



UNIVERSITI SULTAN ZAINAL ABIDIN
ACB31803 BUSINESS ETHICS & CORPORATE GOVERNANCE
PROJECT GUIDELINE & RUBRIC

Students' project (CLO3), for this course, consists of two parts which are i) presentation (10%) and ii) written report (15%) thus, contributing to 25% in total. Students are given a topic to be discussed in class. Below are the guidelines for your assignment;

PRESENTATION (10%)

- 1) The presentation will follow the lecture topic discussed in class.
- 2) Each group will have 15-20 minutes to present, followed by a question-and-answer session.
- 3) There is a mark for the creativity of the presentation. Thus, you are encouraged to present creatively, such as through role-play, debate, or a board meeting simulation.
- 4) To make your presentation more engaging, include critical discussion questions, an activity, or a game to involve the audience.
- 5) You can consult your lecturer for any queries.

PROJECT REPORT (15%)

- 1) Students are given ONE WEEK from the presentation date to submit the project report.
- 2) The report should be prepared neatly using Microsoft word;
 - i. Font type and size: Times New Roman, 12
 - ii. Paragraph: 1.5 lines, justified
 - iii. The report should have a page number, table of contents, and references.
- 3) The report should have 5 -15 pages (including references).
- 4) Plagiarism is strictly prohibited. No marks will be given if students are caught guilty.
- 5) Please submit the report (hardcopy and softcopy) before 4 pm.



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GROUP	TOPICS	TASK
1	Understanding Business Ethics	<p>Understanding Business Ethics and Its Role in Corporate Success</p> <ol style="list-style-type: none"> 1. Why is business ethics important in today's world? 2. What are the key ethical issues businesses face today? Provide examples. 3. How can values like honesty and fairness help businesses make better decisions? 4. Suggest practical ways businesses can include ethics in their decision-making. 5. Explain how being ethical can benefit a business. Use real-world examples to support your points.
2	Understanding Business Ethics	<p>The Role of Religion in Shaping Ethical Values</p> <ol style="list-style-type: none"> 1. The Influence of Religion on Ethical Values: <ul style="list-style-type: none"> - Explain how religion shapes individual moral values and contributes to ethical decision-making. - Discuss how religious teachings guide individuals in distinguishing right from wrong. 2. Comparing Western and Islamic Perspectives on Ethics: <ul style="list-style-type: none"> - Describe key ethical principles in Western perspectives, such as human rights, individual freedom, and social responsibility. - Explain Islamic ethical values, emphasizing principles like justice ('adl), honesty (sidq), and accountability (amanah). - Highlight similarities and differences between these perspectives. 3. Religion's Role in Developing Moral Values:



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		<ul style="list-style-type: none"> - Discuss how Western and Islamic ethical frameworks influence behavior in personal, social, and business contexts. - Provide real-world examples to illustrate how these ethical principles guide decision-making and promote responsible conduct.
3	Moral Reasoning in Business	<p>Moral Reasoning in Business Ethics and Accounting</p> <p>1. The Relevance of Utilitarian Theory in Business Ethics:</p> <ul style="list-style-type: none"> - Explain the core principles of Utilitarian Ethics and how it applies to business decision-making. - Differentiate between Rule Utilitarianism and Act Utilitarianism – - Provide real-world business examples where each approach may be applied effectively. <p>2. Accounting Practices and Human Rights:</p> <ul style="list-style-type: none"> - Discuss the role of accounting in promoting transparency, accountability, and financial integrity. - Identify instances where unethical accounting practices may violate human rights. - Provide examples where financial manipulation has led to social harm or injustice. <p>3. Profit Rights in Business Ownership:</p> <ul style="list-style-type: none"> - Debate whether firm owners have an absolute right to all profits generated by their business. - Discuss ethical considerations in determining how much profit owners should justifiably receive, considering



