LSPR Communication & Business Institute

Subject Syllabus

Subject Code : COMM15

Subject Title : Business Ethic & Administration

Subject Specification : For students in Communication Faculty

Subject Overview : This course is to introduce the concept of administration management in daily business activities. This course discusses about administrative activities, equipment used commonly in many offices, procedures, types of information, and how communication and personal effectiveness affect the running of an organization..

Course Objectives : This course is to introduce the concept of administration management in daily business activities. This course discusses about administrative activities, equipment used commonly in many offices, procedures, types of information, and how communication and personal effectiveness affect the running of an organization.

Course Method : The course will be conducted through interactive learning, it will consist of class discussion, students presentation, quiz, case study analysis , paper, assignment and exams.

Learning Outcome (Competence) :

- Knowledge : Students will be able to understand the instrumental and philosophical perspectives of business ethics and the trend of implementation of (business) ethics on individual, organization, and global dimension level.
- Skill : Students will be able to make ethical decision on individual, organization, and global dimension level.
- Attitude : Students will able to believe that driven by ethical values for social enterprises, sustainable business and purpose or value driven businesses is possible to implemented.

Course content :

Week	Topic
1	Administration Management 1
	Administration Management 2
2	Office Management 1
	Office Management 2

3	Office Equipment 1
	Office Equipment 2
4	Business and Ethics in the Modern World
	Ethical Theory
5	Economics and Justice
	Profit as a Company Goal
6	Employee and Company Obligations
	Ethical Issues Regarding Consumers
7	Corporate Social Responsibilty
	Ethics in International Business
8	**Final Examination**

Grading System :
In the Letter Grade System, the quantitative grades mean:

Grade	Symbol	Conversion Value
90 – 100	A	4.0
85 – 89.99	A-	3.7
80 – 84.99	B+	3.3
75 – 79.99	B	3.0
70 – 74.99	B-	2.7
65 – 69.99	C+	2.3
60 – 64.99	C	2.0
50 – 59.99	C-	1.7
40 – 49.99	D	1.0
< 40	E	0

Course Evaluation :
As a general rule, students are evaluated based on the following criteria:

Final Examinations	40%
Weekly Discussion	40%
Quiz	10%
Live Sesion Attendance	10%
TOTAL	100%

Lecturers, however, have the option of requiring midterm and final papers in lieu of midterm and final examinations. They may likewise change the percentage (weight) for each of the abovementioned items.

Scheme of Work :

Session	Title/Topic	Area Discussion	Activities
1	Administration Management 1	1. Definition of Administration 2. Definition of Management	3. Lecturer's presentation 4. Question and answer

			5. Class discussion
	Administration Management 2	1. Development of administrative management thinking	2. Lecturer's presentation 3. Question and answer 4. Class discussion
2	Office Management 1	1. Definition of office management 2. Office work responsibilities 3. Administrative staff duties 4. Required qualities and expertise 5. The importance of the office as a business center 6. Office planning and organization	1. Lecturer's presentation 2. Class discussion 3. Question and answer
	Office Management 2	1. The future of offices Organization of administrative work 2. Various functions in serving the entire organization 3. Administrative functions in promoting a positive image 4. The office as a resource center	1. Lecturer's presentation 2. Class discussion 3. Question and answer
3	Office Equipment 1	1. Office communication media 2. Written communication 3. Verbal communication 4. Telecommunication 5. Other office services 6. Reproduction of documents	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
	Office Equipment 2	1. Office information system 2. Benefits of office automation 3. Conferencing System 4. Other communication systems	1. Lecturer's presentation 2. Class discussion 3. Question and answer
4	Business and Ethics in the Modern World	1. Three main aspects of business 2. What is business ethics 3. Development of business ethics 4. Historical and cultural factors in business ethics	1. Lecturer's presentation 2. Class Discussion 3. Question and answer 4. Practice

		5. Criticism of business ethics	
	Ethical Theory	1. Utilitarianism 2. Deontology 3. Rights theory 4. Priority theory	1. Lecturer's presentation 2. Class discussion 3. Question and answer
5	Economics and Justice	1. The essence of justice 2. Distribution of justice 3. Distributive justice in particular 4. John Rawls on distributive justice 5. Robert Nozick on distributive justice 6. Economic justice	1. Lecturer's presentation 2. Class discussion 3. Question and answer
	Profit as a Company Goal	1. Profit maximization as the ideal of liberal capitalism 2. Child labor problem 3. Relativity of profits 4. Benefits for stakeholders	1. Lecturer's presentation 2. Class discussion 3. Question and answer
6	Employee and Company Obligations	1. Employees' obligations to the company 2. Company obligations towards employees 3. Several cases	1. Lecturer's presentation 2. Class discussion 3. Question and answer
	Ethical Issues Regarding Consumers	1. Attention to consumers 2. It is the business's responsibility to provide safe products 3. Other business responsibilities towards consumers 4. Several cases	1. Lecturer's presentation 2. Class discussion 3. Question and answer
7	Corporate Social Responsibilty	1. Legal responsibility and moral responsibility of the company 2. Milton Friedmen's views on corporate social responsibility 3. Economic responsibility and social responsibility 4. Corporate social performance	1. Lecturer's presentation 2. Class discussion 3. Assignment 4. Case study

		5. Several cases	
	Ethics in International Business	1. General moral norms at the International level 2. The problem of "dumping" in International business 3. Ethical aspects of multinational corporations	1. Lecturer's presentation 2. Class discussion 3. Practice
8	**Final Examination**		

Final Paper Guideline : Group Project or Group Presentation

References :

1. Jane Pegram, Handbook on How to Pass Business Administration, Second Level, London : The London Chamber of Commerce and Industry Examination Board in association with Educational Resources Pte Ltd., 1999.
2. Robert C Appleby, BSc Econ, Modern Business Administration, Sixth Edition: Pitman Publishing.
3. A. Mintorogo, MSc. & Dra. Sedarmayanti, Dasar-dasar Pengetahuan Tentang manajemen Perkantoran (suatu pengantar): Penerbit Ilham Jaya Bandung
4. Thomas W. Zimmerer, Norman M. Scarborough, Doug Wilson; Essensial Of entrepreneurship and Small Business Management., Pearson Education, Inc. Upper Saddle River, New Jersey.
5. Quible, Z.K. Administrative Office Management, an Introduction. Seventh Edition. Prentice Hall. Upper Saddle River New Jersey (2001)
6. Gie T.L. Administrasi Perkantoran Modern. Edisi ke tujuh. Liberty Offset Yogyakarta (2000) Beebe, Steven A., Beebe, Susan J., Redmond, Mark V. (2020). Interpersonal Communication: Relating to Others. USA, Person Education, Inc.

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