

The New Senior Secondary Curriculum for Sierra Leone

Subject Syllabus for Business Ethics

Subject stream: Economics, Business and Entrepreneurship



This subject syllabus is based on the National Curriculum Framework for Senior Secondary Education. It was prepared by national curriculum specialists and subject experts.



CURRICULUM ELEMENTS FOR BUSINESS ETHICS (an everyday subject)

Subject Description

The idea of making Business Ethics a part of the senior secondary school curriculum is to inform students about the ethics in business. It also aims at improving on the knowledge of students in how businesses interact with their clients and those operating the business. Knowing what to do and what not to do for business development and growth is key in sustaining growth, maintaining staff and customer loyalty for your products and services.

Rationale for the inclusion of Business Ethics in the senior secondary school curriculum

The introduction and teaching of Business Ethics at the senior secondary school level is to:

- (a) Enable students who might find themselves in business to know how to interact with their businesses.
- (b) Enhance their bargaining power between their businesses and other businesses.
- (c) Make them aware that the operations of businesses have procedures.
- (d) Make students aware about the different markets businesses operate in.
- (e) Prepare students on how practices like bribery destroy the image of businesses.

General Learning Outcomes (Broad Goals)

At the end of this course, students will be able to:

- a) Define business ethics
- b) Understand the ethical principles in business operations.
- c) Develop skills in recognizing and analysing ethical issues
- d) To develop ethical leadership skills
- e) Identify and discuss the consequences of unethical business practices
- f) Explain how business, government and society function interactively



Structure of the Syllabus Over the Three Year Senior Secondary Cycle

	SSS 1	SSS 2	SSS 3
Term 1	<p>INTRODUCTION TO BUSINESS ETHICS</p> <ul style="list-style-type: none"> • Definition of business ethics • The importance of business ethics • A consumer • The importance of a consumer • Characteristics of a consumer <p>DUTY OF BUSINESSES TO CONSUMERS</p> <ul style="list-style-type: none"> • The relationship between a business and a consumer • Consumer demographics • Consumer decision making • Expectation of the contract • Channels of distribution • The importance of channels of distribution • Product quality and its importance 	<p>ETHICS AND SUPPLY CHAINS</p> <ul style="list-style-type: none"> • Definition of supply chains • The importance of supply chain management • The effect of supply chain on business • The entities of supply chain • The ethical principles in combining the supply chain entities • Characteristics of supply chain entities <p>CONSUMER PROTECTION</p> <ul style="list-style-type: none"> • Definition of consumer protection • The importance of consumer protection • The rights of the consumer • The methods of consumer protection • Consumer rights and responsibility • Market approach to consumer protection • Duties of businesses to consumers • Consumer privacy 	<p>ETHICS OF CORPORATE SHAREHOLDERS</p> <ul style="list-style-type: none"> • Definition of corporate shareholders • The roles and responsibilities of corporate shareholders • The importance of corporate shareholders to businesses • Ethical principles of corporate shareholders • Limitations of corporate shareholders • Rights of corporate shareholders and employees <p>CIVIL SOCIETIES AND BUSINESS ORGANIZATIONS</p> <ul style="list-style-type: none"> • Definition of civil societies and business organization • The role of civil societies to business organization • Functions performed by civil societies in consumer protection • Challenges faced by civil societies in regulating business • Relationship between civil society and business organization • Limitations in the roles of civil societies • The merits and demerits of civil societies to businesses
Term 2	<p>ADVERTISING ETHICS</p> <ul style="list-style-type: none"> • Definition of advertising 	<p>MARKETS AND INTERNATIONAL TRADE</p>	<p>MOTIVATION</p> <ul style="list-style-type: none"> • Definition of motivation



- The importance of business advertisement
- Ethical principles in advertising
- The features of advertisement
- Sales promotion and its importance

