

## **TITLE: BUSINESS, ETHICS AND GOVERNMENT - MG 315**

LANGUAGE: English

TOTAL HOURS: 45 hours

CREDITS: 3 credits

### **DESCRIPTION**

The extent and popularity of college foreign exchange programs show the “globalness” of the future. As students travel and study in a foreign culture, they are faced with the difference in values that are held by the culture in which they were reared and the one the student is currently living in and studying.

One of the greatest noticeable differences between American cultural values and those of other cultures is regarding business ethics.

No other institutions have permeated multiple cultures more than the multinational corporations like IBM, Microsoft, Nestle, BASF, etc. With this permeation, managers from many different cultures are relocated to new and alien cultures. More and more decisions made by future global managers will need to be assessed in terms of an understanding of the multiple cultures the decisions will affect. Future global managers can only do this by knowing how different cultural business ethics are derived, tested, and used. This course has as its purpose the introductory exploration of business ethics in a cross-cultural setting. This can no better be achieved than in a foreign culture where the students can immediately receive information from their surroundings and managers who have had to face the difficult decisions in the past.

### **COURSE OBJECTIVES**

The students attending this program will be the global managers of the future. This course will allow the students to start thinking about cross-cultural business ethics and the role they play in business today.

This course is designed to develop the student’s capacity to recognize and reason about ethical issues connected with international business management. Specifically, students will be able to:

- Recognize potential ethical dilemmas arising from a cross-cultural context,
- Understand the factors in a cross-cultural context that inform a manager’s choice of action,
- Apply knowledge of the cross-cultural context to come to a solution of the ethical dilemma.

Students are expected to prepare for each lecture/ discussion session by mastering the assigned reading and/or case material.

Those enrolling are expected to participate actively in class analysis and discussion.

The various pedagogical venues will include, field visits, guest speakers, American and Spanish literature/film, and cases.

## METHODOLOGY

Requirements for this course include a mid-term examination, a final exam, several Oral Presentations case analyses (15 slides PowerPoint) and an ethics paper (8-12 pages) on a selected cross-cultural ethical topic. (Included at the end of the syllabus are some ideas for this paper.)

The student will study cross-cultural business ethics by 1) reading articles and materials dealing with current business situations, 2) reading and writing about case situations which have already played a part in the formation of global business ethics, 3) being exposed to guest speakers from corporations that have a presence in Spain, and 4) using a comparative study of contrasting film from America and Spain.

## EVALUATION

Attendance to classes and field trips is mandatory; poor attendance will affect the final grade of the student as well as the everyday participation grade.

The final grade consists of the following:

Class participation	15%
Class presentation	15%
Journal/forum/Photo Project	10%
Midterm written exam	20%
Final written exam	20%
Final paper	20%

\*Submitting Work: All formal written work you carry out in this course (research papers, projects, studies, etc.) must be submitted in electronic format

**Field Visits and Guest Speakers:** One individual paper turned in into the next 4 days commenting on the main issues brought about. 2 pages each, 1.5 spaced will explain the results of each field study.

**Participation:** Students are also expected to actively contribute to the class discussion based on the readings. When determining your class participation grade, traditional criteria such as material preparation, completed reading before class, and collaborative group work are all evaluated. But it is the active, meaningful and informed verbal and written contribution that you make that is most important to your overall participation grade.

Indeed, willingness to share views in classroom discussions and the insightfulness of your comments and questions about assigned readings will all be taken into account when evaluating your participation.

**Oral Presentations Case Analyses (15-slide PowerPoint):** Three case analyses will be written and turned in for grading during the semester. The student has a choice as to which cases he or she will analyze. By allowing the student to choose, the student may delve more deeply into a couple of topics they are more interested in during the semester. Students turning in case analyses will be expected to help lead the discussion that day.

**Ethics Paper (8-12 pages):** The student is required to describe a global business ethical issue and compare how the American culture and Spanish/European culture are handling this ethical dilemma. The paper requires the student to identify the systemic, alternative courses-of-action available to

the society in terms of social policy, programs, laws, and administrative, legislative and judicial structures required. Also, the paper should delineate the most ethical action to take and that position must be justified.

