

**Course title:** Ethics in a globalization and sustainability context

**Language of instruction:** English

**Professor:** Jeaninne Horowitz Gassol

**Professor's contact and office hours:** By appointment

**Course contact hours:** 45

**Recommended credit:** 6 ECTS credits

**Course prerequisites:** There are no prerequisites for this course

**Language requirements:** Recommended level in the European Framework B2 (or equivalent : Cambridge Certificate if the teaching language is English, DELE or 3 semesters in the case of Spanish)

**Course focus and approach:** this course is concerned with the application of ethical theory and behaviour in a global and sustainability context and as such it is multi-disciplinary.

**Course description:** Globalization and sustainability have become familiar terms that are however at cross purposes. The way globalization has been conducted with an emphasis on the economic sphere—international trade and cross border investment flows, has created a series of crises that threaten the ethical values and beliefs of a sustainable society. Ethics goes beyond with what is legal because it is concerned with the ethical reflection of what represents right and wrong behaviour in a complex, dynamic and global environment. In this course we will discuss ethical approaches to global issues that are enhanced by the process of globalization and increasing multiculturalism, e.g., the environment, global citizenship & governance, poverty and inequality, peace and conflict, human rights, health and the effects of technology among others.

---

1

**Learning objectives:** At the end of the course, students will be able to:

- Recognize the complexity of today's economic and global business setting and its effect on social and environmental issues.
- Appreciate the role of ethics as central in decision making.
- Understand basic ethical theories and apply them to ethical issues.
- Discuss the concept of ethical responsibility.
- Describe different ways of managing business ethics in a global context.
- Apply concepts and frameworks for ethical reasoning to complex global issues.
- Develop a systems perspective to help formulate, analyse, and defend decisions in ethical terms.
- Critically examine one's personal ethics.

**Course workload:** readings, lectures, class discussions, exams, student reports, presentations and debates, documentaries, cases studies, invited speaker.

**Teaching methodology:** Lectures – Students are presented with content, motivated and challenged to reflect on issues. Issues are clarified and expanded upon.  
 Class discussions and debates – Analysis of readings, videos, case studies exchange of ideas and cultural perspectives.  
 Online Reader – Selection of reading material in different areas of ethics.  
 Case Studies – Opportunity to study real life situations and how the actors involved reacted.  
 Movies – Documentaries related to global ethical issues.  
 Quizzes and reading assignments – Short multiples choice quizzes and assignments forum style on course content.  
 Student presentations and debate leading – Students will have the opportunity to promote class discussions and debates on global ethical issues.  
 Conference by invited speaker.

**Assessment criteria:**

Active class preparation and participation:30%  
 Quizzes and reading assignments:10%  
 Team project and roundtable presentation:40%  
 Take-home final exam: 20%

**BaPIS absence policy**

Attending class is mandatory and will be monitored daily by professors. Missing classes will impact on the student’s final grade as follows:

<b>Absences</b>	<b>Penalization</b>
Up to two (2) absences	No penalization
Three (3) absences	1 point subtracted from final grade (on a 10-point scale)
Four (4) absences	2 points subtracted from final grade (on a 10-point scale)
Five (5) absences or more	The student receives an INCOMPLETE (“NO PRESENTADO”) for the course

The BaPIS attendance policy **does not distinguish between justified or unjustified absences**. The student is deemed responsible to manage his/her absences.

Only absences for medical reasons will be considered justified absences. The student is deemed responsible to provide the necessary documentation. Other emergency situations will be analysed on a case-by-case basis by the Academic Director of the BaPIS.

The Instructor, the Academic Director and the Study Abroad Office should be informed by email without any delay.

**Classroom norms:**

- No food or drink is permitted in class.
- Students will have a ten-minute break after one- hour session.

- ...

### Weekly schedule

Please note that sessions and required readings may change at the beginning of the course. Web content reading will be posted in Aula Global.

**Last revision: April 2021.**

#### WEEK 1

Session 1 Introduction: Why Global Ethics?

The objectives, methodology, content and organization of the work are presented in detail.

Session 2 The individual responsibility. We will examine the importance of personal responsibility in global ethics. We will discuss determinism and free will concepts.

#### Required readings:

Bhide A, Stevenson H. 1990. Why be honest if honesty doesn't pay. Harv Bus Rev; 68:121– 30 (September– October). <https://hbr.org/1990/09/why-be-honest-if-honesty-doesnt-pay>

Fischer, J. M. 2009. Free Will and Moral Responsibility. In The Oxford Handbook of Ethical Theory. <https://doi.org/10.1093/oxfordhb/9780195325911.003.0013>

Matthews, John, Goodpaster, Kenneth & Nash, Laura. 1991. Peter Green's First Day, in Policies and Persons: A Casebook in Business Ethics, New York: McGraw-Hill, pp. 11, 12.

---

3

#### WEEK 2

Sessions 3 Philosophies of Ethics and Ethical Dilemmas.

