

**AUT**

**PAPER STUDY GUIDE**

# **Ethics, Responsibility and Sustainability**

**BUSS604**

Semester Two

[UPDATED 27/07/20]

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**Disclaimer:** Although every effort is made to ensure accuracy, the information in this document is subject to alteration. The information in this document was accurate at the time of publication, July 2020.

## Welcome to Ethics, Responsibility and Sustainability

You are expected to read the contents of this Study Guide, also available on Blackboard under “All My Courses”.

This is a level 6 paper, worth 15 points. This paper runs for 12 weeks (excludes exam weeks) and has 1 session per week.

This paper uses Flexible Delivery Mode.

Rooms can change at the last minute and are not listed in the paper study guide. Refer to [arion.aut.ac.nz](http://arion.aut.ac.nz) for your current timetable AND to your paper’s page on Blackboard for any room changes/updates.

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## Success in your paper

Academic study is intellectually challenging. To come to grips with the content in your paper, what it means, and how it is applied, you need to do the following:

- **engage with all lectures** and hear key concepts and theories explained by your lecturers, who are experts on their subjects
- **participate in discussions and/or workshops** to make sense of what you’ve learned and to apply it to authentic scenarios
- **read all material** given by your lecturers, make notes on it and make sure that you have grasped the information
- **have a study plan – aim to undertake three hours study** for every **one hour** of lectures. Draw up a weekly timetable to help with scheduling your study time
- **complete and submit all assessments**

All your lecturers want you to do well and to be well. Make sure you use the many student support services on offer at AUT, if you feel that you are struggling with your studies.

- For **support within the Faculty**, see information on your Blackboard programme organisation.
- For **AUT-wide academic and wellbeing support**, visit the Student Digital Workspace, under the Learning Support and Student Life tabs.

## Paper information

### Pre-requisite/Co-requisite/Restriction requirements

Pre-requisite: BUSS506

Restriction: SUSE601

### Paper aim

This paper builds on BUSS506 and examines how business can act responsibly in a contemporary environment. It provides students with the tools to evaluate and address ethical issues at an individual and organisational level. Different approaches to doing business in a socially and environmentally responsible way are considered.

### Learning outcomes

By the end of this paper, the student will be able to:

1. Use appropriate tools to analyse and evaluate business situations where environmental, social and economic concerns arise
2. Debate and defend rationales for responsible business practice
3. Determine the drivers, and identify business opportunities, for socially and environmentally sustainable practice.
4. Through studying business practice examples, derive and defend business strategies and management practices to advance responsible business practice.

### Content

- Individual Level
  - Understanding Moral Issues in Business
  - Ethics and worldviews (including Maori and indigenous)
  - Frameworks for ethical decision making (including core principles of Te Tiriti o Waitangi)
  - Applying the framework to individual and organisational decision-making
  - Drivers and barriers to ethical behaviour and decision-making at the individual level.
- Organisational Level
  - Business-Society Relationship and CSR
  - Ethical stakeholder analysis
  - Responsible Production Management
  - Corporate Transparency
  - Business responses to issues facing the future of business including social and environmental problems
  - Drivers and barriers to ethical behaviour and decision -making at the organisational level

## Blackboard programme organisation

Details of all papers, major requirements, full paper descriptors, exam schedules (mid semester/term/trimester/year and final), assessment forms, timetables and all other information relevant to current students can be found on Blackboard (<https://blackboard.aut.ac.nz>) under:

“Open Organisations” Business Undergraduate Programme Information

## Required texts and recommended reading

There is no required text. Reading materials are accessible via Blackboard under the ‘Course Resources’ tab.