**Help on Writing Papers for This Class:** A quality paper must be well-researched, organized, and written. The paper should be double spaced. Staple the pages together and do not put them in a folder. Your name, the course number, and the date should be on the first page. Your paper must be prepared on a computer or typed. Use the following footnote process. Put your footnote section on the last page of your paper. Number the references 1, 2, 3 etc. When you use each reference within the body of your paper footnote it at the end of the sentence in the following way (1,p52). This will mean the footnote is for the first reference work and the material came from page 52. Every source that is used should be fully footnoted in your paper. Help is available in locating resources for this paper.

Your papers should reflect excellence. You will be graded on such things as:

- Quality of thought.
- Quality of research.
- Ability to organize ideas and express them effectively.
- Ability to correctly communicate by using proper grammar, punctuation and spelling skills.
- Ability to integrate problems and solutions presented in textbook and non-textbook material.
- Ability to follow the assignment.
- Ability to apply the ethical concepts, identify the alternative courses of action, and to justify your position.

**Exams:** The examination will require the student to complete a test and read a case, identify the ethical dilemmas and issues, and offer potential solutions.

The guidelines for exams are as follows-

- Any student found cheating will automatically fail this examination. Additional sanctions may be imposed.
- Talking or communicating with other students during the examination is forbidden.
- Desks must be cleared of all books, notes and papers. All unauthorized materials must be put away and remain out of sight throughout the examination.
- All telephones and electronic devices must be turned completely off during the exam.
- Students arriving later than 15 minutes will not be allowed into the classroom to take the examination, subject to the decision of the instructor.
- At the end of the examination students will remain seated until their papers are collected. No one may leave the room until excused.

### **FIELD STUDIES:**

Each course will include a minimum of 2 field studies. These field studies will be directly related to the course work, and may include visits to monuments, companies, government buildings, or museums. A potential field study is a visit to Triodos bank headquarters in the Gràcia neighborhood to talk about their principles and their partnership with BCNè, the Barcelona Cercle d'Empreses ètiques.

## ACADEMIC INTEGRITY

SIS programs foster critical thinking and intellectual development of its students. In doing so, SIS requires that students introduce their original thoughts, opinions, and ideas in all of their assignments with the support of cited sources. Any violations of academic integrity- such as cheating, plagiarism, self-plagiarism, academic misconduct, fabrication, misuse or misrepresentation of research, and noncompliance- may result in an automatic "F" or immediate dismissal from the program if the student falls below the minimum number of credits required for the term; 12 credits during the semester, or 3 hours during the summer.

**Cheating:** Any action that violates the rules and guidelines given by the instructor for submitting assignments or exams.

**Plagiarism:** Any action that presents the ideas, opinions, research, etc. of another as your own.

- Directly copying another's work without citing sources
- Submitting another person's work into your own without properly citing the source(s) used.
- Paraphrasing another person's work without providing appropriate citations

**Self-plagiarism:** Submitting a piece of one's own work to receive credit for multiple assignments in one or more classes.

**Academic Misconduct:** Any act that impedes or threatens the open exchange, expression, or flow of information or fair evaluation of students. This includes intimidation and complicity in any acts or attempts to interfere with the ethical and fair submission and evaluation of student work.

**Fabrication:** Providing inaccurate or false information, including research findings, quotes, and cited sources, etc.

**Non-compliance:** Failure to comply with the values, objectives, and procedures contained in this policy.

As SIS is accredited by Jacksonville University, students are held accountable to JU's [Academic Integrity and Code of Conduct](#) . You are expected to read and understand the JU terms and regulations of Academic Misconduct.

(<https://drive.google.com/file/d/1PyZmN0EAH1o4bKVZdzxVvKw-wdiwXewx/view>)

## ATTENDANCE POLICY

**Semester:** Students are allowed THREE absences throughout the semester without penalty. Starting with the fourth absence, the student's FINAL GRADE will be lowered by a fraction of a letter (1/3 of a letter grade). For example, if a student has 4 absences and a final grade of B+, the grade will be lowered to a B, if 5 absences the grade is lowered to B-.

