COURSE TITLE: MANAGEMENT AND ETHICS: CORPORATE SOCIAL RESPONSIBILITY

Language of Instruction: English
Instructor name:
E-mail address:

DESCRIPTION

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 1) recognize potential ethical dilemmas arising from a cross-cultural context, 2) understand the factors in a cross-cultural context that inform a manager’s choice of action, and 3) 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 guest speakers, American and Spanish literature/film, and cases.

The syllabus for this course covers three major areas that move outward in concentric circles. Section A deals with ethical quandaries faced by the individual manager in the cross-cultural context. Section B emphasizes ethical issues in corporate policies and corporate culture as they coincide with or are in direct conflict with the business cultural ethical norms of the various countries in which the corporation may be domiciled. Section C opens out to more systemic issues, specifically the role of business and the conduct of business in the global arena. Included in Section C will be an analysis of different ethical systems related to different economic systems, including the American CAP (capitalistic) system.

Requirements for this course include a mid-term examination, three 2-page case analyses, a meaning of life or human nature paper (5-10 pages) 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.) All assignments will be read and completed in English.

REQUIRED READINGS

1. Business Ethics, Andrew Crane, Dirk Matten, Oxford University 2007 (BE)
2. Death of a Salesman, Film Version starring Dustin Hoffman. (DSM) or The Smartest Men In the Room
3. Mar Adentro, Spanish film by Amenabar. (MA)
4. Ecclesiastes, nineteenth book of the Bible, New Revised Standard Version or other translation
5. Case/Reading Packet (CRP) [Reproduced for students at cost]
6. American Beauty, American Film (AB)
7. Todo Sobre Mi Madre, Spanish Film by Pedro Almodovar (TSMM)

RATIONALE
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 American culture in which they were reared and the one the student is currently living in and studying. One of the greatest noticeable differences between the values of the American culture and other cultures of the world centers on business ethics.

No other institutions have permeated multiple cultures more than the multinational corporations like IBM, Microsoft, Nestle’s, 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.

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 the multinational corporations that have a presence in Spain, and 4) using a comparative study of contrasting film from America and Spain (i.e. Death of a Salesman, Mar Adentro [subtitled], American Beauty, and Todo Sobre Mi Madre [subtitled]).

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.

**GRADING**

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<tr>
<th>Category</th>
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<tr>
<td>Class Attendance</td>
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<tr>
<td>Class Participation</td>
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<tr>
<td>Case Analyses</td>
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<tr>
<td>Human Nature</td>
<td>Pass/Non-Pass</td>
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<td>Ethics Paper</td>
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REQUIREMENTS

Class Attendance/Participation

Students should come to class prepared to discuss the readings and cases. While the discussion each day is related primarily to the materials read for the day, the discussions are cumulative and will reach back to cases and concepts covered in previous sessions. The following grade scale will be used to evaluate the class case participant each day of class.

- 0 = Not in class
- 1 = In class, but no participation
- 2 = A couple of comments were made, but the context was not of worthwhile substance.
- 3 = Good comments were made which helped the flow of the case discussion.
- 4 = Excellent participation. You took a stand and supported it in a quality way. Comments were thought provoking and helped move the discussion into new realms.

Attendance POLICY

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-.

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.

Mid-term Examination

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

Case Analyses

Three 2-page 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. The student simply turns in the paper at the beginning of the class on which the case is to be discussed. By allowing the student to chose, 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.

Meaning of Life/ Human Nature Paper (5-10 pages)

One of the precepts of this course is that ethical behavior is dependent upon individuals having a concept of a meaningful life and understanding of human nature. After the early discussion of life’s meanings and human nature, each student will be asked to write
a paper outlining the student’s understanding of his/her sources of meaning in life or understanding of human nature and how it effects the ethical decisions he or she may makes.

The meaning of life paper is an introspection of where the student derives meaning in his or her life. Many students while writing good papers find this topic very difficult. This paper is a personal reflection paper and does NOT require external references. This paper will be graded on a Pass/Non-Pass basis. If the student does not pass the paper the first time, he or she will be requested to write another.

If the student chooses to attempt to write about human nature, she or he should write between ½ and one page on each of the following topics about human nature:
1. Location in creation  2. Sexuality   3. Spirituality/ Religiosity
10. Fundamental Rights

**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.
REQUIREMENTS FOR ACADEMIC BEHAVIOR

The BIC requires from all students to act honestly in their academic tasks (do not copy in exams or papers, bibliographical or internet sources must be properly quoted, etc.)

Do not use your cell phone while being in class or in activities. It is not allowed to eat or drink in the classroom. The use of a recorder is allowed only with the permission of the instructor.