## Weekly Programme

Week No.	Topic	Reading
1	Business and Ethics	Solomon. R. (2009). 'It's good business', pp. 37-46.
2	Ethical Decision-Making	Velasquez, M. (2012). 'Ethics and business', in <i>Business ethics: concepts and cases</i> , pp. 46-52. Fa'au & Morgan (2014). 'Restoring the Mauri to the pre-MV Rena state', available at <a href="http://www.journal.mai.ac.nz/sites/default/files/MAI_Jrnl_V3_Iss1_Faau_0.pdf">http://www.journal.mai.ac.nz/sites/default/files/MAI_Jrnl_V3_Iss1_Faau_0.pdf</a>
3	Ethics and Business Culture	William Shaw et al. (2016). 'The nature of capitalism', in <i>Moral issues in business</i> , pp. 105-114 <b>AND</b> 125-133.
4	Ethical Practice in Business	Andrew Ghillyer (2012). 'Making it stick: doing what's right in a competitive market', pp. 194-201.
5	Developing an Ethical Culture	Amber Nicholson et al. (2017). 'Ambicultural governance: harmonizing indigenous and western approaches', pp. 1-17.
6	Business and its Stakeholders	R. Edward Freeman (2013). 'Business is about purpose'. TED Talk available at: <a href="https://www.youtube.com/watch?v=7dugfwJthBY">https://www.youtube.com/watch?v=7dugfwJthBY</a>
7	Business and Sustainability	Richard Heinberg (2010). 'What is Sustainability?' in <i>The Post Carbon Reader</i> , edited by Heinberg and Lerch, pp. 13-24. Spiller & Bhowmick, S. (2014). 'Whale Watch Kaikoura', pp. 141-155.
<b>Mid-Semester Break 7<sup>th</sup> – 18<sup>th</sup> September</b>		
8	Doing Business Sustainably	Kate Raworth (2018). A healthy economy should be designed to thrive, not grow. TED Talk available at: <a href="https://www.youtube.com/watch?v=Rhcrbcg8HBw">https://www.youtube.com/watch?v=Rhcrbcg8HBw</a>
9	Sustainability Issues and Business Responses	No Required Reading assigned this week
10	The Business Case for Sustainability	T. Whelan & C. Fink (2016). 'The comprehensive business case for sustainability'.
11	The Social Responsibility of Business	Andrew Ghillyer (2012). 'Management without conscience', pp. 67-68. <i>Additional online resources explaining theories on the social responsibility of business</i>
12	Course Review and Final Test Preparation	No Required Reading assigned this week

## Assessment information

All students should obtain a copy of either the Business Programmes Assessment and Study Handbook or the Law Programmes Assessment and Study Handbook, which include information on:

- Academic Integrity
- Attendance
- Assignments (Format, Presentation, Referencing, Submission)
- Exams (Regulations, Schedule)
- Assessment (Return of Assessments; Review/Reconsideration, Uncollected Assessments)
- Results

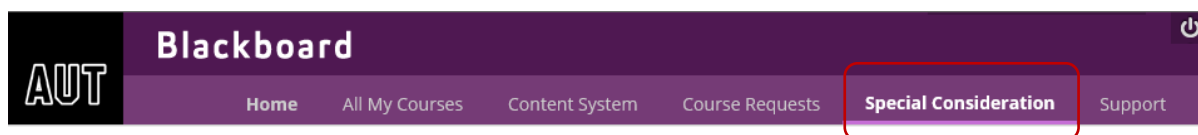
These handbooks are available online from “Open Organisations” on Blackboard (<https://blackboard.aut.ac.nz>)

**Please note:** Assessments may be copied and kept for moderation and programme administration purposes. Presentations may also be videoed.

### Extensions and other Special Consideration Applications (SCAs)

Students may apply for an extension or for special consideration where there are exceptional circumstances.

The SCA online request form is available through Blackboard. Access the form via the “Special Consideration” tab at the top of the Blackboard home page once you have logged in. Follow the instructions provided.



### Penalty for late submission of assessment items

The penalty for late submission will be a reduction by 5% or one grade (e.g. B+ to B) per day up to a maximum of five days. An assessment item will not be marked if it is more than five days late.

### Assessment structure

Item	% of mark allocation	Maximum mark	Group/individual	Due date
Assessment 1: Ethical Analysis Essay	35	35	Individual	<b>Week 5</b> Friday 21 <sup>st</sup> August at 10pm
Assessment 2: Sustainability Report	35	35	Individual	<b>Week 10</b> Friday 9 <sup>th</sup> October at 10pm
Assessment 3: Final Test	30	30	Individual	<b>Week 13</b> Tuesday 27 <sup>th</sup> October

### **Reconsideration**

You are entitled to make a formal request for reconsideration of marks in cases where you believe your assessment work has not been marked in accordance with published marking criteria. This request can only be made when assessed work is returned, or during review/reconsideration. There is a strict process to follow – refer to the Business Programmes Assessment and Study Handbook or the Law Programmes Assessment and Study Handbook for details. Note that, where assessments have been submitted electronically, you normally only have 24 hours from the time the graded assessment is made available on Blackboard to apply for reconsideration.

### **Exam schedule**

All exam schedules are available on Blackboard, under “Open Organisations”, via the Examinations tab. Visit the student computer kiosks on WF1 and WF7 to view the schedules, or go to Blackboard (<https://blackboard.aut.ac.nz>).

### **Pass requirements**

Students are expected to attempt every assessment event. In order to gain a pass in this paper you must obtain at least 50% overall in the paper.

