

## **BADM 2050 W21 – (Klages)**

### **Assignment #2: Ethical Challenges Case Analysis**

**Due:** 11:59 p.m., 7 March 2021, via course website Dropbox.  
Consult 'Late Assignment Policy' on pg. 4 of course Outline.

**Worth:** 20% of term mark

**Length:** 4-5 full pages of double-spaced writing, as well as an *additional* References list.  
A References list includes only the sources actually referred to within the essay.  
For more on source citation, see Appendix section of this outline, and the 'Writing, Research, and Citation' area of the course site Discussion board.

**Purpose:**

The aim is to show that you are able to

- *identify* an ethical challenge faced by a business,
- *describe* and *assess* the critical components of the case, and
- *evaluate* the firm's response using relevant concepts explored in class and in the text.

**For your analysis:**

- 1) Using independent research, *identify* an interesting 'real-world' ethical challenge that a business has attempted to resolve. You might use the cases from the text to help you get ideas, as well as sources that I will post to the course web site.
- 2) Provide your readers:
  - a. a brief *description* of the firm (such as the type of business, product or service the firm offers, size of firm, etc.),
  - b. *clearly identify* the ethical challenge the business faced, and
  - c. *describe* the firm's response.
- 3) Having related the facts of the case to your readers, *evaluate* the firm's response to the ethical challenge using stakeholder theory (Ch. 3) and the concept of 'fair dealing' (pgs. 99-101).
  - Was it a successful response to an ethical challenge? Why or why not?
  - Was it the *best* ethical response, according to stakeholder theory and fair dealing? Why or why not?
  - What might the firm have done differently to improve its response?

To help you evaluate the firm's response, you might consider applying some of the questions you asked when employing the ethical approaches in your first assignment.

**Content**

The report should include these components:

**In the introductory paragraph:** These must be done in the first paragraph:

- *Identify* the firm, and the relevant key info (e.g., date for the case, geographic region, etc.).
- Clearly *state* the ethical challenge the firm faced.
- *Indicate* if the business successfully responded to the ethical challenge or not.

**In the body of the essay:**

- *Describe* the key components of the firm necessary to understand the case.
- *Describe* the ethical challenge the firm faced.
- *Describe* the firm's response to the challenge.
- *Evaluate* the firm's response, applying strategies explored in class and in the text.

**In the concluding paragraph:**

*Restate* – in new words - your claim that the firm successfully responded to the ethical challenge (or not), and very briefly summarize your reasoning.

NOTE: You may use "I" to state your position (the "first-person" voice).

Beware that speaking from the first-person voice does *not* free you from justifying your claims. For this essay, you are expected to provide some systematic, ethically-based reasoning to explain your choice.

**Formatting:**

Respect the following academic writing skill requirements:

- 1) Use full sentences; no point form, no bullet-points.
- 2) *Do not* use section or sub-section titles.
- 3) You should not use quotations. You are allowed to paraphrase the ideas of others (proper source citation is still required.)
- 4) The body of the essay should be written in 12-point text, and double-spaced.
- 5) Essay margins should be 2.5 cm/1 inch.
- 6) Do not include extra blank lines between paragraphs beyond what double-spacing inserts.
- 7) Number all pages in the top right corner.
- 8) Do not use a title page. In the top left corner of the first page, include the following info, single-spaced, left-oriented:

Last name, First name  
 BADM 2050 Sec.# W21  
 Ethical challenge study

**BADM 2050 – W21**  
**Ethics Challenge – Evaluation Rubric**

**INTRODUCTORY PARAGRAPH****3 marks \_\_\_\_\_**

- *Identify* the firm and indicate key particulars of when & where the case took place.
- Clearly *state* the ethical challenge the firm faced.
- *Indicate* if this case is an example of a firm successfully responding to an ethical challenge (or not).

**ETHICAL POSITIONS****12 marks \_\_\_\_\_**

- *Describe* the key components of the firm.
- *Identify* the ethical challenge the firm faced.
- *Describe* the firm's response to the challenge.
- *Evaluate* the firm's response, applying strategies explored in class and in the text.

