

UNIVERSITY OF BRIGHTON
BRIGHTON BUSINESS SCHOOL

COURSEWORK

FA265: Business Ethics and Corporate Governance

Year: 2020-2021

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A/ GENERAL INFORMATION

The coursework assignment overall will carry 40% of the total marks for the course. This coursework is an individual case study assignment (1,200 words) to be submitted through Turnitin. Marking rubrics reflecting specific marking criteria for all the elements of the coursework and for which individual assessment feedback will be written is provided in appendix 2.

The coursework helps to meet the following learning outcomes:

- Learning outcomes 4: Demonstrate an understanding of ethics, governance and corporate social responsibility in the management of performance and risk by directors, boards and management of organisations and be able to assess performance of entities in respect of these areas
- Learning outcomes 5: To develop the capacity for independent and self-managed learning, which includes the capacity to undertake appropriate enquiry, carry out analysis and provide evidence to support conclusions.

The assignment will also test students' skills:

- Communication and interpersonal skills including written presentation skills (report writing).
- Ability to research a topic independently (research and information gathering techniques).

B/ KEY DATES

- Submission date: **18th Jan 2021 by 10 am**. Each student submits **ONE** document/report only. The submission will be through Turnitin via studentcentral.

C/ SUBMISSION GUIDANCE

Students must submit all work for assessment via **Turnitin** before the deadline.

Your submission responsibilities

It is your responsibility to ensure that the electronic submission of your work is successful and completed on time. How to ensure a successful submission:

- 1 Make sure you know the deadline date and time and do not leave your submission until 5 minutes before the deadline.
- 2 Make sure you are submitting the correct size file (**Max 100mb for Turnitin**) and file type, eg. Word, PDF etc.
- 3 Once you have submitted, make sure the submission was successful, you should receive an email receipt.

Turnitin submission

Please read the following information before you submit the coursework

- [How to submit guides](#)
- [Viewing Feedback and Grades](#)
- Reporting a technical issue
- You must report issues to the [servicedesk](#) as soon as possible:
- servicedesk@brighton.ac.uk or by phone on 01273 64(4444)

Misconduct

You must avoid plagiarism. Find out [what Plagiarism is](#) and understand why universities expect you to be so clear about how you have developed your ideas.

Students should be aware that all reports will be submitted via Turnitin for plagiarism check. Students are encouraged to read University of Brighton's guidance on how to avoid plagiarism at <http://blogs.brighton.ac.uk/askbusinessschool/reading-research-dissertations/avoiding-plagiarism/>. The University of Brighton has also produced a guide – [the Plagiarism awareness pack](#) – to help you understand why universities expect you to be so clear about how you have developed your ideas, what other writers have influenced this process and the basis for any information claims you are making.

Word count

Your word count does not include content pages, appendices, footnotes, abstracts, bibliographies, reference lists, diagrams/graphs/images, title sequences, credits. *You need to provide your word count in the front sheet.* A margin of +10% of the word count limit will be applied before a penalty is considered.

You should state your word count in the first page of your coursework. Failing to provide your word count in the front sheet may affect your marks. If your work is significantly shorter, then you will probably have failed to provide the level of detail required.

If the coursework submitted is very much in excess of the limit set there is no expectation that staff will read the entire piece or provide feedback on every aspect. Therefore, the proposed penalties are as follows:

+10%: no penalty

+>10% - 20%: 5% penalty

+>20% - 30%: 10% penalty

+>30% - 40%: 15% penalty

+>40% - 50%: 20% penalty

+>50%: 40% penalty (maximum penalty).

Referencing style

As a student, you will be taught how to write correctly referenced essays using the standard Harvard referencing system. The standard Harvard referencing style is explained in Brighton Business School's Referencing Handbook 4th edition (available at https://student.brighton.ac.uk/mod_docs%2FBBS%2Fmiscellaneous%2FBrighton%20Business%20School%20Referencing%20Handbook.pdf).

A sample of structure and presentation of the report is in Appendix 1.

D/ COURSEWORK REQUIREMENT

The coursework should consist of 1,200 words (excluding content pages, , appendices, footnotes, abstracts, bibliographies, reference lists, diagrams/graphs/images, title sequences, credits). You should draw upon and reference, where applicable, to appropriate research articles, articles in professional magazines and the financial press.

Background information

As businesses start to look beyond the COVID-19 pandemic, the Ernst & Young Global Integrity Report 2020 reveal divisions on the repercussions for company ethics due to the pandemic. Key results are as follows:

- **90% of respondents believe that disruption, because of COVID-19, poses a risk to ethical business conduct**
- **43% of board members think the pandemic could lead to better business ethics; only 21% of junior employees agree**
- **55% of board members have confidence in management teams to demonstrate professional integrity; only 37% of junior employees share the same sentiment.**

Andrew Gordon, EY Global Forensic & Integrity Services Leader, says: “We are in the middle of the fastest transformation the global economy has ever experienced. Extreme pressures can lead to moral and ethical decisions that organizations must respond to at speed and under increased scrutiny. Leaders must have confidence that their employees at all levels will act with integrity. Yet, tone from the top is important, and we can clearly see that some employees do not have faith that their boards and senior leaders will be making the right choices. Now is the time to ensure that leaders act in a way that demonstrates to all their stakeholders a commitment to doing the right thing now, next and beyond.”