IMPLEMENTING ETHICS IN THE WORKPLACE

- Ethics in the workplace
- The significance of ethics in the workplace
- Guidelines for managing ethics in the workplace
- Roles and responsibilities of managers and employees
- Privacy policies
- Harassment issues
- The impact of harassment on business operations

- Definition of Market and International Trade
- The meaning of Globalization
- General agreement on Trade and Tariffs
- Challenges of Globalization
- Economic systems
- Free market economy
- Characteristics of Free market economy
- Advantages and Disadvantages of a Free market economy
- Monopoly competition
- Monopoly and moral values
- Characteristics of a monopoly market

ETHICS IN THE MARKET PLACE

- Definition of a market
- Perfect competition
- Characteristics of perfect competition
- Ethics and perfect competitive market
- Command/Planned economy
- Advantages and Disadvantages of a Command/Planned economy
- Mixed economy
- Advantages and Disadvantages of a Mixed economy
- Oligopolistic Competition
- Characteristics of Oligopolistic market
- Unethical practices in Oligopoly market
- Reasons for businesses engaging into anticompetitive practices

- Motivation in business
- The importance of staff motivation
- Types of motivation
- Effects of staff demotivation
- Relationship between staff motivation and productivity
- Measures of maintaining customer loyalty

BUSINESS SUCCESS & PERSONAL INTEGRITY

- Define Business Success & Personal Integrity
- Relationship between business success & personal integrity
- Different signs of business success
- The impact of personal integrity on business success
- The roles of managers in business success
- Measuring personal integrity of managers
- Challenges of personal integrity in businesses



		<ul style="list-style-type: none"> • Bribery and its effect in the marketplace 	
<p>Term 3</p>	<p>ETHICAL DECISIONS</p> <ul style="list-style-type: none"> • Making ethical decisions in business • Overcoming obstacles in business • Balancing personal and organizational ethics • The importance of ethical decisions in business management • Codes of ethics in dealing with employees • Ethical standards in marketing • Setting ethical standards in marketing <p>MANAGERIAL ETHICS</p> <ul style="list-style-type: none"> • Definition of managerial ethics • The significance of managerial ethics on business • Characteristics of managerial ethics • Ensuring ethical behavior • Unethical behavior of managers • Conflict of interest and its impact on business operations • Ways of overcoming conflict of interest in business operations 	<p>TRADE ASSOCIATIONS</p> <ul style="list-style-type: none"> • Definition of trade association • Characteristics of trade associations • The importance of trade associations • The operations of trade associations • Rights and responsibilities of trade associations • The advantages and disadvantages of trade associations • Functions performed by trade associations <p>ENVIRONMENTAL PROTECTION</p> <ul style="list-style-type: none"> • Definition of environmental protection • Environmental protection guidelines for businesses • The ethical use of the environment • The health and safety of employees and the environment • The importance of implementing environmental protection • Rules and regulations governing proper use of the environment • Disadvantages of improper environmental protection ethics 	<p>LEADERSHIP MALFUNCTION & ETHICAL FAILURES</p> <ul style="list-style-type: none"> • Definition of Leadership Malfunction and Ethical Failures • Impact of leadership malfunction in business • The causes of ethical failures among employees • Leadership malfunction & profit maximization • Correcting leadership malfunction in businesses • Improving on customer retention in businesses <p>ETHICS IN BUSINESS CONTRACTS</p> <ul style="list-style-type: none"> • Define a business contract • The importance of business contracts to business development • Rules and regulations binding business contracts • Ethical considerations in signing a business contract • The parties and their functions in a business contract • The merits and demerits of business contracts