## Assessment event details

### Assessment 1: Ethical Analysis Essay (STANDARD OPTION)

<b>Due date</b>	<b>Friday 21<sup>st</sup> August, 10pm (Week 5)</b>
<b>Weighting</b>	35%
<b>Type</b>	Essay
<b>Length</b>	800 words +/- 10% (excluding references)
<b>Submission</b>	Online, via Turnitin on Blackboard
<b>Requirements</b>	<p>The <b>Ethical Analysis Essay</b> requires you to find an article from a credible news outlet that describes an example of questionable ethical behaviour in business. Having selected your example, you will analyse it using one of the ethical standards discussed in class in Week 2. In your Essay you will:</p> <ol style="list-style-type: none"> <li>1. Clearly describe your chosen example of questionable ethical behaviour by a business organisation.</li> <li>2. Use <u>one</u> of the three ethical standards discussed in class (i.e. either <i>ethics-as-consequences</i> or <i>ethics-as-categorical-rules</i> or the <i>Mauri Model</i>) to assess whether this behaviour is ethically acceptable or not. <u>Your conclusions must be supported by clear and logical reasoning.</u></li> <li>3. Explain what the business organisation would need to do differently in order to act ethically in this situation.</li> </ol> <p><b>NOTES:</b></p> <ol style="list-style-type: none"> <li>1. The example of “questionable ethical behaviour in business” must be drawn from an article published by a credible news outlet.</li> <li>2. You must find this example yourself. <b>Do NOT use an example that we have discussed in the course content.</b></li> <li>3. The article that you choose <b>must have been published in 2020.</b></li> <li>4. Your Essay must refer to the assigned reading and the additional online resources for Week 2 (Ethical Decision-Making).</li> </ol> <p><b>Additional instructions (including the marking criteria) can be found under “Assessment” on Blackboard.</b></p> <p><i>This assessment must follow the academic integrity guidelines stated in the Business Programmes Assessment and Study Handbook or the Law Programmes Assessment and Study Handbook and use the required referencing style.</i></p>
<b>Programme learning goals</b>	<ol style="list-style-type: none"> <li>1. Be inquiring, open, and agile thinkers able to seek out and address complex problems</li> <li>2. Be knowledgeable in a specialist area(s)</li> <li>6. Be effective communicators</li> </ol>
<b>Paper learning outcomes</b>	<ol style="list-style-type: none"> <li>1. Use appropriate tools to analyse and evaluate business situations where environmental, social and economic concerns arise</li> <li>2. Debate and defend rationales for responsible business practice</li> </ol>



## Assessment 1: Ethical Analysis Essay (ALTERNATIVE OPTION)

<b>Due date</b>	<b>Friday 21<sup>st</sup> August, 10pm (Week 5)</b>
<b>Weighting</b>	35%
<b>Type</b>	Essay
<b>Length</b>	800 words +/- 10% (excluding references)
<b>Submission</b>	Online, via Turnitin on Blackboard
<b>Requirements</b>	<p>At this year's New Zealand General Election (September 19) voters will be asked to vote on two Referendum Issues: (1) the End of Life Choice Bill and (2) the legalisation and control of cannabis.</p> <p>The <b>Ethical Analysis Essay</b> requires you to choose <u>one</u> of these two issues. Having selected your issue, you will analyse it using one of the ethical standards discussed in class in Week 2. In your Essay you will:</p> <ol style="list-style-type: none"> <li>1. Clearly describe your chosen Referendum Issue and explain why it can be considered an ethical issue.</li> <li>2. Use <u>one</u> of the three ethical standards discussed in class (i.e. either <i>ethics-as-consequences</i> or <i>ethics-as-categorical-rules</i> or the <i>Mauri Model</i>) to help you determine whether you think it would be ethical to vote 'Yes' or 'No' on this issue. <u>Your conclusions must be supported by clear and logical reasoning.</u></li> <li>3. Still drawing on the ethical standards discussed in class, explain why another voter might believe it is ethical to come to a different conclusion than you did.</li> </ol> <p><b>NOTES:</b></p> <ol style="list-style-type: none"> <li>1. Details of the two Referendum issues can be found at: <ul style="list-style-type: none"> <li>• End of Life Choice Bill: <a href="https://www.referendums.govt.nz/endoflifechoice/index.html">https://www.referendums.govt.nz/endoflifechoice/index.html</a></li> <li>• Cannabis Legalisation and Control: <a href="https://www.referendums.govt.nz/cannabis/index.html">https://www.referendums.govt.nz/cannabis/index.html</a></li> </ul> </li> <li>2. Your Essay must refer to the assigned reading and the additional online resources for Week 2 (Ethical Decision-Making).</li> </ol> <p><b>Additional instructions (including the marking criteria) can be found under "Assessment" on Blackboard.</b></p> <p><i>This assessment must follow the academic integrity guidelines stated in the Business Programmes Assessment and Study Handbook or the Law Programmes Assessment and Study Handbook and use the required referencing style.</i></p>
<b>Programme learning goals</b>	<ol style="list-style-type: none"> <li>1. Be inquiring, open, and agile thinkers able to seek out and address complex problems</li> <li>2. Be knowledgeable in a specialist area(s)</li> <li>6. Be effective communicators</li> </ol>
<b>Paper learning outcomes</b>	<ol style="list-style-type: none"> <li>1. Use appropriate tools to analyse and evaluate business situations where environmental, social and economic concerns arise</li> <li>2. Debate and defend rationales for responsible business practice</li> </ol>

