



BUSINESS 303:
Business, Society & Ethics
Section D1 Spring 2011



Professor: Jerry Sheppard

Phone: 778-782-4918	Class: D-100	Wednesday	9:30 - 12:20	A Q	3153
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Objectives

In the wake of recent economic and environmental catastrophes, issues regarding globalization, social, ethical and environmental concerns of businesses have become more prominent and publicized. In this course, *Business, Ethics & Society*, we will try to familiarize ourselves with the following areas:

- Ethical principles, theories and models and their impacts on business;
- Ethics in the workplace and the issues surrounding corporate social responsibility;
- The rights and responsibilities of the corporation those who work in such organizations;
- Environmentally responsible and sustainable business practices;
- Relevance of ethical standards in national and international contexts.

In doing so, we will review different theories and investigate their application to common and current business practices. We will also review the different challenges that managers and business employees face in the current fast paced world.

Ethical Considerations

You are expected to do your own work on the individual assignments. Failure to do so, or plagiarism, or insufficient citation could result in a zero for the assignment.

Required Textbook & Readings

Richard DeGeorge, *Business Ethics (7th Ed.)*
Toronto: Pearson. ISBN: 978-0-205-73193-0.
Other readings & materials will be available on line.

Grades

Individual written case analysis 1	17%
Individual written case analysis 2	17%
Group debate	15%
Presentation (Case or Book)	15%
Debate Evaluation	3%
Presentation Evaluation	3%
Group Peer Evaluation	5%
Final	25%

Group Project and Presentation

You will form into groups of 5 to 6 students. You will be evaluating the performance of others in the group. The average grade for the group is to be 3.1. If you choose not to fill out a grade form, all members will receive a 3.14. You will be doing a debate plus a presentation on a case or book. These occur throughout the term. Only three members need present, and the other three aid in the research.

Session Breakdown

A typical lecture will consist of several separate parts. The first part will be dedicated to concepts and theories, the second part will be a debate of one aspect of the topic at hand, a third part will deal with the review of a relevant book (too much reading / too little time) and finally a practical case analysis and discussion. Access to readings and discussion material will be provided online in advance at <http://www.sfu.ca/~sheppard/303index.html>. It is your responsibility to come prepared to be able to discuss ethical issues surrounding that days' class.

Tentative Schedule

	Week	Topics / Chapter & Reading	Exercises, Debates, Cases & Books
What are Ethics & Morals	Wk. 1	Snowed out.	
	Wk. 2 Jan. 19	How we broke the world , Adverse Selection, Moral Hazard, Externalities, & Death & Theft Ch. 1: Ethics & Business Read: Brooks, Business Ethics in Canada	Exercise: Starting with Ethics Debate: Virgin Records Book: Stone: <i>Where the Laws Ends</i> Case: The Case of the Collapsed Mine (Text, pg. 18)
	Groups & Assignments		
	Wk. 3 Jan. 26	Ethics as Cognitive Development (Conventional & Psychological bases) Ch. 2: Conventional Morality & Ethical Relativism Read: Sheppard & Young , Pages 315-318	Exercise: DIT Scenarios Debate: Ethical Absolutism vs. Ethical Relativism Book: Babiak & Hare: <i>Snakes in Suits: Psychopaths @ Work</i> Case: The Milgram Obedience Studies
Wk. 4 Feb. 2	Philosophy / Ethics Fairness & Justice (Philosophic bases & Distributive Justice) Ch. 3: Utility & Utilitarianism Ch. 4: Moral Duty, Rights & Justice	Exercise: Rawls exercise Debate: Ends and Means Book: Kidder: <i>Moral courage</i> Case: The Sole Remaining Supplier	
Ethics, Society & the Corp.	Wk. 5 Feb. 9	Ethics in Society, Business as a special case? Ch. 5: Virtue Ethics and Moral Reasoning Ch 6: Moral Responsibility: Individual & Corp Read: Albert Carr: Is business bluffing Ethical?	Debate: Is business bluffing Ethical? Book: Badaracco: <i>Defining Moments</i> Case: Ford Pinto
	Wk. 6	There is no Week 6	
	Wk. 7 Feb. 23	Corp. Social Responsibility, Stakeholders Ch. 7: Justice & Econ. Systems Ch. 10: Corp., Morality, & Social Responsibility Read: Friedman, Mulligan	Debate: Corporate Social Responsibility: Pro & Con Books: Klein: <i>No logo</i> or Lennick & Kiel: <i>Moral Intelligence & Leadership</i> Case: Advertising
	Wk. 8 Mar. 2	Governance & Control, Personhood / Agents Ch. 11: Corp. Governance & Compensation Ch.15: Marketing, Truth, and Advertising Read: Nader, Mintzberg, French	Debate: The Corporation as a person Book: Korten: <i>When Corporations Rule the World</i> Case: Citizens United (Scan)
Ethics & Business Issues	Wk. 9 Mar. 9	CSR in Practice: The triple Bottom Line? Ch. 14: Whistle-Blowing Ch. 17: Workers' Rights & Duties in a Firm	Debate: Single and Multiple bottom lines Book: Elkington: <i>Cannibals with Forks</i> Case: Massey Energy & Running Coal
	First Individual Case Due		TBA
	Wk. 10 Mar. 16	Ethics & Technology Ch. 19: The Information Age & Technology Ch. 20: Information, Computers& the Internet	Debate: RFID Tags & Monitoring Book: Gladwell: <i>The Tipping Point</i> Case: The Dalkon Shield
	Wk. 10 Mar. 23	Nature, Environment, Ethics / Pollution Export Ch. 13: Safety, Risk, & Enviro. Protection Read: Hardin Tragedy of the Commons	Debate: Economics & Sustainability Book: Carson: <i>Silent Spring</i> Case: BP in the Gulf
	Wk. 12 Mar. 30	Ethics in International Business Ch. 9: The International Business System Ch. 21: Global Issues, International Obligations Read: Donaldson: When Ethics Travel	Debate: GDP vs GNH Books: Anielski: <i>The Economics of Happiness</i> or Prahalad: <i>Fortune at the Bottom of the Pyramid</i> Case: Union Carbide Bhopal
	Second Individual Case Due		TBA
Wk. 13 Apr. 6	Finance & Accounting / Measurement Issues Ch. 12: Finance, Accounting, & Investing Ch. 22: New Moral Imperative for Business	Debate: Do we still have Universal Values? Book: Yunus: <i>Banker to the Poor: Micro-Lending and the Battle Against World Poverty</i> Case: Nestle's Infant Formula	