Teaching Syllabus

SENIOR SECONDARY YEAR – SSS 1, Term 1

Topic/Theme/Unit	Expected learning outcomes	Recommended teaching methods	Suggested resources	Assessment of learning outcomes
INTRODUCTION TO BUSINESS ETHICS <ul style="list-style-type: none"> • Definition of business ethics • The importance of business ethics • A consumer • The importance of a consumer • Characteristics of a consumer 	At the end of this module: a) Students will be able to understand what Business Ethics is b) They will know who a consumer is and how to identify a consumer	a) Students will be asked to define business ethics according to their own understanding b) Give an overview of the module to the students and why they are offering it in school c) Summarise their explanations and give them well-developed lesson notes	a) A black board or a white board, lesson notes and class discussion	Assignments, group presentation in class, mid term test, and final terminal examination for all the topics in the module
DUTY OF BUSINESSES TO CONSUMERS <ul style="list-style-type: none"> • The relationship between a business and a consumer • Consumer demographics • Consumer decision making • Expectation of the contract • Channels of distribution 	a) Students will know what businesses do for consumers b) They will know what channels of distribution are in business c) They would know what channels of distribution do to improve business	a) Recap previous lesson with questions to the students b) Ask them to define the topic c) Ask them to describe a consumer d) Explain to them what channels of distribution is e) Explain the importance of channels of distribution and product quality for business growth	a) A lesson note, class discussion, blackboard or white board for illustrations with some live examples	



<ul style="list-style-type: none"> The importance of channels of distribution Product quality and its importance 				
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SENIOR SECONDARY YEAR – SSS 1, Term 2

Topic/Theme/Unit	Expected learning outcomes	Recommended teaching methods	Suggested resources	Assessment of learning outcomes
<p>ADVERTISING ETHICS</p> <ul style="list-style-type: none"> Definition of advertising The importance of business advertisement Ethical principles in advertising The features of advertisement Sales promotion and its importance 	<p>a) They will know what advertisement is and what it does to businesses.</p> <p>b)They will know why businesses undertake advertisement</p> <p>c)They would know the ethics in advertisement</p>	<p>a)Recap previous lesson in class</p> <p>b)Ask them to define advertisement</p> <p>c)Explain the ethical principles guiding advertisement</p> <p>d)Give them a lesson note explaining the topic in detail</p>	<p>a)Play an example of business advertisement, ask them to develop an advert for a business of their choice, and the board in class for illustrations</p>	
<p>IMPLEMENTING ETHICS IN THE WORKPLACE</p> <ul style="list-style-type: none"> Ethics in the workplace The significance of ethics in the workplace 	<p>At the end of this topic:</p> <p>a)Students would know how to behave in workplaces</p> <p>b)They would know the responsibilities of workers and managers at workplaces</p>	<p>a)A question and answer session in class</p> <p>b)Let them explain in class what ethics in a business place is</p> <p>c)Sum up their explanations with yours indicating the roles and responsibilities of a</p>	<p>A lesson note, a black board or white board, a reading assignment</p>	



<ul style="list-style-type: none"> Guidelines for managing ethics in the workplace Roles and responsibilities of managers and employees Privacy policies Harassment issues The impact of harassment on business operations 	<p>c)They would know what consumer privacy is and how to protect it</p>	<p>manager and employees in business</p>		
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SENIOR SECONDARY YEAR – SSS 1, Term 3

Topic/Theme/Unit	Expected learning outcomes	Recommended teaching methods	Suggested resources	Assessment of learning outcomes
<p>ETHICAL DECISIONS</p> <ul style="list-style-type: none"> Making ethical decisions in business Overcoming obstacles in business Balancing personal and organizational ethics The importance of ethical decisions in business management 	<p>a)It helps students to know when and how decisions are made b)They would know what organizational ethics is about c)Know the impact of ethical decisions on business growth d)They would know the ethical principles in marketing</p>	<p>a)Recap previous lesson b)Let them explain what ethical decision is c)Explain the importance of ethical decisions to business d)Let them give an example of an ethical decision that would impact a business positively</p>	<p>A black board or a white board, lesson notes, and recommender textbooks for reading assignment</p>	