## Assessment 2: Sustainability Report

<b>Due date</b>	<b>Friday 9<sup>th</sup> October, 10pm (Week 10)</b>
<b>Weighting</b>	35%
<b>Type</b>	Report
<b>Length</b>	800 words +/- 10% (excluding references)
<b>Submission</b>	Online, via Turnitin on Blackboard
<b>Requirements</b>	<p>The <b>Sustainability Report</b> requires you to choose an important social or environmental problem from a list that we will provide in Week 7. Having selected your problem, you will prepare an 800-word Report addressing the following points:</p> <ol style="list-style-type: none"> <li>a. Explain your selected social or environmental problem in a way that clearly demonstrates its severity and urgency. Show the precise harms that this problem causes for people, communities and/or the environment.</li> <li>b. Describe how business activity has been involved in creating this problem. Provide examples of business organisations whose activities have caused significant harm.</li> <li>c. Describe the ways in which <u>two business organisations</u> have taken the lead in addressing this problem.</li> <li>d. Explain the broader lessons that other businesses could learn from the examples of “best practice” described in (c).</li> </ol> <p>Your Report must refer to assigned readings and class resources for Weeks 6 - 10. You will also need to do your own additional research.</p> <p><b>Additional instructions (including the marking criteria) can be found under “Assessment” on Blackboard.</b></p> <p><i>This assessment must follow the academic integrity guidelines stated in the Business Programmes Assessment and Study Handbook or the Law Programmes Assessment and Study Handbook and use the required referencing style.</i></p>
<b>Programme learning goals</b>	<ol style="list-style-type: none"> <li>1. Be inquiring, open, and agile thinkers able to seek out and address complex problems</li> <li>2. Be knowledgeable in a specialist area(s)</li> <li>3. Be adept at working in changing local and global contexts and environments</li> <li>4. Be future generators of sustainable value for business and society at large</li> <li>5. Be able to work collaboratively</li> <li>6. Be effective communicators</li> </ol>
<b>Paper learning outcomes</b>	<ol style="list-style-type: none"> <li>1. Use appropriate tools to analyse and evaluate business situations where environmental, social and economic concerns arise</li> <li>3. Determine the drivers, and identify business opportunities, for socially and environmentally sustainable practice</li> <li>4. Through studying best practice examples, derive and defend business strategies and management practices to advance responsible business practice</li> </ol>

### Assessment 3: Final Test

<b>Date</b>	<b>Tuesday 27<sup>th</sup> October (Week 13).</b> Test questions will be released on Blackboard at 9am and the test will remain open from 9am – 9pm
<b>Weighting</b>	30%
<b>Type</b>	Test
<b>Submission</b>	Online, via Turnitin on Blackboard
<b>Programme learning goals</b>	<ol style="list-style-type: none"><li>1. Be inquiring, open, and agile thinkers able to seek out and address complex problems</li><li>2. Be knowledgeable in a specialist area(s)</li><li>3. Be adept at working in changing local and global contexts and environments</li><li>4. Be future generators of sustainable value for business and society at large</li><li>6. Be effective communicators</li></ol>
<b>Paper learning outcomes</b>	<ol style="list-style-type: none"><li>3. Use appropriate tools to analyse and evaluate business situations where environmental, social and economic concerns arise</li><li>4. Debate and defend rationales for responsible business practice</li><li>5. Determine the drivers, and identify business opportunities, for socially and environmentally sustainable practice</li><li>6. Through studying best practice examples, derive and defend business strategies and management practices to advance responsible business practice</li></ol>