LGST 220 - International Business Ethics (Seminar- Revised 9/27/05)
SYLLABUS
Fall 2005, Monday/Wednesday, 3:00 p.m.-4:30 p.m., JMHH
The Wharton School, University of Pennsylvania
Professor Tom Dunfee

Office Hours:  M/W, 2-3, or by appointment, check with me
or with Lauretta Tomasco*
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*Clauretta Tomasco handles the course materials, etc. across from Professor Dunfee’s office, Room 632, Jon M. Huntsman Hall, tomascol@wharton.upenn.edu or 215.898.1166.

COURSE DESCRIPTION
LGST 220 is a multi-disciplinary, interactive study of business ethics within a global framework. Alternative theories about how to act ethically in global environments are presented. The process of managing global business ethics is emphasized. Critical current issues are introduced and analyzed. Perspectives include professional and applied ethics, law, public policy, organizational design, strategy and organizational behavior.

COURSE MATERIALS
A course pack is available from Wharton Reprographics. Additional materials will be distributed in class. All readings may be tested on the exam.

GRADING
Grades will be based upon the following:
- Class participation 10%
- Leading a class discussion 10%
- Final exam 35%
- Paper and Presentation 35%
- Review of social reports 10%

CLASS PARTICIPATION
The class will be conducted seminar style so discussion is essential to the learning experience.

LEADING A CLASS DISCUSSION
Teams of two will be responsible for leading a class discussion. You will have one hour for leading the discussion and then Prof. Dunfee will close the class in the last twenty minutes. You may prepare and distribute slides or handouts. The assignment will be graded on the basis of (a) the quality of the questions in eliciting key dimensions of the case, (b) coherence in the sequence of questions asked, (c) additional materials presented to the class and (d) the ultimate take-aways provided to the class.

ATTENDANCE AND CLASS ETIQUETTE
Students are expected to arrive on time for class. Once in class, students should remain until the class is completed. Arrivals and departures during class time interfere with the educational process and are not fair to the other students or me. The same is true for cell phones. Please let me know by email in advance if you are going to miss class.

NAME CARDS/PICTURE CARDS
In order to get to know your names, I would like students to display name cards in class. Please write your name in large, dark letters on the name card.
EXAM
The final exam will be held as scheduled by the University on Tuesday, December 20, 2005 from 12:00 to 2:00 pm, in a room to be announced. The exams will be “open book.” You may bring class notes and the course pack to the exams. A copy of a prior exam is available in the course pack. Please note the scheduling of the exam. You are responsible for ensuring that you are available and on campus to take the exam. I will not permit anyone to take the exam at another time unless you are gravely ill or face a significant emergency. If your travel plans conflict with the date of the exam, you should change your travel plans now, or drop the course.

PAPER AND PRESENTATION
Each student must prepare a paper and presentation analyzing (1) a current specific incident in global business ethics or (2) an important general issue in global business ethics or (3) the social performance of a specific firm engaged in global business. Students may do this individually or in self-formed teams of two members. A single grade is assigned for group projects. The paper topic must be cleared in advance with me by Monday, Oct. 3rd.

Those who analyze an incident should select a particular occurrence (Yahoo’s decision to limit sale of Nazi memorabilia in France, Halliburton doing business in Iraq, Coca Cola’s contributions to victims of the tsunami, Nike and sourcing of manufacturing, etc.). The paper and presentation should identify and analyze the ethical issues involved, indicate the actions actually taken by the firm involved, evaluate those actions, and then propose what would have been a better way to respond. Those discussing a generic issue (doing business in the Sudan, software piracy, international control of human cloning, salmon farming, etc.) should clearly define the issue, analyze the ethical issues involved and indicate how businesses in general should respond. Those analyzing the social performance of a specific firm should focus on the overall social and ethical strategies of the firm chosen. If the firm does not issue a social report, then the paper should take the form of a social report issued by the firm. The report would be more self-critical that is typical for such reports. If, instead, the firm chosen has issued a social report, the paper should critique that report and offer some alternative language and sections. Examples of recent social reports by global and non-US firms are available from Lauretta.

The paper is due in class on Wednesday, Nov. 16th. A complete outline of the paper must be given to Prof. Dunfee so later than Wednesday, Nov. 9th. Comments will be provided on the outline. Presenters are encouraged to hand in an outline as early as possible. The final paper should have a full bibliography and proper citation. Papers will be graded on the basis of evidence of research beyond the readings, clarity, accuracy, comprehensiveness and creativity of analysis. One letter grade will be subtracted for late papers. A presentation to the class will be scheduled during class sessions in November. The presentation of 15-30 minutes should summarize the basic analysis of the paper while allowing time for comments and questions. The presentation grading criteria includes an analysis anchored in a persuasive case (arguments, counterarguments, supporting evidence), which is presented clearly, coherently, and in an engaging way to your audience.