<ul style="list-style-type: none"> Codes of ethics in dealing with employees Ethical standards in marketing Setting ethical standards in marketing 				
<p>MANAGERIAL ETHICS</p> <ul style="list-style-type: none"> Definition of managerial ethics The significance of managerial ethics on business Characteristics of managerial ethics Ensuring ethical behavior Unethical behavior of managers Conflict of interest and its impact on business operations Ways of overcoming conflict of interest in business operations 	<p>a)They would know how managers and business owners behave b)The impact of bad behaviors by managers in businesses c)The effect of conflict of interest on business growth</p>	<p>a)Recap previous lesson with questions and answers in class b)Let them explain who a manager is and what managerial ethics is c)Ask them to give characteristics of a manager d)Explain to them what conflict of interest in the workplace is e)Give them a lesson note on the topic</p>	<p>A lesson note, recommended textbooks and a blackboard for reading</p>	





SENIOR SECONDARY YEAR – SSS 2, Term 1				
Topic/Theme/Unit	Expected learning outcomes	Recommended teaching methods	Suggested resources	Assessment of learning outcomes
ETHICS AND SUPPLY CHAINS <ul style="list-style-type: none"> • Definition of supply chains • The importance of supply chain management • The effect of supply chain on business • The entities of supply chain • The ethical principles in combining the supply chain entities • Characteristics of supply chain entities 	a) They would know what supply chain is b) The functions of supply chain to businesses c) They would know what supply chain comprise of d) They would know the ethics in supply chain management	a) A brief hot mental in class on the last class b) Let them define a supply chain c) Explain to them what supply chain entities are and their importance d) Give them a well-prepared lesson note		
CONSUMER PROTECTION <ul style="list-style-type: none"> • Definition of consumer protection • The importance of consumer protection 	a) Students will know who a consumer is b) They would know what consumer protection is c) They would know what the rights of consumers are d) They would know what the duties of businesses are to consumers	a) Discuss the previous lesson with the students b) Ask them to define a consumer and consumer protection c) They will be able to know the approaches to consumer protection		



<ul style="list-style-type: none"> • The rights of the consumer • The methods of consumer protection • Consumer rights and responsibility • Market approach to consumer protection • Duties of businesses to consumers • Consumer privacy 		<p>d)They would know what consumer privacy is and how to protect it.</p>		
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SENIOR SECONDARY YEAR – SSS 2, Term 2

Topic/Theme/Unit	Expected learning outcomes	Recommended teaching methods	Suggested resources	Assessment of learning outcomes
<p>MARKETS AND INTERNATIONAL TRADE</p> <ul style="list-style-type: none"> • Definition of Market and International Trade • The meaning of Globalization • General agreement on Trade and Tariffs • Challenges of Globalization • Economic systems 	<p>a)The students would know what a market is and what international trade is b)They would know what trade agreement is c)They would know what globalization is and its challenges d)They would know what a free-market economy is e)They would know what monopoly is and its merits and demerits to the economy</p>	<p>a)Recap the last lesson with questions to students b)Ask them to describe what a trade agreement is c)Let them define a free-market economy and its advantages d)Ask them on their idea about an economic system</p>	<p>A white or a black board, lesson notes and live examples of the elements of international trade</p>	





<ul style="list-style-type: none"> • Free market economy • Characteristics of Free market economy • Advantages and Disadvantages of a Free market economy • Monopoly competition • Monopoly and moral values • Characteristics of a monopoly market 		<p>e)Discuss a monopoly market and its effects on the economy</p>		
<p>ETHICS IN THE MARKET PLACE</p> <ul style="list-style-type: none"> • Definition of a market • Perfect competition • Characteristics of perfect competition • Ethics and perfect competitive market • Command/Planned economy • Advantages and Disadvantages of a Command/Planned economy • Mixed economy 	<p>At the end of this topic: a)Students would know what a perfect competition is b)They would know what a command/planned economy is c)Students would also know what a mixed economy is d)They would know what an oligopoly market is</p>	<p>a)Ask them to define a marketplace and ethics b)Let them tell the class what a competitive market is c)Explain the ethical principles in the different forms of market d)Give them a structured lesson note</p>	<p>A black board or a white board, lesson notes, recommended textbooks</p>	





