

<b>Subject Title</b>	Business Ethics		
<b>Lecturer</b>	Shin Kim	<b>Remarks</b>	
<b>Period</b>	3rd (13:40 ~ 15:30)	<b>Field</b>	Business
<b>Course Summary Synopsis &amp; Purpose</b>	This course shall acquaint students with the generally accepted ethical standards in the business world. These standards pertain to such matters as conflict of interest, insider trading, price-fixing, employment discrimination, and the ethics of advertising and sales. The goal will not only be to explain what the ethical expectations are, but why the particular standards are generally accepted (if not always practiced).		
<b>Required Textbooks</b>	1. William H. Shaw, 5th ed. 2. Cases for discussion (handouts)		
<b>A manner of Lecturing</b>	Lectures, group in-class discussions, and in-class activities		

Evaluation (100%)				
Mid	Final	Attendance	Report	ETC
30	40	10	10	10
Further Information				
Some quizzes (online or offline) will also be given.				

Day	Contents
1	Course mechanics
2	Introduction (Chapter 1: The Nature of Morality)
3	Ethical Principles (Chapter 2: Normative Theories of Ethics)
4	Assignment: Case studies on "Ethical Principles"
5	Markets and Morality (Chapter 4: The Nature of Capitalism)
6	Assignment: Case studies on "Markets and Morality"
7	Corporate Social Responsibility (Chapter 5: Corporations)
8	Midterm
9	Assignment: Active reading questions on "Corporate Social Responsibility"
10	Business's Obligations to Employees (Chapter 5: The Workplace (1): Basic Issues)
11	Assignment: Case studies on "Business's Obligations to Employees"
12	Employee Obligations (Chapter 7: The Workplace (2): Today's Challenges)
13	Assignment: Case studies on "Employee Obligations" (Chapter 8: Moral Choices Facing Employee)
14	Obligations to Customers (Chapter 10: Consumers)
15	Advertising, Society, and the Environment: Ethical Issues (Chapter 11: The Environment)
16	Final exam