We will study the philosophical basis of ethics and will look at what are ethical dilemmas and how to deal with them.

#### Required readings:

Introduction to Philosophy: Ethics. Authors: Frank Aragbonfoh Abumere, Douglas Giles, Ya-Yun (Sherry) Kao, Michael Klenk, Joseph Kranak, Kathryn MacKay, Jeffrey Morgan, Paul Rezkalla, George Matthews (Book Editor), and Christina Hendricks (Series Editor). Open Download, The Rebus Press.

Khemka, P. 2020. Contemporary Ethical Theories: A comparison between decision making and ethical decision making. Online publication ResearchGate <https://www.researchgate.net/publication/339300740>

Copp, David. 2005. Chapters 13 to 18. The Oxford handbook of ethical theory [Recurs electrònic]. Oxford University Press.

Ethics in Internet Encyclopedia of phylosophy

Session 4 Business, economics and ethics: We will analyse the relationships between ethics and economics from different perspectives.

#### Required readings:

Chee Soon Juan. 1998. A Robinson Crusoe Allegory, excerpt from: To be free, Bagha, J., Lacznia, E.R. 2015. Seeking the Real Adam Smith and Milton Friedman. *Philosophy of Management* 14, 179–191.

Annett, Anthony. 2018. Restoring Ethics to Economics. *FINANCE & DEVELOPMENT*.

Friedman, M. 1970. The social responsibility of business is to increase its profits. *The New York Times Magazine* (September 13), New York.

**Recommended Readings:**

Broome, J. 2001. Economics and Ethics. In N. J. Smelser & P. B. B. T.-I. E. of the S. & B. S. Baltes (Eds.), *International Encyclopedia of the Social & Behavioral Sciences*, pp. 4146–4152. Oxford: Pergamon.

Kliksberg, B. 2012. Re-examining the relationship between ethics and the economy. In *OpenMind Values and Ethics for the 21st Century*.

WEEK 3

Session 5 Globalization and Sustainable Development. The issues and challenges of globalization and the concept of sustainable development are analysed.

**Required readings:**

Assadourian, Erik. 2010. The Rise and Fall of Consumer Cultures. In *State of the World 2010*, Worldwatch Institute Report, New York: W.W. Norton, pp. 3-21.

Fujimoto, Kazuisa. 2013. Globalization and Ethics for the Future. In *WASEDA RILAS JOURNAL* NO. 1. [https://www.waseda.jp/flas/rilas/assets/uploads/2013/10/165-170\\_Kazuisa-Fujimoto.pdf](https://www.waseda.jp/flas/rilas/assets/uploads/2013/10/165-170_Kazuisa-Fujimoto.pdf)

Ehrenfeld, Sylvain. 2012. Ethical Dilemmas of Globalization. <https://ethicalfocus.org/ethical-dilemmas-of-globalization/>

**Recommended Reading**

Murray, A., Skene, K., & Haynes, K. 2017. The Circular Economy: An Interdisciplinary Exploration of the Concept and Application in a Global Context. *Journal of Business Ethics*. <https://doi.org/10.1007/s10551-015-2693-2>

Session 6 Teamwork project organization and guidance.

WEEK 4

Session 7 International Governance and Corporate Social Responsibility. The issue of international governance as well as the rise for corporate social responsibility will be addressed.

**Required readings:**

Global governance models in history. Global Challenges Foundation 2017.

Orr, David. 2013. Governance in the long emergency. In: *State of the World 2013: Is sustainability still possible?* Worldwatch Institute.

**Recommended Readings:**

Crane, Andrew and Matten, Dirk and Spence, Laura J. 2013 Corporate Social Responsibility in a Global Context. Chapter in: Crane, A., Matten, D., and Spence, L.J., 'Corporate Social Responsibility: Readings and Cases in a Global Context', 2/e. Abingdon: Routledge, pp. 3-26.

Session 8 Ethical leadership and organizational culture. Goals, Processes, Success Through a case study depicting a Wall Street financial analyst facing a dilemma in mountaineering, we study how each of our behaviours combines a process and a goal. The ethics of whistleblowing will also be addressed

**Required readings:**

McCoy, Bowen. 1997. The Parable of the Sadhu. Harvard Business Review, (75 N°3). May-June 1997. pp. 54-61.

Ouma, C. 2017. Ethical Leadership and Organizational Culture: Literature Perspective. International Journal of Innovative Research & Development, Vol 6 Issue 8.

O'Neill, Ben. 2013. The ethics of whistleblowing. Ludwig von Mises Institute. <http://mises.org/daily/6474/>

WEEK 5

Session 9 Global Labour Markets: Exploitation or Development? We will address the issues raised by competitiveness and businesses trying to cut costs.