- Advantages and Disadvantages of a Mixed economy
- Oligopolistic Competition
- Characteristics of Oligopolistic market
- Unethical practices in Oligopoly market
- Reasons for businesses engaging into anticompetitive practices
- Bribery and its effect in the marketplace

SENIOR SECONDARY YEAR – SSS 2, Term 3

Topic/Theme/Unit	Expected learning outcomes	Recommended teaching methods	Suggested resources	Assessment of learning outcomes
TRADE ASSOCIATIONS <ul style="list-style-type: none"> • Definition of trade association • Characteristics of trade associations • The importance of trade associations • The operations of trade associations 	a) Students will know what Trade Associations are b) They would know the roles of trade associations to business development and growth c) The rights and responsibilities of trade associations	a) Revise previous lesson in class b) Let them explain in their own way what a trade association is c) Explain to the class the duties of trade associations and their limitations d) A well-developed lesson note	A white board or a black board, lesson notes	



<ul style="list-style-type: none"> • Rights and responsibilities of trade associations • The advantages and disadvantages of trade associations • Functions performed by trade associations 				
<p>ENVIRONMENTAL PROTECTION</p> <ul style="list-style-type: none"> • Definition of environmental protection • Environmental protection guidelines for businesses • The ethical use of the environment • The health and safety of employees and the environment • The importance of implementing environmental protection • Rules and regulations governing proper 	<p>a) Students will know what environmental protection is in business management b) Students would know the essence of protecting their environments for the safety of their workers c) They would know how to protect the health and safety of their staff members d) How to dispose of wastes for environmental safety</p>	<p>a) Conduct a brief test on previous lessons to know if they are following the class b) Let them define an environment and environmental protection with respect to business operations c) Summarise their definitions in class with a clear definition followed by a lesson note on the topic</p>	<p>A black board, lesson notes, videos showing the effects of poor environmental protection practices on employees and the surroundings</p>	



use of the environment <ul style="list-style-type: none"> Disadvantages of improper environmental protection ethics 				
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SENIOR SECONDARY YEAR – SSS 3, Term 1

Topic/Theme/Unit	Expected learning outcomes	Recommended teaching methods	Suggested resources	Assessment of learning outcomes
ETHICS OF CORPORATE SHAREHOLDERS <ul style="list-style-type: none"> Definition of corporate shareholders The roles and responsibilities of corporate shareholders The importance of corporate shareholders to businesses Ethical principles of corporate shareholders Limitations of corporate shareholders Rights of corporate shareholders and employees 	a) Students would know who shareholders are b) They would know the responsibilities of shareholders to businesses c) Students would know the ethical principles guiding the operations of corporate shareholders	a) Let them describe who a shareholder in business is b) Define what corporate ethics is and its importance in business c) Explain the principles guiding the ethics of corporate shareholders	A black board, lesson notes,	





<p>CIVIL SOCIETIES AND BUSINESS ORGANIZATIONS</p> <ul style="list-style-type: none"> • Definition of civil societies and business organization • The role of civil societies to business organization • Functions performed by civil societies in consumer protection • Challenges faced by civil societies in regulating business • Relationship between civil society and business organization • Limitations in the roles of civil societies • The merits and demerits of civil societies to businesses 	<p>At the end of this topic:</p> <ol style="list-style-type: none"> Students will know what civil societies are They would know what business organizations are They will understand the roles of civil societies to businesses They would know the dos and don'ts of civil societies to businesses They would know the ethical principles guiding the operations of civil societies 	<ol style="list-style-type: none"> Recap last lessons in class the class to define a civil society and business organization Explain to them the functions of civil societies to business growth At the end of the class, give them lesson notes 	<p>A white board, lesson notes, and a chart showing the relationship between civil societies and business organizations</p>	
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SENIOR SECONDARY YEAR – SSS 3, Term 2

