



IB343 BUSINESS ETHICS IN AN INTERCULTURAL FRAMEWORK

IES Abroad Barcelona

DESCRIPTION: Business ethics do not deal with what is legal, but with the application of moral standards to business decisions. Personal behavior relates to moral standards, which are not necessarily legislated and vary according to cultural differences. We are taught that the primary purpose of a business is to earn a profit, however, the path towards achieving this goal can, in many instances, create dilemmas about justice, equity and honesty. In this course we will study business ethical dilemmas within an intercultural framework and global perspective. We will address the issue of ethics from different points of view: individual, society, environment and corporative.

CREDITS: 3 credits

CONTACT HOURS: 45 hours

LANGUAGE OF INSTRUCTION: English

PREREQUISITES: None

ADDITIONAL COST: Course case study fee

METHOD OF PRESENTATION:

- Lectures: students will be presented with content that will help establish a common basis and reflect on ethical issues.
- Class discussions and debates: which will be based on analysis of texts, videos, cases, podcasts, aiming to generate an exchange of ideas and cultural perspectives.
- Readings: selection of reading material in different areas of business ethics.
- Case studies: opportunity to study real life situations and how the actors involved reacted
- Films, podcasts and other materials: documentaries, debates, speeches, etc., related to business ethics topics.
- Student presentations and debates: students will have the opportunity to research a business ethical issue and present their results to the class.

REQUIRED WORK AND FORM OF ASSESSMENT:

- Class preparation and participation: - 10%
- Mid-term: - 25 %
- Student debates - 15%
- Round table discussions: - 25%
- Final team project and oral presentation: - 25%

Class preparation and participation: quality participation based on relevance, evidence-based comments, originality, understanding of the implications and form, using knowledge acquired through reading and analysis. A limited number of quizzes and other activities will be included in this evaluation, to act as a guidance and ensure understanding of the materials.

Mid-term: in-class exam (combination of multiple choice and essay questions) based on the understanding and applicability of concepts, readings and other materials discussed in class or assigned for in-home review.

Student debates: in the second part of the term, the instructor will organize the students in order to carry out debates individually or in small groups. The idea is that one side will argue in favor of one topic that the instructor will provide, and the other side will oppose to it. Grading will be based on the way students use arguments persuasively and rely on the relevant theories discussed, in order to support a certain point of view.

Round table discussions: Students will form teams of up to 5 students. During the second part of the course (after the midterm exam), the instructor will present films, documentaries, case studies, etc. that expose global situations with relevant ethical dimensions. After a few days, every team will be responsible for facilitating a class roundtable discussion on the ethical issues and dilemmas exposed. The facilitator team, should analyze the content of the material, based on more in-depth research, and prepare a

written document of their analysis that outlines and explains the issues and dilemmas they were able to define. The outline should be uploaded to the course Moodle and sent to the professor before the start of the round table. The facilitator team should promote class discussion and the results of the roundtable should be documented (note taking) and compared with the team's outline. This comparative analysis should also be handed to the professor in a following session and uploaded to Moodle. Grading will be based on the quality and in-depth of the pre- and post- analysis and on how well class discussion is promoted

Final team project and oral presentation: students' teams will research and analyze a business ethical issue agreed with the professor and prepare a power point document with extended notes of their research and analysis. Teams will carry out an oral presentation and will promote class discussion. The presentation file should be uploaded to Moodle. Students will be graded on their demonstrated command of the issue acquired through research, reading and analysis

LEARNING OUTCOMES:

By the end of the course students will be able to:

- identify and state issues concerning business ethics.
- summarize basic ethical theories and apply them to business issues.
- discuss the concept of Corporate Social Responsibility and the concept of stakeholders.
- describe different ways of managing business ethics in a global context.
- use case studies to identify and analyze issues of business ethics around the world.