Reported by Konstantinos Makrygiannis, EY Press Release: Global businesses divided on implications of COVID-19 crisis for company ethics, 26th June 2020. Available at: https://www.ey.com/en_gl/news/2020/06/global-businesses-divided-on-implications-of-covid-19-crisis-for-company-ethics

Required:

You are required to evaluate the effects of COVID-19 crisis on business ethics of a listed company of your choice (the UK or worldwide). Using the stakeholder theory, you are required to:

- i) Summarise the business of the chosen company and its environment.**
(10 marks)

- ii) Identify key stakeholders of the chosen company and explain their interests in the company.**
(20 marks)

- iii) Critically evaluate how the COVID-19 crisis affects the interests of key stakeholders identified in (ii) above. What are the ethical issues that may arise?**
(20 marks)

- iv) Discuss the advantages and disadvantages of policies implemented by governments, industries, and the chosen company during COVID-19 crisis in terms of business ethics.**
(20 marks)

- v) Apply your knowledge to suggest corporate policies to help the chosen company to improve business ethics in post-COVID-19 crisis.**
(20 marks)

(Total marks 90)

The report will receive **the remaining 10 marks** for exceptional presentation, logically structured, using correct grammar and spelling, and evidence of reading a wide range of supplementary sources and a good list of references.

It is important that you have a balanced report based on allocated marks. For example, you should spend more word counts on the requirement (ii) (20 marks) than the requirement (i) (10 marks). Similarly, the length of your answer to the requirement (iii) should be somehow equal to your answers to the requirements (iv) and (v) because they all have 20 marks each.

Appendix 2 provides guidance on criteria for assessment, where appropriate.

APPENDIX 1: Suggested structure and presentation of the report

Structure for report

- Front sheet (including word count).
- Title page, including the given title in full.
- Introduction (abstract).
- Main body with appropriate headings.
- Conclusion.
- Numbered appendices.

Presentation

Your work should be word processed in accordance with the following:

- Font style, Times New Roman, font size 12
- 1.5 line spacing
- The page orientation should be 'portrait'
- Margins on both sides of the page should be no less than 2.5 cm
- Pages should be numbered

APPENDIX 2: Criteria for Assessment (Level 5) - FA265 Business Ethics and Corporate Governance

Classification	% Range	Content	Application of Theory	Knowledge and Understanding	Evidence of Reading	Referencing and Bibliography	Presentation, Grammar and Spelling
I <i>[Outstanding Work]</i>	80 – 100	Extensive critical evaluation and synthesis of issues and material which includes original and reflective thinking	Evidence of detailed, relevant application of theory, and/or empirical results, where applicable	Excellent knowledge and depth of understanding of principles and concepts	Evidence of reading a wide range of supplementary sources	Excellent referencing and bibliography	Exceptional presentation, logically structured, using correct grammar and spelling
I <i>[Excellent Work]</i>	70 – 79	Some critical evaluation and synthesis of issues and material which includes some originality	Clear evidence of relevant application of theory and/or empirical results, where applicable	Comprehensive knowledge and depth of understanding of principles and concepts	Evidence of reading a range of supplementary sources	Comprehensive referencing and bibliography	Excellent, well directed presentation, logically structured, using correct grammar and spelling
II (i) <i>[Good Quality Work]</i>	60 – 69	Evaluation and synthesis of main issues and material	Appropriate application of theory and/or empirical results, where applicable	Knowledge and a sound understanding of principles and concepts	Adequate evidence of reading supplementary sources	Appropriate referencing and bibliography	Good presentation logically structured, using correct grammar and spelling

Classification	% Range	Content	Application of Theory	Knowledge and Understanding	Evidence of Reading	Referencing and Bibliography	Presentation, Grammar and Spelling
II (ii) <i>[Acceptable Work]</i>	50 - 59	Accurate description of main issues and material with some evaluation	Occasional relevant application of theory and/or empirical results	Knowledge and understanding of key principles and concepts only	Evidence of directed reading and some supplementary sources	Adequate referencing and bibliography	Orderly presentation, competently structured and acceptable grammar and spelling
III <i>[Adequate Work]</i>	40 – 49	Description of main issues and material only	Limited evidence of relevant application of theory and/or empirical results	Basic knowledge and understanding of key principles and concepts only	Evidence of directed reading only	Limited referencing and bibliography	Weak presentation and structure, acceptable grammar and spelling
Fail (marginal) <i>[Limited Work]</i>	35 – 39	Omission of some relevant material	Very limited evidence of application of theory and/or empirical results	Limited and/or superficial knowledge and understanding of key principles and concepts	Evidence of minimal reading only	Inadequate referencing and bibliography	Poor presentation, structure, grammar and spelling
Fail	0 – 34	Insufficient and largely irrelevant material	No evidence of application of	Little or no knowledge and understanding of	Little or no evidence of reading	Little or no referencing and	Unacceptable presentation,

Classification	% Range	Content	Application of Theory	Knowledge and Understanding	Evidence of Reading	Referencing and Bibliography	Presentation, Grammar and Spelling
<i>[Unacceptable Work]</i>			theory and/or empirical results	key principles and concepts		bibliography	structure, grammar and spelling