Topic/Theme/Unit	Expected learning outcomes	Recommended teaching methods	Suggested resources	Assessment of learning outcomes
<p>MOTIVATION</p> <ul style="list-style-type: none"> • Definition of motivation • Motivation in business • The importance of staff motivation • Types of motivation • Effects of staff demotivation • Relationship between staff motivation and productivity • Measures of maintaining customer loyalty 	<p>At the end of this topic:</p> <p>a) Students would know what motivation is</p> <p>b) They would know why business owners need to motivate their staff</p> <p>c) They would know how to motivate their workers</p> <p>d) They would know why customer retention is necessary in business</p>	<p>a) Ask the class to define motivation and why it is important to businesses</p> <p>b) Explain to the class what staff motivation is</p> <p>c) Explain the differences between motivation and demotivation</p> <p>d) Explain to them what consumer loyalty is and its effects on the business</p> <p>e) A lesson note on the topic and assignment</p>	<p>Lesson notes, assignments on staff and manager motivation</p>	
<p>BUSINESS SUCCESS & PERSONAL INTEGRITY</p> <ul style="list-style-type: none"> • Define Business Success & Personal Integrity • Relationship between business success & personal integrity • Different signs of business success 	<p>At the end of this topic:</p> <p>a) Students will be able to know what personal integrity is in relation to business</p> <p>b) They will be able to link personal integrity to business success</p> <p>c) They will be able to identify the signs of business success</p>	<p>a) A quick mental test on the last topic</p> <p>b) Explain to the class what business success and managers personal integrity is in business</p> <p>c) Discuss with the class the roles of managers in business and the challenges of personal integrity managers face</p>	<p>Lesson notes, a black board for illustrations, recommended textbooks</p>	



<ul style="list-style-type: none"> • The impact of personal integrity on business success • The roles of managers in business success • Measuring personal integrity of managers • Challenges of personal integrity in businesses 	<p>d) Students will be able to know how to measure managers personal integrity for business success</p>			
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SENIOR SECONDARY YEAR – SSS 3, Term 3

Topic/Theme/Unit	Expected learning outcomes	Recommended teaching methods	Suggested resources	Assessment of learning outcomes
<p>LEADERSHIP MALFUNCTION & ETHICAL FAILURES</p> <ul style="list-style-type: none"> • Definition of Leadership Malfunction and Ethical Failures • Impact of leadership malfunction in business • The causes of ethical failures among employees 	<p>a) Students will understand what leadership malfunction is in business operations b) Students will know what ethical failure is in managing business c) They will know the consequences of leadership malfunction and ethical failure on business growth d) They would know how to regain past glories for business growth and</p>	<p>a) Let them define leadership malfunction and ethical failure in their own understanding b) Ask them to explain the relationship between leadership malfunction and ethical malfunction and its impact on business growth</p>	<p>Lesson notes, a black board for illustrations, short skit on the effects of leadership malfunction in businesses</p>	





<ul style="list-style-type: none"> • Leadership malfunction & profit maximization • Correcting leadership malfunction in businesses • Improving on customer retention in businesses 	<p>customer loyalty and retention</p>			
<p>ETHICS IN BUSINESS CONTRACTS</p> <ul style="list-style-type: none"> • Define a business contract • The importance of business contracts to business development • Rules and regulations binding business contracts • Ethical considerations in signing a business contract • The parties and their functions in a business contract • The merits and demerits of business contracts 	<p>At the end of this topic:</p> <p>a) Students will be able to describe a business contract</p> <p>b) Students would know the significance of a business contract to businesses</p> <p>c) The ethical principles in signing business contracts</p> <p>d) They would know the parties involved in signing a business contract</p> <p>e) Students would be able to identify and describe a business contract</p>	<p>a) Recap previous lesson</p> <p>b) Let them define a contract and link it with business contract</p> <p>c) Explain to the class the need for a business to enter into business contracts and the ethical principles involved</p>	<p>Lesson notes, a black board for illustrations, recommended textbooks</p>	