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/

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://www.globalethics.org/ (Institute for Global Ethics)

BOOK AND ARTICLE BIBLIOGRAPHY

Individual Manager Issues
When All You Ever Wanted Wasn’t Enough, Harold Kushner, 1986.

Corporate Culture and Policy Issues
Business as Ethical and Business as Usual, Sterling Harwood, Jones and Bartlett, Sudbury, MA, 1996.

Society and Global Issues
Ethics and the creation of wealth, ITESM, Monterrey, Mexico, 1995.

ONLINE REFERENCE & RESEARCH TOOLS
1) 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://www.oup.com/uk/orc/bin/9780199564330/01student/ethicsuse_weblinks/

2) Movie Trailers
http://www.oup.com/uk/orc/bin/9780199564330/01student/video_trailers/

3) Crane & Matten blog
http://craneandmatten.blogspot.com/

http://www.oup.com/uk/orc/bin/9780199564330/01student/video_trailers/

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<tr>
<th>Session</th>
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<td>Course Introduction to Management, Syllabus General Overview</td>
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<td>Introduction to Ethical Reasoning - Deontological, Virtue, Judeo-Christian and Atheistic Models of Ethics</td>
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<td>Introduction to Ethical Reasoning - Western Perspectives of a Meaningful Life</td>
<td>Ecclesiastes (CRP) Counts as a case for written analysis</td>
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**Investigation of Fundamental Human Rights**  
Europe vs. American: A Comparative Perspective on Ethics and Policy

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<td>Foreign Assignment/Italian Tax Mores /Susan Woods</td>
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<td>The Proctor’s Dilemma/Is This The Right Time to Come Out ?(CRP)</td>
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<td>Aircraft Break Scandal (CRP)</td>
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<td>13</td>
<td>Laura Wollen and ARPCO (CRP) Bob’s Case (CRP)/ Mitsubishi: Sexual Harassment in the Workplace</td>
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<td>BE:64-81 Sexual Harassment by Dodds, Frost, Pargetter, Prior books.google.es</td>
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<td>Toys Wars (CRP)/Tobacco Under Fire The Case of the Contested Handgun</td>
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<td>Privacy, Information and Copyright Ethics</td>
<td>Dr. Ross/Virtual Child Pornography SPAM VS Muppets/Napster</td>
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<td>22</td>
<td>Business Ethics and Global Systems-Capitalism</td>
<td>The Social Responsibility of Business Is Profit Do Corporations Have Any Responsibility Beyond Making a Profit ?</td>
<td>BE:387-398</td>
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<td>New Perspectives on a Meaningful Life-Spain *</td>
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Proposed Topics for Major Paper

1. Hazardous Chemicals and Pesticides: Export, Production, Use, and Dumping in Third World Countries
2. Marketing of Breast Milk Substitutes in Third World Countries
3. Sale of Nuclear and Biological/Chemical Technology to Countries Associated With Terrorism
4. Tobacco and Pharmaceutical Regulation in Spain and the United States
5. International Monetary Fund/World Bank Financing of Third World Countries: The Politics and Ethics
6. Child Labor: US vs. Spain, Other Third World Countries
7. Marketing of Designer Drugs: Viagra in the US vs. Spain
8. Immigration Policies in the US vs. Spain
10. Advertising (Deceptive Trade Practices): US vs. Spain
11. Equal Labor Payments (Cost of Labor) Across Borders
12. Sexual Harassment in US and Spain
13. Equal Opportunity Employment in US vs. Spain
15. AmeriCAP: Does It Belong All Over The World
16. Intellectual Property (Copyrights, etc.) Across Borders
17. Drug Testing in the Workplace: US vs. Spain
18. Vivisection/Testing on Animals: US vs. EU
19. Internet Information Privacy: US vs. Spain
   Pornography, music, etc.
20. Medical Ethics (PPO's and HMO's vs. Socialized Medicine)
22. Most Favored Trade Status and Human Rights: US vs. Spain
23. Women in Jail: US vs. Spain
24. UN Declaration of Human Rights: Too Much or Too Little
25. Prostitution in US vs. Spain
26. AIDS (SIDA): US vs. Spain
27. Death Penalty: US vs. Spain
28. Criminal Penalties and the Legal System: US vs. Spain
29. International Olympic Committee: Is it Bribery?
30. Genetically Engineered Beef and/or Products: Should They Be Banned
31. Government Responsibility: The Ethics of “Mad Cow” Disease (BSE)
32. Deceptive Trade Practices: US vs EU (Spain)
33. Small Arms Sales: The Role of the United States and Spain