



جامعة دبي  
UNIVERSITY of DUBAI

COLLEGE OF BUSINESS ADMINISTRATION  
Pre-MBA Course Syllabus  
Semester: .....

Course code & No.: PMBA 540

Course Title: Principles of Ethics, Islamic Value & Social responsibility

Prerequisites: None

Faculty Member: \_\_\_\_\_

Contact Details: Email: .....; Phone: .....

Class Hours: Time: ..... Days: ..... Room: .....

Office Hours: Time: ..... Days: ..... Room: .....

**Brief Course Description:** (As in UD Catalog)

The course focuses on understanding the symbiotic relationship between business and society in terms of the moral and ethical dimensions of the power placed in the hands of owners and managers, understand Islamic value, confront and analyze complex dilemmas related to social context of business.

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

1. Integrate key notions on business and society & Islamic values.
2. Evaluate relevant approaches to solve complex ethical business situations

**Course Learning Outcomes (CLO):**

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

1. **Understand** the Power of Business in influencing the Environment and the importance of Key Stakeholders
2. **Analyze** current business issues critically from a Islamic context
3. **Apply** knowledge to practical contexts in Resolving Business-Government-Society Issues
4. **Develop** Responsible Leadership: Manager as Generators of Sustainable Value for Business and Society
5. **Handle** business challenges from an Ethical Perspective

**Blooms Taxonomy**

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

Bloom's level	1.Knowledge (K)	2.Comprehension (C)	3.Application (AP)	4. Analysis (AN)
CLO #	1	1	3	2

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

CLO	Linked to CO
1	1
2	2
3	1
4	2
5	2

**CLO Assessment Scheme**

CLO	Class Work (marks)		Final Exam (marks) 30%
	Case Assignment/ Quiz 35%	Group Project 35%	
1	10		6
2	10		6
3		10	6
4	15		6
5		15	6
Presentation		10	
Total	35	35	30

Each MBA course is assessed by a combination of class work (assignments/ quizzes, group work, simulations), and an examination. Class work constitutes 70% of the course grade and one examination at the end constitutes 30% of the course grade. The minimum required cumulative grade point average for MBA is 3.00 out of 4.00. 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
75-79	C+	2.5
Below 75	F (Fail)	0

### Case Assignment

The instructor will assign a set of 5 cases from different sources with adaptation to the local environment of UAE. These cases will be used as part of group assignments. At least one group assignment will require class presentation. Each individual case will deal with a management problem that is designed to reflect the characteristics of the local environment (UAE/GCC). Each case will require data analysis, interpretation, and recommendations to management. Each student is expected to spend about 105 hours out-of-class time on readings, cases, and problem solving as follows:

### Out-of-Class Time

Assignments and Cases	Approximate Out-of-Class Time
Case # 1 (Individual assignment)	6 hours
Case # 2 (Individual assignment)	6 hours
Case # 3 (Individual assignment)	6 hours
Case # 4 (Group assignment)	10 hours
Case # 5 (Group assignment)	10 hours
Problem Solving	25 hours
Preparation for Presentation	7 hours
Readings (textbook, journal articles and supplemental readings)	35 hours

### Teaching Methods:

Teaching methods used in this course are Interactive lectures, videos, Case studies & projects/Quizzes

### Use of Modern Instructional Technology:

Moodle Learning System

### Principles of Ethics & Social responsibility Weekly/Daily Teaching Plan

Day/Week	Day/Week of	Lecture	CH	Chapter Objectives	Relation to CLO	Assignment/Readings	Assessment
1	...	Business Power	3	Underlying dynamics of the power and limits of business to change society.	1	Discussion based on International Herald Tribune news	
2		Corporate Social Responsibility	5	Corporate social responsibility issues and meaning and practice over time. Key issues and challenges.	3	CSR Video Case	Assignment - 1
3		Implementing Corporate Social Responsibility	6	Key elements of managing for social responsibility, including leadership; mission statements; alignment of structure, culture, processes; and auditing and reporting.	3	Exercise based on Analysis of UAE company	
4	.....	Business Ethics	7	Ethical tools that managers at major corporations have used and set forth basic sources of ethical values.	5	Discussion based on TV Commercial reflecting Ethics	Group Assignment - 2
5	.....	Multinational Corporations	11	Examines the power of large MNCs & their critics. Analyzes relationships between governments &	2	Discussion based on Documentary	Assignment - 2

				MNCs.			
6	...	Managing the Environment	13	How pollution risks are assessed to determine which are most important to regulate.	3	Discussion based on Documentary	Group Assignment - 1
7	...	Managing the Environment	Handout	Alternative approaches to regulation with emphasis on new, more flexible initiatives. Discuss Islamic values in business	3	Discussion based on Documentary	Quiz Exam
8	.....	Consumerism and Consumers Rights	15	Describes the protective shield of statutes, regulations, and consumer law that has risen to protect consumers since Harvey Wiley's era.	4	Case Study on Benjamin Barber's	Assignment - 3
9	.....	Consumerism and Identity	Handout	Defines and discusses the idea of consumerism and Identity shaping mechanisms Analyze business consumerism from Islamic context	4	Case study on UAE and Consumerism	Exam
10	.....	Corporate Governance	18	Corporate scandals coming in the wake of Enron's bankruptcy and how boards of directors are structured, their duties, and reforms; and issues associated with executive compensation. Team Presentation	5	Exercise Based on Insider Trading	Group Assignment - 2 Exam
11				-----Final Exam-----			

### Educational Resources

Educational Resource	Description
Textbooks Required	Business, Government and Society, (12th Edition), By George Steiner and John Steiner , ISBN 978-0-07-111665-7, McGrawHill
Supportive Reading	Business Ethics, (Second Edition), By Andrew Crane and Dirk Matten ISBN 9780199284993, Oxford University Press