



جامعة دبي  
UNIVERSITY of DUBAI

COLLEGE OF BUSINESS ADMINISTRATION  
MBA Course Syllabus  
Term 3

**Course code & No.:** MBA 640  
**Course Title:** Managing Ethical & Legal Issues of Business  
**Prerequisites:** None  
**Faculty Member:** Dr Timothy Campbell  
**Contact Details:** Email: [tcampbell@ud.ac.ae](mailto:tcampbell@ud.ac.ae) Phone: 04 222 5411 ext. 401  
**Class Hours:** Time: 6.30 – 9.30pm Day: Tuesday Room: DCCI 407  
**Office Hours:** Time: 5.30 – 6.30pm Day: Tuesday Room: DCCI office

**Brief Course Description:**

The course focuses on understanding the ethical and legal dimensions of domestic and international business. Participants will gain a broad appreciation of the complexities of business ethics and the legal framework firms must operate within.

**Course Objectives (CO):** Upon completion of this course, students should be able to:

1. **Appraise** ethical & legal issues of business.
2. **Develop** a set of strategies to manage the issues.

**Course Learning Outcomes (CLO):**

Upon completion of this course, students should be able to demonstrate the following outcomes:

1. **Develop** an understanding of the basic ethical and legal principles in relation to business.
2. **Evaluate** corporations' responsibilities to society.
3. **Apply** the tools and techniques of business ethics management.
4. **Understand** the ethical and legal responsibilities of the firm to its stakeholders.

**Blooms Taxonomy**

(The following levels of Bloom's taxonomy have been used while developing the above CLO)

Bloom's level	3.Application (AP)	4. Analysis (AN)	5. Synthesis (S)	6.Evaluation (E)
CLO #	3	1	4	2

**CLO Mapping:** This table maps CLO's to: CO

CLO	Linked to CO	Linked to MBA PCO
1	1	4
2	1	4
3	2	4
4	2	4

### CLO Assessment Scheme

CLO	Class Work (marks)		Final Exam (marks) 30%
	Individual projects 40%	Group projects 30%	
1	20% (case study)		5
2		10% (presentation)	15
3		20% (report)	5
4	20% (simulation)		5
<b>Total</b>	<b>40</b>	<b>30</b>	<b>30</b>

Each MBA course is assessed by a combination of class work (presentation, report, case study, simulation), and an examination. Class work constitutes 70% of the course grade and one examination at the end constitutes 30% of the course grade. Each course grade is distributed as under:

% Marks	Grade	Quality Points
> 95	A	4.0
90-94	A-	3.7
87-89	B+	3.5
83-86	B	3.0
80-82	B-	2.7
Below 80	F (Fail)	0

Each student is expected to spend about 105 hours out-of-class time on readings, short-cases, and problem solving as follows:

### Out-of-Class Time

Assignments and Cases	Approximate Out-of-Class Time
Case Studies	15 hours
Individual Projects	15 hours
Team Projects	20 hours
Readings	20 hours
Simulation	35 hours

### Teaching Methods:

Lectures, debates, case studies, video case analysis, video streams, assessment instruments, discussion.

### Use of Modern Instructional Technology:

Moodle Learning Systems

## Teaching Schedule

Day Week	Topic	Contents	Tasks
1 (10 <sup>th</sup> April)	Introducing business ethics and legal issues	What is business ethics? Why is it important? Business ethics and the law	Case study Video
2	Corporate social responsibility	What is CSR? What is the nature of CSR? The history of CSR	Ethics in action
3	Corporate social responsibility	Stakeholder theory of the firm	Case study Video Panel discussion
4	Ethical theory	Descriptive ethical theory	Formative quiz
5	Tools and techniques of business ethics management	Mission and value statements Codes of ethics Managing stakeholder relationships Formal and informal ethics programs	Case study
6	Group presentations	<b>Assignment 1 and 2 due</b>	Presentations and report submission
7	Shareholders and ethical and legal issues	Corporate governance Executive remuneration Accountability and control Financial markets Ethical investment	Ethics in action
8	Employees and ethical and legal issues	The balance of rights and duties Discrimination Harassment Due process Working conditions Fair wage	Case study
9	Consumers and ethical and legal issues	Issues of marketing management Issues of marketing strategy Ethical consumption	Video Case study
10	Government, regulation and ethical and legal issues	Defining government and regulation Identifying the basic problems and issues – legitimacy, accountability and modes of influence Governments, business and sustainability <b>Assignment 3 and 4 due</b>	Exam revision
11		Final Examination	

## Educational Resources

Educational Resource	Description
<b>Text Book Required</b>	Crane, A. and Matten, D. (2010), <i>Business ethics: Managing corporate citizenship and sustainability in the age of globalization 3<sup>rd</sup> edition</i> Oxford University Press.
<b>Recommended Journal Reading List</b>	<b>Ethical issues appear in many journals depending on their focus e.g. management, marketing, finance, etc. The following journals specifically deal with ethical and social responsibility matters:</b> Journal of Business Ethics Business and Society Business and the Environment Corporate Governance