ATTENDANCE POLICY: As a member of our class community, you are expected to be present and on time every day. Attending class has an impact on your learning and academic success. For this reason, attendance is required for all IES Barcelona classes, including course-related excursions. If a student misses more than three classes in any course without justification, 3 percentage points will be deducted from the final grade for every additional absence. Seven unjustified absences in any course will result in a failing grade. Absences will only be justified, and assessed work, including exams, tests and presentations rescheduled, in cases of documented medical or family emergencies.

CONTENT: Note that specific session content might vary depending on the calendar. Exact dates will be posted on the course's agenda in Moodle

Session	Content	Required Reading
Session 1	Introduction: Why Business Ethics? The objectives, methodology, content and organization of the course will be presented in detail.	
Session 2	Discussion on individual responsibility: Producing toys – child's play? (Short case). An example of an ethical dilemma in business. Welcome to the real business world.	• Crane, A & Matten, D. (2007). Producing toys – child's play? <i>Business Ethics</i>. pp 92. • Nuttall, J. (1993). Applying philosophy to moral issues. <i>Moral questions: an introduction to ethics</i>. pp 1-11. • Weston, A. Composing a Short Argument: Some General Rules, <i>A Rulebook for Arguments</i>. pp 1-11.
Session 3	We will discuss key concepts in ethics, strong reasons for focusing on this discipline and will start explaining the different ethical theories.	• Donaldson, T. & Werhane, P. (1983). Introduction to Ethical Reasoning. https://faculty.tuck.dartmouth.edu/images/uploads/faculty/adam-kleinbaum/introduction to ethical reasoning.pdf

		- Kraut, R. (2022) Aristotle's Ethics, <i>The Stanford Encyclopedia of Philosophy</i> (Fall Edition). - Van Luijk, H. & Wim D. (2011) Moral Competence, <i>European Business Ethics Casebook</i>. pp 11-18.
Session 4	Continuation of ethical theories.	- Rohlf, M. (2020). Immanuel Kant, <i>The Stanford Encyclopedia of Philosophy</i> (Fall 2020 Edition). - Sinnott-Armstrong, W. (2021). Consequentialism, <i>The Stanford Encyclopedia of Philosophy</i> (Fall Edition). - Sugrue, M. (2020). Kant's Moral Philosophy. YouTube Channel of Michael Sugrue. https://www.youtube.com/watch?v=d-vcltYxM9U.
Session 5	Conclusion of ethical theories and how they link up from individual responsibility, moving into civic and organizational ethics (business).	- Matthews, J., Goodpaster, K. & Nash, L. (1980). Peter Green's First Day, <i>Harvard Business Publishing</i>. Reference no. 9-380186 - Wenar, L. (2021), John Rawls, <i>The Stanford Encyclopedia of Philosophy</i> (Summer Edition),
Session 6	We will discuss about ethics and economics, the relationship between law and ethics, as well as other sources of moral guidance.	- Fernández, B. Ethics vs. Finance? An analysis of the origins, problems and future perspectives of this relationship. <i>Trust and Ethics in Finance Innovative ideas from the Robin Cosgrove Prize</i>. Article 18 pp. 297 – 314. http://base.socioeco.org/docs/ge_global_6_finance_final_print_rev.pdf - Wicks, A. & others (2018). <i>An Introduction to Ethics: Framing and Key Themes in Business Ethics</i>. Darden Business Publishing. Reference no. UVA-E-0340
Session 7	Business ethics, the corporation and corporate social responsibility	- Solomon, Robert. Business Ethics. (1991). <i>A Companion to Ethics</i>. pp 354-365. - Friedman, Milton. (1970) The Social Responsibility of Business is to Increase its Profits. <i>The New York Times</i>.
Session 8	Stakeholder theory of the firm. Globalization and sustainable development	Assadourian, E. (2010) The Rise and Fall of Consumer Cultures. <i>State of the World</i>, Worldwatch Institute Report, New York. http://noravank.am/upload/pdf/1.Erik%20Assadourian_02-2012_21%20CENTURY.pdf