**ACADEMIC WRITING SKILLS****5 marks \_\_\_\_\_**

- University-level grammar, spelling
- Length expectations respected
- Formatting requirements met
- Academic source citation standards met (work will be subject to assessment using Turnitin)

**TOTAL      20 marks \_\_\_\_\_****EXAMPLE OF YOUR INTRODUCTORY PARAGRAPH:**

On 10 May 1976, workers at the main production facility for Recycled Meat, Inc., of Toronto, Ontario, informed management that some of the meat products processed that day had not been processed according to provincial standards for food manufacture and packaging. The firm was confronted with whether to scrap the entire day's production, or to ship the day's production out for sale. Evaluated according to the criteria of stakeholder theory and fair dealing principles, Recycled Meat's response to the challenge represents highly ethical behaviour.

**Grades**

The assignment of grades at the University of Guelph-Humber is based on clearly defined standards, which are published in the *Undergraduate Calendar* for the benefit of faculty and students. The definitions for each of the numerical grade range (letter grades) follow:

**80 - 100 (A) Excellent.**

An outstanding performance in which the student demonstrates a superior grasp of the subject matter, and an ability to go beyond the given material in a critical and constructive manner. The student demonstrates a high degree of creative and/or logical thinking, a superior ability to organize, to analyze, and to integrate ideas, and a thorough familiarity with the appropriate literature and techniques.

**70 - 79 (B) Good.**

A more than adequate performance in which the student demonstrates a thorough grasp of the subject matter, and an ability to organize and examine the material in a critical and constructive manner. The student demonstrates a good understanding of the relevant issues and a familiarity with the appropriate literature and techniques.

**60 - 69 (C) Acceptable.**

An adequate performance in which the student demonstrates a generally adequate grasp of the subject matter and a moderate ability to examine the material in a critical and constructive manner. The student displays an adequate understanding of the relevant issues, and a general familiarity with the appropriate literature and techniques.

**50 - 59 (D) Minimally Acceptable.**

A barely adequate performance in which the student demonstrates a familiarity with the subject matter, but whose attempts to examine the material in a critical and constructive manner are only partially successful. The student displays some understanding of the relevant issues, and some familiarity with the appropriate literature and techniques.

**0 - 49 (F) Fail.**

An inadequate performance.

## **Appendix:**

### **Source citation:**

Knowing when and how to cite the sources you use in your academic work is a critical part of your academic success. To not abide by the rules of academic citation will often result in suspicion that you have violated the university's rules regarding academic honesty. Given that so many resources are available to you to learn citation skills, and that citation is such a critical part of the academic experience, ignorance of the necessary skills is not often accepted as an excuse for academic dishonesty.

### **Basics of source citation:**

Source citation consists of two elements:

- 1) when you use information that is not from your own mind (words, statistics, ideas), you indicate the source of the information at the **end of the sentence** in which the information is used;
- 2) **at the end of a report**, you provide a list of the works you cited within the report, including fuller information about each source.

Both of these steps require that you include particular information at each point, and that the information is formatted in particular ways.

### **What do you cite?**

Citation is not only required when you use someone else's words. When you use statistics you found in an article, when you use an idea to read on a blog, when you refer to a book or newspaper article or website, you are expected to provide a clear indication of where you found that reference, and provide your reader enough information to find it on their own so that they might confirm your representation of the source.

### **How do you cite sources?**

When citing a source, you are required to include some key information, such as the author of the source material, the title of the source material, and the date of its publication. Depending on the type of source material, other elements are also expected to be included. (For instance, if you cite a magazine article, you would include the title of the article, as well as the title of the magazine, the issue number of the magazine, as well as the page number(s) of the article.)

NOTE: when citing a website, it is not sufficient to simply provide the URL. You are still expected to identify the author, publisher, and date of publication.

### **Source citation tutorial:**

If you are not absolutely sure when, why, and how to cite sources in an academic report, please consider completing the University of Guelph-Humber *Proper Citation Tutorial*. This online learning tool will provide you with an essential academic skill that is transferable to every academic course you have now and in the future:

<https://www.guelphhumber.ca/library/proper-citation-tutorial>