



**East China Normal University
GEC International Summer School**

BUS22: Business Environment and Ethics

Term: June 16th to July 18th, 2025

Class Hours: Monday through Friday, 110 minutes each day (2,750 minutes in total)

Instructor: Naixiang Feng

Home Institution: University of International Business and Economics

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Course Description

This course is about leadership ethics and the professional responsibilities of companies. Students will acquire a practical understanding of business responsibilities to investors, customers, employees, suppliers, and the general public. Students will learn about how ethics, law, and economics interrelate and overlap. Thus we will spend considerable time studying 5 major themes in this class: the corporation, the market, consumption, economic growth, and inequality. Students will learn to think critically about business ethics and corporate social responsibility in three dimensions: the societal, the organizational, and the individual. We examine the complex ethical and economic relationship between business and society. We also consider whether business has to be socially responsible to achieve sustainable profits. At the organizational level we ask students to consider both governance mechanisms and corporate culture characteristics that contribute to a company's success or demise. Finally, we focus on the personal ethical and social responsibilities of people in business, particularly leaders.

Prerequisite: BUS11 and 3 business/management courses at undergraduate level.

Course Overview

A special feature of this course is the emphasis on case discussions that are intended to make the learning experiential.

To be specific, students will participate in case discussions of ethical issues that are grounded in strategic business settings. Students are required to offer personal appraisals of the issues discussed in class. Topics include the corporation and its stakeholders, managing public issues and stakeholder relationships, corporate social responsibility and citizenship, organizational ethics, global business responsibilities, sustainable development and global business, ethics of corporate responsibility, consumer protection, and managing



a diverse workforce. Students will develop a theoretical approach to business ethics, cultivate critical skills in public business ethical discussion, and learn to apply complex moral concepts to concrete business cases.

Learning Objective

By the end of the semester students should be able to:

- be more aware of the complicated issues with regard to ethics, society and environment facing business, and thus managers;
- better understand the relationships between ethics, law and economics;
- Identify and apply ethical principles to human decisions typical of business;
- Understand the techniques of moral reasoning and argumentation that are needed to analyze moral issues in business;
- Analyze the presuppositions of business: both moral presuppositions and the presuppositions from a moral point of view;
- Evaluate the individual actions in economic and business transactions within a variety of moral frameworks;
- Apply general ethical principles to particular cases or practices in business;
- Discuss the ethical issues inherent in the rapid changes in business, including information technology and environmental degradation.

Required Text

Ann Lawrence (2018). *Business and Society: Stakeholders, Ethics, Public Policy*, 15/e. McGraw-Hill Education (ISBN: 1259737268).

Students also need to purchase a copy of Santoro and Strauss, *Wall Street Values: Business Ethics and the Global Financial Crisis* (Cambridge University Press, 2013)

Course Hours

The course has 25 class sessions in total. Each class session is 110 minutes in length, for a total of 2750 minutes of in-class time. The course meets from Monday to Friday. ECNU awards 3 credits for this course. Different universities may count course credits differently. Consult officials at your own home institution.

Attendance

Summer school is very intense and to be successful, students need to attend every class. Occasionally, due to illness or other unavoidable circumstance, a



student may need to miss a class. ECNU policy requires a medical certificate to be excused. Any absence may impact on the student's grade. Moreover, ECNU policy is that a student who has more than 3 absences will fail the course. Arriving late or leaving early will count as a partial absence.

Grading Policy

ECNU awards grades of A, A-, B+, B, B-, C+, C, D, and F. Most colleges and universities do not award transfer credit for grades of D or F.

In this course, grading will be based on the following:

Attendance and participation	15%
3 papers/essays	10%*3=30%
2 Exams	20%*2=40%
Group presentation	15%

General Expectations

Students are expected to:

- Attend all classes and be responsible for all material covered in class and otherwise assigned. Any unexcused absence may impact a student's grade.
- Arrive to class on-time: Late arrivals are disruptive to your fellow students and to the conduct of the class.
- Complete the day's required reading and assignments before class
- Review the previous day's notes before class; make notes about questions you have about the previous class or the day's reading
- Refrain from texting, phoning or engaging in computer activities unrelated to class during class (不要用手机) It is highly disrespectful to the professor and to the class.
- Participate in class discussions and complete required written work on time.

Course Schedule

The planned schedule sketched out below may be modified to suit the interests or abilities of the enrolled students or to take advantage of special opportunities or events that may arise during the term.