		- Freeman, R. & Dmytriiev, S. (2017). Corporate Social Responsibility and Stakeholder Theory: Learning From Each Other. <i>Emerging Issues in Management</i>. - United Nations Sustainable Development Goals (2015). New York. United Nations. https://www.un.org/sustainabledevelopment/
Session 9	Environmental Responsibility and Climate Change.	- Amnesty International. Corporations. https://www.amnesty.org/en/what-we-do/corporate-accountability/ - Chee Soon, J. (1998) A Robinson Crusoe Allegory", excerpt from: To be free, <i>Clayton: Monash Asia Institute</i>, pp. 1-2. - Jennings, M. Bhopal: when safety standards differ. <i>Business ethics: case studies and selected readings</i>. West Educational Pub. pp 333-334.
Session 10	Global labor markets: Exploitation or development? The issues raised by competitiveness and businesses trying to cut costs. The evolution of work ethics. Professional deontology and codes of conduct. Feminist ethics.	- Jennings, M. On Sweatshops, Nike and Kathie Lee. <i>Business ethics: case studies and selected readings</i>. West Educational Pub. pp 326 - 332. - Sennett, R. Work ethic. <i>The corrosion of character: the personal consequences of work in the new capitalism</i>. Norton. pp 77-92 - Convention on the Rights of the Child. (1989). <i>The United Nations</i> https://www.ohchr.org/en/instruments-mechanisms/instruments/convention-rights-child - Boxill, B. (1991). Equality, discrimination and preferential treatment. <i>A Companion to ethics</i>. pp 333-342.
Session 11	The ethics of marketing practices. Animal rights. Mid-term guidance.	- Dannoritz, C. The Lightbulb Conspiracy – the untold story of planned obsolescence. (2010) [video]. Article Z – Media 3.14. - Ferrell, Linda. Marketing Ethics. http://college.cengage.com/business/modules/markngethics.pdf - Singer, P. (1979). Animal Liberation. <i>Moral problems: a collection of philosophical essays</i>. Blackwell Reference. pp 83 – 101.
Session 12	Teamwork project organization and guidance.	

	We will organize the teams and discuss how to go about doing the Team final project.	
Session 13	Midterm exam.	
Session 14	The Business of Water. Should water provision be free for all or a source of business? Here we begin the sessions for discussing relevant material about 4 key topics. A week after each session, the responsible team for that topic will be leading a class debate discussion.	• A Purple Turtle Films production; a film by Sam Bozzo. (2009). <i>Blue gold: world water wars</i>. [United States]: Distributed by PBS Home Video. • Gleick, P & others. (2002). <i>The New Economy of Water</i>. Pacific Institute for Studies. <i>Development, Environment, and Security</i>, February. https://pacinst.org/wp-content/uploads/2013/02/new_economy_of_water3.pdf • WWF. Water scarcity [web]. https://www.worldwildlife.org/threats/water-scarcity • Delli Priscoli, J, Dooge, J. and Llamas, R. (2004) <i>Water Ethics Overview</i>. http://www.internationalwaterlaw.org/bibliography/articles/Ethics/Overview.pdf • Water.org [web]. https://water.org
Session 15	Financial Markets and the 2008 Crisis. What caused the 2008 worldwide financial crisis? We will analyze the world of finance from an ethical perspective.	• Ferguson, C. (2010). <i>Inside Job</i>. Sony Pictures Classics. • Katz, C. Interpretations of the economic crisis. <i>International Socialist Review</i>, Issue 75, January–February 2011 • Greed and Fear. (2009). <i>The Economist</i>. Online Edition. Jan 22nd. • White Paper No. 44 (2008). <i>The Financial Crisis and the Collapse of Ethical Behavior</i>. Greycourt White Paper.
Session 16	Roundtable discussion on the ethics of the business of water	
Session 17	Roundtable discussion on ethics and finance.	
Session 18	Fast Fashion. What are the main ethical issues associated with it?	• Bovon, G. & Edouard P. (2022) <i>Fast fashion - The shady world of cheap clothing</i>. DW Productions. • Bick, R. et al. (2018). The global environmental injustice of fast fashion. [web] BMC. https://ehjournal.biomedcentral.com/articles/10.1186/s12940-018-0433-7

