

THE WHARTON SCHOOL  
UNIVERSITY OF PENNSYLVANIA

**LGST 220/820: INTERNATIONAL BUSINESS ETHICS**

**SPRING 2009\***

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Office Hours: by appointment only  
T/Th 12:00 – 1:30

**COURSE DESCRIPTION**

LGST 220 is a multi-disciplinary, interactive study of business ethics within the global economy. Alternative theories about how to act responsibly 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 OBJECTIVES**

The central aim of the course is to enable you to develop a framework to address ethical challenges as they arise within and across cultures and countries. Toward this end, the course encourages critical analysis of arguments concerning appropriate courses of action for individuals and economic enterprises in a wide variety of situations. The course explores Western and non-Western traditions and practices as they relate to business.

**COURSE DESIGN**

This course endeavors, through case conversations, to prepare you for real-life managerial challenges through development of the problem-solving, decision-making, and critical thinking skills that will propel you into and through a successful career in business. My assumption is that, all things being equal, you would prefer to make responsible decisions. My goal is to show you why and how you can do so, often without sacrificing performance or profits. In those situations where there is no clear “win-win” solution, we will explore the value and importance of exercising moral courage.

This course will offer you an array of opportunities:

- ✓ To improve individual and group skills in handling business issues;
- ✓ To recognize common patterns of success and failure in business;
- ✓ To determine where you stand personally with regard to managerial ethical issues;
- ✓ To exercise moral imagination in exploring creative alternatives to common problems;
- ✓ To figure out how to profit from responsible decision-making;
- ✓ To learn the value and importance of exercising moral courage; and
- ✓ To listen to your peers and learn from them.

*\*This version of syllabus is current as of 2/2/09.*

## **OFFICE HOURS**

If you would like to arrange a meeting outside of class, I am generally available on Tuesdays and Thursdays between 12:00 p.m. and 1:30 p.m. I am also available at other times by appointment. Please contact me via e-mail to set up an appointment.

## **CLASS FORMAT**

This course meets twice a week. It will be conducted primarily according to the "case method." This means that you will do most of the talking. My primary role is to moderate, not to lecture. We, as a class, will discuss business situations (cases). Students are expected to have read the assigned materials prior to class and to be able to incorporate learnings from the readings in class discussions. Students should come to class prepared to discuss the cases and share both their analysis and recommendations. During class time we will focus on applying information covered in the readings to real-world situations through our discussions of cases.

The purpose of class time is to provide you with the opportunity to learn about business beyond what is available in the readings. This means that much of the material covered in class is not available in the readings. Your most important learning will come from what you hear from your peers during class discussions.

## **CLASS PARTICIPATION**

Participation is expected and required in this class—it constitutes 45% of your grade. Although good participation involves good listening, listening alone does not constitute satisfactory participation. Participation involves making valuable contributions to class discussions through thoughtful comments or questions. Although voluntary class participation is expected, I will "cold call" individuals when necessary to engage the class. Excessive absences (beyond one or two) will detract from your grade. Participation is not about impressing me; consider participation an evaluation of how much you contribute to the learning of your classmates by contributing to and/or directing class discussions.

## **ATTENDANCE POLICY**

Attendance will be taken on a regular basis. Class participation contributes to your grade, and you cannot participate if you are not present. A seating chart will be created in class on the first day and students will be expected to sit in the same seats for the rest of the term. In addition, please write your first name on a name card (placard) and place it in front of you so that we as a class can refer to each other by name. Please notify me in advance via e-mail when you are going to be absent.

***If you are late or miss class, it is "your" responsibility to contact a classmate to find out what you have missed. After you have checked with your classmates, feel free to contact me with any additional questions.***

## **ACADEMIC HONESTY**

Academic honesty is expected with regard to individual and group work. Incidents of academic dishonesty will not be tolerated. Such incidents will be handled in accordance with University policies.

## **COURSE MATERIALS**

- ✓ Course Pack will be available from Reprographics & Study.net. This semester there will be no charge for electronic access via Study.net. There will be a charge for printing via Reprographics.
- ✓ Other materials will be available on webCafé, handed out in class or accessed via UPenn library resources such as EBSCO.

Additional readings might be added during the semester and assignments might be altered to accommodate unanticipated and/or extended discussions of specific topics.

While class time will not generally be used to review readings, it is expected that readings will be incorporated in discussions.

## **GRADING POLICY**

Grading will be at my discretion and in accordance with Wharton policies. With the exception of clerical/coding errors, no change of grades will be issued after final grade sheets are delivered to the University Registrar.

