and.

Student Study Effort Required	Class contact:	
	▪ Lectures	39 Hrs.
	Other student study effort:	
	▪ Preparation for lectures	39 Hrs.
	▪ Preparation for assignment / group project and presentation / examination	78 Hrs.
	Total student study effort	156 Hrs.
Reading List and References	<p><u>Textbooks:</u></p> <ol style="list-style-type: none"> Crane, A. and Matten, D. 2016. <i>Business Ethics: Managing Corporate Citizenship and Sustainability in the Age of Globalization</i>. International Edition. Oxford University Press. Werther Jr, W. B., & Chandler, D. 2010. <i>Strategic corporate social responsibility: Stakeholders in a global environment</i>. Sage publications. Hopkins, M. 2012. <i>The planetary bargain: Corporate social responsibility matters</i>. Routledge. Blowfield, M., & Murray, A. 2014. <i>Corporate responsibility</i>. Oxford University Press. Lawrence, A.T. and Weber, J. 2011. <i>Business & Society: Stakeholders, Ethics, Public Policy</i>. 13th Edition. McGraw Hill. <p><u>Journal Articles:</u></p> <ul style="list-style-type: none"> Jamali, Dima. 2008. A Stakeholder Approach to Corporate Social Responsibility: A Fresh Perspective into Theory and Practice, <i>Journal of Business Ethics</i>, 82 (1): 213-231. Spiller, R. 2000. Ethical Business and Investment: A Model for Business and Society, <i>Journal of Business Ethics</i>, 27 (1): 149-160. Ramus, C.A. 2001. Organizational Support for Employees: Encouraging Creative Ideas for Environmental Sustainability. <i>California Management Review</i>, Vol. 43, No. 3, pp. 85-105. Yi, Y., Natarajan, R. and Gong, T. 2011. Customer Participation and Citizenship Behavioral Influences on Employee Performance, Satisfaction, Commitment, and Turnover intention. <i>Journal of Business Research</i>, 64(1): 87-95. Lo, C.W.H., Fryxell, G.E. and Tang, S.Y. 2010. Environmental Impact, Stakeholder Pressures, and Corporate Environmental Management in China. <i>Environmental Politics</i>, Vol.19, No. 6, pp. 888-909. Lo, C.W.H., Ralston, D. and Egri, C. 2008. Commitment to Corporate Social and Environmental Responsibility: An Insight into Contrasting Perspectives in China and the US. <i>Organization and Management Journal</i>, Vol. 5, No. 2, pp. 83-98. Ni, N., Egri, C., Lo, C.W.H. and Yeh, C. 2015. Patterns of Corporate Social Responsibilities Practices in Three Chinese Societies. <i>Journal of Business Ethics</i>, Vol. 126, No. 2, pp. 169-183. <p><u>Journals:</u></p> <ul style="list-style-type: none"> Business and Professional Ethics Journal Business and Society Business and Society Review Business Ethics - A European Review Business Ethics Quarterly Corporate Social Responsibility and Environmental Management Journal of Business Ethics The Journal of Corporate Citizenship 	