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		factors such as employee wages, social responsibility, and community welfare.
4	Guidelines of Codes of Ethics	<p>Exploring the Malaysian Business Code of Ethics and Its Application in Accounting</p> <p>1. The Malaysian Business Code of Ethics:</p> <ul style="list-style-type: none"> - Explain the key principles outlined in the Malaysian Business Code of Ethics (commonly known as the Rukun Niaga). - Discuss how these principles promote ethical conduct, particularly in the field of accounting. - Highlight specific ethical standards related to financial reporting, transparency, and accountability. <p>2. Short Case Study: Company's Code of Ethics in Malaysia.</p> <ul style="list-style-type: none"> - Select a Malaysian company, preferably one with strong ties to the accounting profession (e.g., a financial institution, audit firm, or corporate accounting department). - Present the company's code of ethics, emphasizing principles related to accounting practices. - Discuss how the company applies these ethical standards in real-world accounting scenarios. - How does this company align with the Malaysian Business Code of Ethics (Rukun Niaga) and established ethical theories, such as Utilitarianism, Deontological Ethics, and Virtue Ethics in promoting ethical conduct and accountability within the accounting profession?



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5	Corporate Governance	<p>Corporate Governance Weaknesses and Ethical Solutions</p> <p>Investigate a corporate governance failure and complete the following tasks:</p> <ol style="list-style-type: none"> 1. Case Analysis and Ethical Breach <ul style="list-style-type: none"> - Describe the case by detailing the nature of the corporate misconduct, the parties involved, and the key events that unfolded. - Focus specifically on ethical breaches such as conflicts of interest, misuse of funds, or failure in fiduciary duties. 2. Governance Framework Evaluation <ul style="list-style-type: none"> - Assess how weaknesses in corporate governance mechanisms (e.g., poor board oversight, lack of internal controls, or weak accountability) contributed to the failure. - Highlight specific MCCG principles or governance best practices that were overlooked. 3. Ethical Theory Application <ul style="list-style-type: none"> - Apply relevant ethical theories to analyze the ethical shortcomings in the case. - Discuss how applying these theories could have guided better decision-making. 4. Proposed Ethical Framework and Solutions <ul style="list-style-type: none"> - Develop a robust ethical framework for the company or industry that could have minimized the risks of similar failures. Include measures such as enhanced whistleblowing policies, board
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		independence, and ethics training programs.
6	Development of Corporate Governance	<p>Corporate Governance Reform</p> <p>Research a significant corporate governance reform (e.g., Sarbanes-Oxley Act, Malaysian Code on Corporate Governance (MCCG) updates, or other major reforms) and complete the following tasks:</p> <ol style="list-style-type: none"> 1. Introduction and Background <ul style="list-style-type: none"> - Provide an overview of the selected corporate governance reform, including its purpose, key objectives, and the context that led to its introduction. - Explain the major changes introduced by the reform and how they were intended to improve corporate governance. 2. Effectiveness Analysis <ul style="list-style-type: none"> - Critically evaluate the effectiveness of the reform in achieving its intended goals. - Discuss its impact on businesses, investors, and other stakeholders. - Highlight any significant successes or shortcomings, with relevant case examples to support your evaluation. 3. Modern Business Challenges <ul style="list-style-type: none"> - Identify emerging business challenges such as digital transformation, cybersecurity risks, ESG (Environmental, Social, and Governance) concerns, or remote workforce management. - Assess whether the selected reform adequately addresses these modern challenges or if gaps remain.