**Summer:** Students are allowed TWO absences throughout the summer without penalty. Starting with the third absence, the student's FINAL GRADE will be lowered by a fraction of a letter (1/3 of a letter grade). For example, if a student has 4 absences and a final grade of B+, the grade will be lowered to a B, if 5 absences the grade is lowered to B-.

*\*January Term students are allowed TWO absences as well.*

There are NO excused absences. If a student misses class because s/he is sick, that counts as one of the allowed absences. No excused absences and no excuses.

Quizzes, exams and participation points that are missed because of an absence cannot be recuperated.

## COURSE CONTENT

Session	Content
1	Introduction to the Course Importance of Business and ethics Presentation of the available materials Clear Statement of Expected Mutual Requirements
2	Field Visit 1 The law and human behaviour Morality, ethics and ethical theory The power of business and ethical objectives
3	Business and globalization A new global space to manage New local challenges to address Sustainability and the triple bottom line
4	International variety in approaches to business ethics Responsibility for ethical conduct Key issues Regional differences from a business ethics perspective: Europe, North America and Asia
5	Some theoretical models in ethical management decisions (I) Ethical absolutism and ethical relativism Consequentialist theories Non-consequentialist theories
6	Some theoretical models in ethical management decisions (II) Discourse ethics and feminist ethics Conceptual absolutism and relativism: pros and cons
7	Corporate Social Responsibility Key features of a corporation Social responsibilities CSR and strategy



<b>8</b>	Tools and techniques of Business Management: Typical components of business ethics management Designing and implementing codes of ethics Effectiveness of codes of ethics
<b>9</b>	Making Decisions in Business Ethics: Models of ethical decision-making Individual influences on ethical decision-making Situational influences on decision-making Conflicts of interest, gifts, bribes and hospitality. Ethics in negotiation
<b>10</b>	Ethical issues in corporate management and governance I Executive accountability and control Executive remuneration Ethical aspects of mergers and acquisitions
<b>11</b>	Field Visit 2: Merchants and Ethics Influence of cultural values and contexts Weight of ethical, moral and legal constraints and norms
<b>12</b>	Employees and Business Ethics: Problem between rights and duties Discrimination and sexual harassment and mobbing Employee privacy
<b>13</b>	Case Study 2: Boycotting the baby killers? Nestlé and the ongoing infant formula controversy Course review, main conclusions, preparation for the midterm exam
<b>14</b>	Midterm Exam
<b>15</b>	Employees and globalization Employee participation and association Working conditions Fair wages
<b>16</b>	Consumers and Business Ethics Product safety Marketing communications Marketing strategy



<b>17</b>	<p>Government. Regulation and Business Ethics:          Government as a stakeholder          Government as a representative of citizen's interest          Legitimacy, accountability and modes of influence</p>
<b>18</b>	<p>Civil Society and relationships with companies and governments          The third sector substituting government action or inaction?          Free will of companies to subsidize the third sector (imbalances with non attractive realities)          The third sector as customer of the administration goals when there are important subsidies for the NGO's objectives</p>
<b>19</b>	<p>Ethical issues in product and price          Fair trade: determining the right price          Purchasing power parity or commercial margin?          Discriminatory price examples          Different product standards for different peoples</p>
<b>20</b>	<p>Shareholders and Business Ethics          Corporate governance          Executive accountability and control          Executive remuneration</p>
<b>21</b>	Presentation Final papers
<b>22</b>	Presentation Final papers Review
<b>23</b>	Final Exam

*\*Number of sessions vary depending on term.*

## **BIBLIOGRAPHY**

### **Required reading:**

- Crane, Andrew & Matten, Dirk (2010)" Business Ethics " Third edition, Oxford University.614 pages .ISBN 978-0-19-956433-0
- Case/ Readings Packet available at Google drive

### **Web bibliography:**

#### **Business Ethics:**

- <http://www.depaul.edu/ethics> (Institute for Business & Professional Ethics at DePaul University, Chicago)