**Required readings:**

Boggan, S. 2001. 'We blew it': Nike admits to mistakes over child labour. Independent/UK (online) (October 20). <http://www.commondreams.org/headlines01/1020-01.htm>

Meyers, C. 2004. Wrongful Beneficence: Exploitation and Third World Sweatshops. Journal of Social Philosophy, Vol. 35 No. 3, pp. 319–333.

Poulter, S. 2007. That 'ethical' bag is made by Chinese cheap labour (... and it's not organic, either). The Daily Mail Online (April 27). <http://www.dailymail.co.uk/news/article-451004/That-ethical-bag-Chinese-cheap-labour---organic-either.html>

Powell, B. W, & Skarbek, D. B. 2004. Sweatshops and third world living standards: Are the jobs worth the sweat? (Independent Institute) (September 27).

[http://www.independent.org/publications/working\\_papers/article.asp?id=1369](http://www.independent.org/publications/working_papers/article.asp?id=1369)

Session 10 The Ethics of Marketing Practices. We will analyse the ethics of marketing; how far can businesses go when trying to sell their products or services. What is their responsibility versus the responsibility of consumers?

**Required readings:**

Nil, A., & Schibrowsky, J. A. 2007. Research on marketing ethics: A systematic review of the literature. Journal of Macromarketing, 27(3), 256–273.

Schlegelmilch, B. B., & Öberseder, M. 2010. Half a century of marketing ethics: shifting perspectives and emerging trends. Journal of Business Ethics, 93(1), 1–19.

The Guardian. 2012. Ikea apologises over removal of women from Saudi Arabia catalogue.  
<http://www.theguardian.com/world/2012/oct/02/ikea-apologises-removing-women-saudi-arabia-catalogue>

#### WEEK 6

Session 11 The ethics of global health and ethics. We will discuss ethical issues that arise from global health in light of the recent Covid-19 pandemic. We will hold a debate around the behaviour of Pharma during the Covid-19 pandemic.

##### **Required readings:**

De George RT. 2005. Intellectual property and pharmaceutical drugs: an ethical analysis. *Bus Ethics Q.*,15(4):549-75.

Rapley, J. 2020. COVID-19 will accomplish what politics couldn't do: Narrow the global gap between rich and poor. *The Globe and Mail*.

Stapleton, G., Schröder-Bäck, P., Laaser, U., Meershoek, A., & Popa, D. 2014. Global health ethics: An introduction to prominent theories and relevant topics. *Global Health Action*.

<https://doi.org/10.3402/gha.v7.23569>

Wenner Moyer, Melinda. 2015. Pharma Watch: Raising Awareness or Drumming Up Sales? *Scientific American Mind* Volume 26, Issue 5.

Rapley, J. 2020. COVID-19 will accomplish what politics couldn't do: Narrow the global gap between rich and poor. *The Globe and Mail*.

Wenner Moyer, Melinda. 2015. Pharma Watch: Raising Awareness or Drumming Up Sales? *Scientific American Mind* Volume 26, Issue 5.

Session 12 The ethics of financial markets. What caused the 2008 worldwide financial crisis? We will analyse the world of finance from an ethical perspective.

**Resource documentary:** *Inside Jobs*

##### **Required readings:**

Katz, C. 2001. Interpretations of the economic crisis. *International Socialist Review*, Issue 75.

Neuberger, J. A. 2008. Financial Crisis: What went wrong? *Economists INK*

<https://ei.com/economists-ink/special-issue-november-2008/financial-crisis-what-went-wrong-by-jonathan-a-neuberger/>

Greed and Fear. *The Economist*. Online Edition. Jan 22nd 2009

#### WEEK 7

Session 13 The ethics of water. Is water a social or an economic good? We will analyse the use and management of water resources from an ethical global perspective.

**Resource documentary:** *Blue Gold*

##### **Required readings:**

Gleick, Peter H., Wolff, Gary; Chalecki, Elizabeth L., Reyes, Rachel. The New Economy of Water. Pacific Institute for Studies in Development, Environment, and Security, February 2002.

[http://www.pacinst.org/reports/new\\_economy\\_of\\_water/new\\_economy\\_of\\_water\\_ES.pdf](http://www.pacinst.org/reports/new_economy_of_water/new_economy_of_water_ES.pdf)

Morrison, J. 2019. Insights from COP25: The (Interconnected) Pillars of Water System Transformation. December 13, <https://pacinst.org/insights-from-cop25-the-interconnected-pillars-of-water-system-transformation/>

Morrison, J., Morikawa, M., Heberger, M., Cooley, H., Gleick, P.

and Palaniappan, M. 2009. Climate Change and the Global Water Crisis: What Businesses Need to Know and Do. United Nations Global Compact. <https://pacinst.org/publication/climate-change-and-the-global-water-crisis-what-businesses-need-to-know-and-do/>

Session 14 Team project roundtables

Week 8

Sessions 15 and 16 Team project roundtables

Week 9

Sessions 17 and 18 Team project roundtables

Week 10

Session 19 General discussion of the Team projects

Session 20 Final considerations