CRITIQUE OF A CORPORATE SOCIAL REPORT OR INITIATIVE
You are assigned to write a paper that either (1) critiques a social report issued by a corporation (2) ordescribes and critiques a social initiative undertaken by a corporation. These papers are due to me 24 hours before the class on Oct. 5th, where we will discuss your findings. The paper should be sent to me electronically by 3 p.m. on Tuesday, Oct. 4th. The paper should only be one or two pages. The web site will provide a means of choosing reports and identifying initiatives. You must clear your choice of a report or initiative with me in advance to be sure that we don’t have more than one of the same firm. Send me an email, or hand me a note in class concerning your choice. Copies are available in the Zicklin Center and on line. If you choose to analyze a social report, you should answer the following questions:

1. What impressed you the most?
2. Was the report audited in any part?
3. Was the report sufficiently comprehensive?
4. What impressed you the least?
5. Anything in the report that could cause a Kasky problem?
6. Give the report a letter grade (+ and - are allowed)
7. What is your one minute consulting sound-bite for the firm re its social report?

If you choose a social initiative, you should answer the following questions in your report:
1. What was the social initiative?
2. What was the goal for the social initiative?
3. Did they achieve that goal?
4. Why do you think the firm decided to do the social initiative?
5. Is the initiative consistent with the core competencies of the firm?
6. Is the initiative consistent with the core values of the firm?
7. Give the initiative a letter grade (+ and - are allowed)
8. What is your one minute consulting sound-bite for the firm re its social initiative?

COURSE TOPICS AND ASSIGNMENTS
1. W Sept 7 Overview of Course
   *Handout:* Excerpt from Plato’s Republic, Bk II (359a-360d) (Jowett Translation), 2 pp.

2. M Sept 12 Normative Foundations

3. W Sept 14 Psychological Foundations

4. M Sept 19 Personal and Corporate Integrity

5. W Sept 21 Corporate Philanthropy, Corporate Citizenship, Social Screening of Investments
   Schueth, Steve, “Socially Responsible Investing in the United

6. **M Sept 26**  
   **Corporate Obligations in Developing Countries**  

7. **W Sept 28**  
   **Corporate Responsibility in the Global Context**  

8. **M Oct 3rd**  
   **PAPER TOPICS MUST BE CONFIRMED TODAY**  
   **Responsible Sourcing and Sweatshop Issues**  
   *(Andrea)*  

9. **Tu Oct 4**  
   **A PAPER CRITIQUING A SOCIAL REPORT ISSUED BY A CORPORATION IS DUE TO PROF. DUNFEE BY EMAIL BY 3PM TODAY.**

10. **W Oct 5**  
    **Social Audits and Social Reports**  
    *Nike v. Kasky* excerpts from California Supreme Court opinion, 12 pp.  
    *Check out:* The British American Tobacco Company Social Report (on LGST 220 webCafé or through their website)

11. **M Oct 10**  
    **Corruption in International Business**  
    *Explore:* Transparency International Website [http://www.transparency.org](http://www.transparency.org)
11. **W Oct 12**  
**Combating Corruption**  
*Case Study*  
*Readings:*  

**M Oct 17th is Fall Break. No class.**

12. **W Oct 19**  
**An Investor’s Experience with International Business Ethics**  
*Guest Lecturer:* Stanley Gold, investor, member of Disney board who challenged Michael Eisner  

13. **M Oct 24**  
Meeting with Ann Fischer, Communication Specialist and Teaching Assistants regarding course projects  

14. **W Oct 26**  
**Environmental Issues in International Business Ethics**  
*Guest Lecturer:* Dinah Koehler, Economics and Decision Sciences Research, National Center for Environmental Research, Environmental Protection Agency  

15. **M Oct 31**  
**Doing Business in Latin America**  
*Case:*  
*Readings:*  

16. **W Nov 2**  
**Gender in Global Business**  
*Case:* Foreign Assignment, 1 p.  
*Reading:*  

17. **M Nov 7**  
**Exporting American Culture**  

18. **W Nov 9**  
**OUTLINE OF PAPER DUE TO PROF. DUNFEE AT START OF CLASS**  
**Ethical Issues in Doing Business in Japan**  
*Guest Lecturer:* Stefan Whitwell, Managing Partner, Tierra Capital, L.P.  

19. **M Nov 14**  
**Doing Business in China**  
(Barnabas-Anand)


20. W Nov 16  **PAPERS DUE AT THE START OF CLASS**

**Doing Business in China (con’t)**

*Guest Lecturer:* Kristen Day, President, Calico Group, formerly Director of U.S. and Asia Operations, International Business Ethics Institute


21. M Nov 21  **Contrasting Approaches to Human Rights: Implications for International Business**

*Guest Lecturer:* Bryan Horrigan, Professor and Associate Dean, Macquarie University Law School, Sydney, Australia

22. W Nov 23  **Student Presentations**

23. M Nov 28  **Student Presentations**

24. W Nov 30  **Student Presentations**

25. M Dec 5  **Student Presentations**

26. W Dec 7  **Review and Summing Up**


**POTENTIAL TOPICS**

**Alien Tort Claims Act**


**NGO and Corporate Interaction over the Environment**

*Case:* Anatomy of a Corporate Campaign: Rainforest Action Network and Citigroup (A), Stanford Graduate School of Business, Case #P-42A, 06.01/04, 10 pp.