		- Ngan, L. The impact of fast fashion on the environment. [web] <i>Climate Action Princeton University</i>. https://psci.princeton.edu/tips/2020/7/20/the-impact-of-fast-fashion-on-the-environment - Fast fashion quick to cause environmental havoc. [web] <i>University of Queensland</i>. https://sustainability.uq.edu.au/projects/recycling-and-waste-minimisation/fast-fashion-quick-cause-environmental-havoc
Session 19	Health and Ethics. We will look at ethical issues that arise from the business of health care.	- Prescription thugs (2016). Anchor Bay Entertainment. - UNESCO chair in bioethics. (2013). <i>The ethics of pharmaceutical industry in medicine</i>. May. http://medlaw.haifa.ac.il/index/main/4/EthicsofPharmaceutical.pdf - Wenner Moyer, M. (2015) Pharma Watch: Raising Awareness or Drumming Up Sales? <i>Scientific American Mind</i> Volume 26, Issue 5. https://www.scientificamerican.com/article/pharma-watch-raising-awareness-or-drumming-up-sales/ - Black, S. Researchers debunk myth that high drug prices are necessary for innovation. (2021) [web] <i>The Science Advisory Board</i>. https://www.scienceboard.net/index.aspx?sec=ser&sub=def&pag=dis&ItemID=3124.
Session 20	Roundtable discussion of the issues of Fast Fashion.	
Session 21	Round table discussion on Health and Ethics.	
Session 22	Team final project presentations	
Session 23	Team final project presentations	
Session 24	Concluding session- summary of the key “take-away” messages of the course.	

REQUIRED READINGS:

- Basu, K. (2003). The Economics of Child Labor, *Scientific American*, October issue. pp 64-91
- Beauchamp, T. L. & Bowie, N. (1979). *Ethical theory and business*. Prentice-Hall
- Carr, A. (1968). Is business bluffing ethical. *Harvard Business Review*, 143, 155.
- Case study Nike, <http://www.mallenbaker.net/csr/CSRfiles/nike.html>
- Chee Soon, J. (1998). A Robinson Crusoe Allegory. Excerpt from: *To be free*, Clayton: Monash Asia Institute, (pp. 1-2).
- Crane, A. & Matten, D. (2007). *Business Ethics*, Oxford University Press.

