

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

Office: Wednesday 12:30 - 13:20 WMC 2210

e-mail: sheppard@sfu.ca Friday 12:30 - 13:20 WMC 2210

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 you 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
	Wk. 1	How we broke the world, Adverse Selection,	Exercise:	Starting with Ethics
7.0	Jan. 12	Moral Hazard, Externalities, & Death & Theft	Debate:	Virgin Records
_als		Ch. 1: Ethics & Business	Book:	Stone: Where the Laws Ends
Morals		Read: Brooks, Business Ethics in Canada	Case:	The Case of the Collapsed Mine (Text, pg. 18)
& N		Groups & Assignments		
What are Ethics	Wk. 2	Ethics as Cognitive Development	Exercise:	DIT Scenarios
	Jan. 19	(Conventional & Psychological bases)	Debate:	Ethical Absolutism vs. Ethical Relativism
		Ch. 2: Conventional Morality & Ethical Relativism	Book:	Babiak & Hare: Snakes in Suits: Psychopaths @ Work
		Read: Sheppard & Young, Pages 315-318	Case:	The Milgram Obedience Studies
	Wk. 3	Philosophy / Ethics Fairness & Justice	Exercise:	Rawls exercise
Vh			Debate:	Ends and Means
>		Ch. 3: Utility & Utilitarianism	Book:	Kidder: Moral courage
		Ch. 4: Moral Duty, Rights & Justice	Case:	The Sole Remaining Supplier
	Wk. 4	Ethics in Society, Business as a special case?		
_	Feb. 2	Ch. 5: Virtue Ethics and Moral Reasoning	Debate:	Is business bluffing Ethical?
ior		Ch 6: Moral Responsibility: Individual & Corp	Book:	Badaracco: Defining Moments
rat		Read: Albert Carr: Is business bluffing Ethical?	Case:	<u>Ford Pinto</u>
od.	Wk. 5	The free market – and market failures	Debate:	Executive Compensation
Cor	Feb. 9	Ch. 7: Justice & Econ. Systems	Book:	Klein: No logo
the Corporation		Ch.15: Marketing, Truth, and Advertising	Case:	Advertising
th	_	There is no Week 6		
Society &		Corp. Governance & Control, Personhood /		
iet	Feb. 23	Agents & Executive Compensation		The Corporation as a person
) 000		Ch. 11: Corp. Governance & Compensation	Book:	Korten: When Corporations Rule the World
Ethics, S		Read: <u>Nader, Mintzberg, French</u>	Case:	<u>Citizens United</u> (Scan)
		Corporate Social Responsibility /	D. L.	
Et	Mar. 2	Stakeholder Analysis		Corporate Social Responsibility: Pro & Con
		Ch. 10: Corp., Morality, & Social Responsibility		Lennick & Kiel: Moral Intelligence & Leadership
	W/Ir O	Read: Friedman, Mulligan	Case:	Wal-Mart Single and Multiple bottom lines
		CSR in Practice: The triple Bottom Line?	Book:	•
	Mar. 9	Ch. 14: Whistle-Blowing Ch. 17: Workers' Rights & Duties in a Firm	Case:	Elkington: Cannibals with Forks Massey Energy & Running Coal
		First Individual Case Due	TBA	Massey Energy & Running Coar
	Wk 10	Ethics & Technology		RFID Tags & Monitoring
es		Ch. 19: The Information Age & Technology	Book:	Gladwell: The Tipping Point
nss	iviai. 10	Ch. 20: Information, Computers& the Internet	Case:	The Dalkon Shield
S Is	Wk 10	Nature, Environment, Ethics / Pollution Export		Economics & Sustainability
nes		Ch. 13: Safety, Risk, & Enviro. Protection	Book:	Carson: Silent Spring
Ethics & Business Issues	141ur. 23	Read: Hardin Tragedy of the Commons	Case:	BP in the Gulf
	Wk. 12	Ethics in International Business	Debate:	GDP vs GNH
8 8		Ch. 9: The International Business System	Book:	Anielski: The Economics of Happiness
ics		Ch. 21: Global Issues, International Obligations	Book:	Prahalad: Fortune at the Bottom of the Pyramid
Eth		Read: <u>Donaldson: When Ethics Travel</u>	Case:	Union Carbide Bhopal
		Second Individual Case Due	TBA	
	Wk. 13	Finance & Accounting /	Debate:	Do we still have Universal Values?
	Apr. 6	Measurement Issues	Book:	Yunus: Banker to the Poor: Micro-Lending
		Ch. 12: Finance, Accounting, & Investing		and the Battle Against World Poverty
		Ch. 22: New Moral Imperative for Business	Case:	Nestle's Infant Formula