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		<p>4. Proposed Improvements</p> <ul style="list-style-type: none"> - Recommend practical improvements or amendments to strengthen the reform in addressing today's corporate governance issues. - Justify your recommendations by linking them to current trends, ethical considerations, and best practices.
7	Code on Corporate Governance	<p>Corporate Misconduct and the Effectiveness of the Malaysian Code on Corporate Governance (MCCG)</p> <p>Investigate a recent case of corporate misconduct in Malaysia and complete the following tasks:</p> <p>1. Case Analysis</p> <ul style="list-style-type: none"> - Provide a detailed overview of the selected case, including the nature of the misconduct, the parties involved, and its impact on stakeholders. - Identify the key ethical issues and corporate governance failures that contributed to the misconduct. <p>2. Evaluation of the MCCG's Role</p> <ul style="list-style-type: none"> - Assess whether the Malaysian Code on Corporate Governance (MCCG) was effective in addressing the identified corporate misconduct. - Discuss the strengths and limitations of the MCCG in promoting transparency, accountability, and ethical practices. <p>3. Proposed Amendments and Solutions</p> <ul style="list-style-type: none"> - Suggest specific amendments or enhancements to the MCCG that could



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		<p>strengthen corporate governance practices in Malaysia.</p> <ul style="list-style-type: none">- Provide justifications for your recommendations, linking them to ethical principles and corporate responsibility.
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GRADING RUBRIC FOR WRITING ASSIGNMENT (15%)

	4	3	2	1/0	Score
Introduction	Introduction and purpose are clear.	Introduction is clear and shows awareness of purpose.	Introduction is not clear and shows limited awareness of purpose.	Introduction is not clear and no awareness of purpose.	
Main Idea	Clearly presents a main idea and supports it throughout the paper.	There is a main idea supported throughout most of the paper.	Vague sense of a main idea, weakly supported throughout the paper.	No main idea.	
Organization of the presentation of idea	All paragraphs have clear ideas, are supported with examples and have smooth transitions.	Most paragraphs have clear ideas, are supported with some examples and have transitions.	Some paragraphs have clear ideas, support from examples may be missing and transitions are weak.	Paragraphs are lack of clear ideas.	
Content	Exceptionally well-presented and argued; ideas are detailed, well-developed, supported with specific evidence & facts, as well as examples and specific details.	Well-presented and argued; ideas are detailed, developed and supported with evidence and details, mostly specific.	Content is sound and solid; ideas are present but not particularly developed or supported; some evidence, but usually of a generalized nature.	Content is not sound.	
Reference/Citation	Proper citation and reference.	Well-presented citation and reference.	Limited citation and reference.	No citation and reference.	
Sentence Structure	Sentences are clear and varied in pattern, from simple to complex, with excellent use of punctuation.	Sentences are clear but may lack variation, a few may be awkward and there may be a few punctuation errors.	Sentences are generally clear but may have awkward structure or unclear content; there may be patterns.	Sentences aren't clear.	
Conclusion	Proper conclusion, suggestion and comments are well presented.	Conclusion is presented, with limited suggestion and comments.	Conclusion is presented but no suggestion and comments.	No conclusion.	
Format	Proper format.	Acceptable format.	Many errors regarding the format.	Not follows format given.	
				TOTAL	



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GRADING RUBRIC FOR ORAL PRESENTATION (10%)

GROUP NAME:			
DATE:		DAY:	TIME:
Category	Scoring Criteria	Total Points	Score
Organization (5 points)	The type of presentation is appropriate for the topic and audience, presented in a logical sequence and cites sufficient number of references.	5	
Content (40 points)	Introduction is attention-getting, lays out the problem well, and establishes a framework for the rest of the presentation.	5	
	Presentation contains accurate information.	10	
	Material included is relevant to the overall message/purpose.	10	
	Appropriate amount of material is prepared, and points made reflect well their relative importance.	10	
	There is an obvious conclusion summarizing the presentation.	5	
Creativity (5 points)	Presentation is delivered creatively and actively engages the audience.	5	
Presentation (40 points)	Spoken, not read.	5	
	Speaker uses a clear, audible voice.	5	
	Delivery is poised, controlled, and smooth.	5	
	Good language skills and pronunciation are used.	5	
	Visual aids are well prepared, informative, effective, creative and not distracting.	5	
	Length of presentation is within the assigned time limits.	5	
	Information was well communicated.	10	
Comment (10 points)	Audience give feedback, post relevant questions about the topic and give opinions and suggestions to the presenters.	10	
Score	Total Points	100	