Week 1

- Day 1
 - o Course outline
 - o Unit I: Forms of Legal and Ethical Reasoning
 - Introductory lecture
- Day 2
 - o Ethical Theory
 - o HBS Case: Five Traditional Theories of Moral Reasoning
- Day 3
 - o Ethical Theory
 - o Do the quiz at the link below and check out the philosopher you have the strongest kinship with according to the quiz.
 - <http://selectsmart.com/PHILOSOPHY/>
- Day 4
 - o Scientific Approaches to Ethics
 - o Experimental Game Theory and Human Nature. Read Herbert Gintis, "Behavioral Ethics,"
<http://www.umass.edu/preferen/gintis/BehavioralEthics.pdf>
 - o Jonathan Haidt, "The New Synthesis in Moral Psychology" 316 Science 998-1002 (2007) Ethics and science: Milgram obedience experiments.
 - o Ethics in the lab: Read, "The Man Who Shocked the World,"
<http://www.psychologytoday.com/articles/pto-20020301-000037.html>
- Day 5
 - o Unit II. Business and Society: Theoretical Perspectives
 - Corporate Social Responsibility: Legal Perspectives
 - Legal Materials (To be Distributed)

Week 2

- Day 1
 - o Corporate Social Responsibility: Economic Perspectives
 - o Milton Friedman, "The Social Responsibility of Business is to Increase Profits," The New York Times Magazine (1970).
 - o Economics Handout (To Be Distributed)
- Day 2
 - o Corporate Social Responsibility: Ethical Perspectives
 - o Case: Managing for Stakeholders



- Day 3
 - o Exam 1 (20%)
- Day 4
 - o Movie: "Gung Ho"
- Day 5
 - o Movie: "Gung Ho"

Week 3

- Day 1
 - o Unit III. Corporate Social Responsibility: Case Studies
 - CSR and Profits
 - o HBS Case: Burt's Bees
- Day 2
 - o CSR and Brand Management
 - o HBS Case: Warby Parker: Vision of a "Good" Fashion Brand
- Day 3
 - o CSR and Strategy
 - o HBS Case: IBM: The Corporate Service Corps
- Day 4
 - o CSR Reporting
 - o HBS Case: Driving Sustainability at Bloomberg L.P.
- Day 5
 - o First Paper Due (10%)
 - o Unit IV. Ethics on Wall Street
 - o Reading: Wall Street Values: Business Ethics and the Global Financial Crisis
 - o Milton Friedman, "The Social Responsibility of Business is to Increase Profits," The New York Times Magazine (1970).
 - o Economics Handout (To Be Distributed)
 - o Corporate Governance at UBS (To Be Distributed)
 - o HBS Case: Barclays and the LIBOR Scandal

Week 4

- Day 1
 - o Unit V. Ethics in the Pharmaceutical Industry
 - Patents and Innovation: Economic and Business Perspectives
 - o Michael A. Santoro, Economics of Patents Handout (to be distributed)



- Sydney Taurel, "The Case Against Innovation," in Michael A. Santoro and Thomas M. Gorrie (eds.), *Ethics and the Pharmaceutical Industry* (Cambridge University Press, 2005).
- Legal Requirements of a Patent
- Day 2
 - Patents and Human Rights
 - HBS Case: Pfizer: Protecting Intellectual Property in the Global Economy
 - Optional Reading: Michael A. Santoro, "Human Rights and Human Needs: Diverse Moral Principles
 - Justifying Third World Access to Affordable HIV/AIDS Drugs," *North Carolina Journal of International Law and Commercial Regulation* Vol. 31, No. 4 (2006)
- Day 3
 - Second Paper Due (10%)
 - Movie: "Dying to Survive"
- Day 4
 - Movie: "Dying to Survive"
- Day 5
 - Unit VI. International Business Ethics
 - Business Ethics in China
 - M. Santoro, *China 2020* (to be distributed)
 - Child Labor
 - HBS Case: *IKEA's Global Sourcing Challenge: Indian Rugs and Child Labor* (A)

Week 5

- Day 1
 - International Corruption
 - HBS Case: *Fighting Corruption at Siemens*
 - JP Morgan in China (materials to be distributed)
- Day 2
 - Concluding lecture
- Day 3
 - Second Exam (20%)
- Day 4
 - Group presentation preparation
- Day 5
 - Group Presentation



Academic Honesty

Students are expected to maintain high standards of academic honesty. Specifically, unless otherwise directed by the professor, students may not consult other students, books, notes, electronic devices or any other source, on examinations. Failure to abide by this may result in a zero on the examination, or even failure in the course.