- <http://www.emory.edu/ETHICS/> (Center for Ethics in Public Policy and the Professions, Emory University)
- <http://www.indiana.edu/~poynter/index.html> (The Poynter Center for the Study of Ethics and American Institutions, Indiana University)
- <http://www.josephsoninstitute.org/> (Josephson Institute for Ethics)
- <http://www.iit.edu/~csep/> (Center for the Study of Ethics in the Professions)
- [www.public.iastate.edu/~Bacon\\_Center/](http://www.public.iastate.edu/~Bacon_Center/)

Computer and Information Ethics (Computer Ethics):

- <http://www.eff.org> (Electronic Frontier Foundation)
- <http://www.cpsr.org/> (Computer Professions for Social Responsibility)
- <http://epic.org> (Electronic Privacy Information Center Resources)

**Additional Sites:**

- <http://envirolink.org/arrs/index.html> (Animal Rights Resource Site)
- <http://www.globalethics.org/> (Institute for Global Ethics)

**Book and article bibliography:**

**Individual Manager Issues:**

- “What, If Anything, is Wrong with Baby Selling?,” Radin, Pacific Law Journal, v. 26, p. 135, 1995
- “Questions Linger in Del Harassment Case,” Diana B. Henriques, The New York Times, August 9, 1995.
- “The Manager Seeking Virtue: Lessons from Literature,” McAdams and Koppensteiner, Journal of Business Ethics, 11, 627-634, 1992.
- “Business Ethics in Fiction,” Kennedy and Lawton, Journal of Business Ethics 11, 187-195, 1992.
- Death of a Salesman, A. Miller, Penguin, New York, 1949.
- “The Matter of ‘Business’” in Changing World of the Executive, Peter Drucker, Times Books, New York, NY, 1982.
- When All You Ever Wanted Wasn’t Enough, Harold Kushner, 1986.
- Why Christianity Must Change Or Die, Bishop Spong, 1998.

**Corporate Culture and Policy Issues:**

- “Black Mark for a ‘Good Citizen’: Critics Say H.B. Fuller Isn’t Doing Enough to Curb Glue-Sniffing,” Diana B. Henriques, The New York Times, November 26, 1995.
- “The Problem of Business Ethics: Oxymoron or Inadequate Vocabulary?,” J. M. Shepard, Journal of Business and Psychology, 6, 9-23, 1991.
- “The Place of Ethics in Business: Shifting Paradigms,” J. M. Shepard, Business Ethics Quarterly, 5, 577-601, 1995.
- Poor Richard’s Legacy: American Business Values from Ben Franklin to Donald Trump, Peter Baida, W. Morrow, New York, NY, 1990.
- Business as Ethical and Business as Usual, Sterling Harwood, Jones and Bartlett, Sudbury, MA, 1996.
- Business Ethics, O. C. Ferrell and John Fraedrich, Houghton Mifflin, Boston, MA, 1994.

**Society and Global Issues:**

- Ethics and the creation of wealth, ITESM, Monterrey, Mexico, 1995.
- “A Global Gauge of Greased Palms,” Barbara Crossette, The New York Times, August 20, 1995.

- Ethics and Excellence, R. C. Solomon, Oxford University Press, New York, 1992.
- The Capitalist Spirit: Toward a Religious Ethic of Wealth Creation, Peter Berger, CA:ICS Press, San Francisco, 1990.
- Ethics in the World of Business, David Braybrooke, Rowman & Allanheld, Totowa, NJ, 1983.
- U.S. Catholic Bishop's Statement on the Economy, Sterba and Rasmussen, Transaction Books, New Brunswick, NJ, 1987.
- “Is There More to Corporations than Maximizing Profits?”, Smith and Kleiner, The Systems Thinker, 6:3, April, 1995.
- Moral Man and Immoral Society, Reinhold Niebur, 1935.
- The European Dream: How Europe's Vision of the Future is Quietly Eclipsing the -American Dream, Jeremy Rifkin, Cambridge: Polity Press, 2004.

**Online reference & research tools:**

Useful ethics web links

These are some business ethics sites mentioned in Crane and Matten, as well as a few other favourites that we think are particularly worth a look.

- <http://craneandmatten.blogspot.com/>