The following percentage breakdown is a basic guideline, which might be altered for the class as a whole if the assignments are changed:

Assignment 1	20%	<b>DUE: 3/1/08</b>	(11:59 p.m.)
Assignment 2	35%	<b>DUE: 5/10/08</b>	(11:59 p.m.)
Class Participation	45%		

## **ASSIGNMENTS**

Specific instructions for assignments will be posted on webCafé during the semester.

Assignments submitted after the deadline are penalized 10 points for every 24 hours of lateness beginning the minute after the assignment is due (i.e., midnight). Assignments are to be submitted on webCafé in private folders that you set up. The time of submission is the time recorded on webCafé.

## **WEBCAFÉ DISCUSSIONS**

The webCafé "Discussions" section provides you and me the opportunity to post information for the class to read. In particular, it enables you to continue conversations after class ends, particularly since we will rarely "finish" any single conversation. I will moderate these discussions and contribute where appropriate. While you are not required to participate, it is expected that you will at least read posts. You will not be graded down for not participating, but participating can have a positive impact on your participation evaluation.

## **CLASS ETIQUETTE**

Students are expected to arrive for class on time. Cell phones and computers should be turned off.

## **MEALS**

You are invited to sign up for student-faculty meals sponsored by the Wharton Meals Program.

## COURSE SCHEDULE

SESSION	DATE	SECTION	CASES	READINGS
Session 1	1/15	<b>Fundamentals of International Business Ethics</b>	Foreign Assignment	
Session 2	1/20		Foreign Assignment	
Session 3	1/22		Foreign Assignment	
Session 4	1/27	<b>Cultural Values in Conflict</b>	Cultural Foundations in Communication Relationship-Building in the Chinese Context	Readings #1
Session 5	1/29		Exporting American Culture	
Session 6	2/3		Google In China	
Session 7	2/5	<b>Impact of Globalization, Trade, &amp; International Operations</b>	Drug Testing in Nigeria (A)	Readings #2
Session 8	2/10		Mattel Inc.: Vendor Operations in Asia Merck & Co, Inc (A ): The Business Enterprise Trust	
Session 9	2/12		Nestle Alimentana S.A.	

SESSION	DATE	SECTION	CASES	READINGS
Session 10	2/17	<b>Global Citizenship, CSR, Responsibilities &amp; Opportunities</b>	ACCION International	Readings #3
Session 11	2/19		AES in Nigeria	
Session 12	2/24		Burroughs Welcome and the Pricing of AZT (A) Heineken NV: Workplace HIV/AIDS Programs in Africa (A)	
Session 13	2/26		Life, Death, and Property Rights: The Pharmaceutical Industry Faces AIDS in Africa Royal Dutch Shell in Nigeria: Operating in a Fragile State Telenor in Bangladesh (A): The Prospect of Doing Good and Doing Well?	
Session 14	3/3	<b>Intellectual Property Rights &amp; Recognition</b>	GM China Versus Chery: Disputes Over Intellectual Property Rights (A)	Readings #4
Session 15	3/5		India's Intellectual Property Rights Regime and the Pharmaceutical Industry	
	3/10	<b>SPRING BREAK</b>		
	3/12			
Session 16	3/17	<b>Labor Practices &amp; Human Rights</b>	Hitting the Wall: Nike and International Labor Practices	Readings #5
Session 17	3/19		IKEA's Global Sourcing Challenge: Indian Rugs and Child Labor (A) Levi Strauss & Co.: Global Sourcing (A)	

SESSION	DATE	SECTION	CASES	READINGS
Session 18	3/24	<b>Managing Careers &amp; Cultures</b>	Andreas Weber's Reward for Success in an International Assignment	Readings #6
Session 19	3/26		Colgate-Palmolive: Managing International Careers Human Resource Management in Multinational Banks in Tanzania	
Session 20	3/31	<b>Doing Business in Emerging &amp; Transition Economies</b>	AES: Hungarian Project (A)	Readings #7
Session 21	4/2		Bulgaria: On the Road to EU Membership	
Session 22	4/7	<b>Corruption, Codes &amp; Other Organizational Challenges</b>	Caselets: Bribery and Extortion in International Business	Readings #8
Session 23	4/9		Corruption in Germany	
Session 24	4/14		Phil Chan (A)	
Session 25	4/16	<b>Business, Government &amp; Politics in the International Arena</b>	Gambling and Death in Vietnam (A) Chiquita Brands International (A)	Readings #9
Session 26	4/21	<b>Providing for a Sustainable Global Future</b>	Caffeine with a Conscience South African Mining and Asbestos-Related Diseases (A)	Readings #10

<b>SESSION</b>	<b>DATE</b>	<b>SECTION</b>	<b>CASES</b>	<b>READINGS</b>
Session 27	4/23	<b>Consonance &amp; Dissonance in Business &amp; Peace</b>		Readings #11
Session 28	4/28	<b>Wrap Up</b>		Readings #12