- Priscoli, J. D., Dooge, J., & Llamas, R. (2004). Water and ethics. *United Nations Educational, Scientific and Cultural Organization, Paris*, 33pp.
<http://www.internationalwaterlaw.org/bibliography/articles/Ethics/Overview.pdf>
- Donaldson, T. & Werhane, P. H. (1983). *Introduction to Ethical Reasoning*.
https://faculty.tuck.dartmouth.edu/images/uploads/faculty/adam-kleinbaum/introduction_to_ethical_reasoning.pdf
- Dubbink, L., L. van, & Luijk, H. van. (2011). *European business ethics casebook: the morality of corporate decision making*. Springer Science+Business Media. http://www.aimpapers.com/samples/Managerial_Ethics_1_1_.pdf
- Ferrell, L. *Marketing ethics*. <http://college.cengage.com/business/modules/markngethics.pdf>
- Frankental, P. (2001) Corporate social responsibility - a PR invention? *Corporate Communications: An International Journal*, 14 February, vol. 6, no. 1, pp. 18-23.
- Freeman, R. E., & Dmytriiev, S. (2017). *Corporate Social Responsibility and Stakeholder Theory: Learning From Each Other*. *Symphonya. Emerging Issues in Management*, (1), 7–15. <https://doi.org/10.4468/2017.1.02freeman.dmytriiev>
- Fricker, M. (2007). *Epistemic injustice: Power and the ethics of knowing*. Oxford University Press.
- Friedman, M. (1970). The Social Responsibility of Business is to Increase its Profit. *New York Times Magazine*. <https://www.nytimes.com/1970/09/13/archives/the-social-responsibility-of-business-is-to-increase-its-profits.html>
- Fruh, & Hedahl, M. (2019). Climate Change is Unjust War: Geoengineering and the Rising Tides of War. *The Southern Journal of Philosophy*, 57(3), 378–401. <https://doi.org/10.1111/sjp.12338>
- Gleick, P. et al (2002). *The New Economy of Water*. Pacific Institute for Studies in Development, Environment, and Security, http://www.pacinst.org/reports/new_economy_of_water/new_economy_of_water_ES.pdf
- Jennings, M. (2009) *Business Ethics: case studies and selected readings*. West Educational Pub.
- Kahneman, D. (2011). *Thinking, fast and slow*. Farrar, Straus and Giroux.
- Katz, C. Interpretations of the economic crisis. (2011). *International Socialist Review*, Issue 75, January–February
- Kessel, M., (2014) Restoring the pharmaceutical industry's reputation. *Nature Biotechnology* 32, 983–990
- Klein, N. (2014). *This changes everything: capitalism vs. the climate*. Simon & Schuster.
- Matthews, J., Goodpaster, K, & Nash, L. (1980). Peter Green's First Day, *Harvard Business Publishing*. Reference no. 9-380186
- Nuttall, J. (1993). *Moral questions: an introduction to ethics*. Polity Press.
- Sandel, M. (2009). *Justice: what's the right thing to do?*. Farrar Straus and Giroux.
- Singer, P. (1991). *A Companion to ethics*. Blackwell Reference.
- The Johannesburg Declaration on Sustainable Development (2002), *World Summit on Sustainable Development* (4 September).
- *The Stanford Encyclopedia of Philosophy* [online]. California: Stanford University. <https://plato.stanford.edu/>
- Convention on the Rights of the Child (1989). *United Nations*. <https://www.ohchr.org/en/instruments-mechanisms/instruments/convention-rights-child>
- United Nations Sustainable Development Goals (2015) *United Nations*. <https://www.un.org/sustainabledevelopment/>
- Van Staveren, I. Beyond Utilitarianism and Deontology: Ethics in Economics. (2007). *Review of Political Economy*, Volume 19, Number 1, 21–35, January.
- Weston, A. (2000). *A Rulebook for arguments*. Hackett.
- Wicks, A & Bidhan P. (2009) *An Introduction to Ethics*. Prod. #: UV1040-PDF-ENG 2008

RECOMMENDED READINGS:

- Benson, J. (2000). *Environmental Ethics: an introduction with readings*. Routledge.
- Brown, M. (2005). *Corporate integrity: rethinking organizational ethics and leadership*. Cambridge University Press.
- Crane, A & Matten, D. (2007). *Business Ethics, Managing Corporate Citizenship and Sustainability in the Age of Globalization*. Oxford University Press.
- Perry, D. *Practical Ethics Institute, Inc.* [online]. Available at <http://practicaethicsinstitute.com/research>
- Rachels, J. (1979). *Moral problems: a collection of philosophical essays* (3rd ed.). Harper & Row.
- Ross, D. (1930). *The Right and the good*. Clarendon Press.
- Sennett, R. (1998). *The corrosion of character: the personal consequences of work in the new capitalism*. Norton.



- Sterba, J. (1998). *Ethics: the big questions*. Blackwell.
- Sugrue, M. "Kant's Moral Philosophy" (2020). YouTube Channel of Michael Sugrue.
<https://www.youtube.com/watch?v=d-vcltYxM9U>.