

Legal Studies and Business Ethics Department
The Wharton School
LGST 820/220
Fall 2010

International Business Ethics
Monday-Wednesday 12:00-1:30 JMHH F65
Professor Diana Robertson

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COURSE OVERVIEW AND OBJECTIVES

LGST 820/220 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.

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.

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. 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.

CLASS FORMAT

This course meets twice a week. We will use readings, cases, videos, guest speakers, and debates to examine real issues confronting managers of organizations and to practice analyzing and solving the issues.

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. No individual extensions are given for class assignments—the only extensions granted will be those given to the entire class.

GRADING

The final grade in the course is based on the following components.

Class Participation	(20%) Individual
Case Paper	(20%) Individual or group
Debate	(20%) Group
Presentation	(20%) Group
Final exam	(20%) Individual

Details for completion of assignments appear in the Course Assignments section of this syllabus.

COURSE MATERIAL

The course pack will be available from Reprographics and study.net. There will be a separate charge for printing via Reprographics. Other materials will be available on webCafé or handed out in class.

CLASSROOM ETIQUETTE

Students are expected to treat one another with courtesy. Students are expected to arrive for class on time. Cell phones and computers should be turned off. No typing or texting is permitted during class time.

MEALS

You are invited and encouraged to sign up for student-faculty meals sponsored by the Wharton Meals Program. The meals are entirely voluntary, and there is no charge to students. Lunches will take place at Pod unless another viable suggestion is offered.

OFFICE HOURS

Should you have any questions or concerns about the class, please do not hesitate to see me. No appointment is needed to meet during office hours (MW 1:30-3:00), and you should feel free to drop by. If you are not able to meet during office hours, please email me to arrange an alternative meeting time.

COURSE SCHEDULE

VALUES AND DECISION-MAKING

Wed. 9/8 **Introduction to the Course**

Mon. 9/13 **Moral Frameworks and their Application**

Assignment:

- Foreign Assignment
- We Googled You
- Moral Theory and Frameworks

Wed. 9/15 **Individual Ethics and Values**

Assignment:

- The CEO's Private Investigation
- Differences at Work: Sameer (A)
- Values in Tension: Ethics Away from Home
- How (Un) ethical Are You?

Mon. 9/20 **Guest Speaker:**

Dr. Djordjija Petkoski, Head, Private Sector Development Team

World Bank Institute

Assignment: TBD

Wed. 9/22 **Individual Values and Career Choices**

Assignment:

- Lawrence Trinh: Venturing to Vietnam
- How Will You Measure Your Life?
- Ethical Leadership and the Psychology of Decision Making

CORPORATE ETHICS

Mon. 9/27 **Bribery**

Assignment:

- King Jewels: Ethical Leadership in Practice
- Bribery in Business: A Legal Perspective
- Deciding What's Right: A Psychological Approach

Wed. 9/29 **Corruption**

Assignment:

- Corruption at Siemens (A)
- The Purpose of the Corporation
- Moral Relativism

CORPORATE SOCIAL RESPONSIBILITY AND GLOBAL HEALTH

Mon. 10/4 Duty to Rescue

Assignment:

- GlaxoSmithKline and Developing Country Access to Essential Medicines (A)
- Strategy and Society: The Link Between Competitive Advantage and Corporate Social Responsibility
- Do Firms with Unique Competencies for Rescuing Victims of Human Catastrophes Have Special Obligations?

****List of group members for debates is due.**

****Sign up in class for debates.**

Wed. 10/6: Pharmaceutical Firms

Assignment:

- Drug Testing in Nigeria (A)

****Case paper topic and who is writing the paper due today to webCafé.**

Mon. 10/11 FALL BREAK

Wed. 10/13 TBD

ETHICS FROM AN EASTERN PERSPECTIVE

Mon. 10/18 What Are International Human Rights?

Assignment:

- Yahoo! and Customer Privacy (A)
- Business and Human Rights

Wed. 10/20 Workplace Civility from a Confucian Perspective

Guest speaker: Tae Wan Kim

Assignment: TBD

GLOBAL CORPORATE SOCIAL RESPONSIBILITY

Mon. 10/25 Crisis Management

Assignment:

- After the Oil Spills: Transformation at the JIC
- Regulators Failed to Address Risks in Oil Rig Fail-Safe Device
- In BP's Record a History of Boldness and Costly Blunders
- Globalization and Corporate Social Responsibility

Wed. 10/27 Corporate Social Responsibility and Suppliers
Assignment:

- IKEA's Global Sourcing Challenge: Indian Rugs and Child Labor (A)

**** Case paper due today.**

Mon. 11/1 Debate: It is ethical to buy a fake watch.

****Debate teams to sign up for country presentations on webCafé.**

CORPORATE SOCIAL RESPONSIBILITY AND EMERGING ECONOMIES

Wed. 11/3 Fair Trade Coffee
Assignment:

- Caffeine with a Conscience
- The Market for Virtue
- Corporate Social Responsibility in Developing Countries

Mon. 11/8 Debate: The sale of human organs should be legalized.

Wed. 11/10 Microfinance
Assignment:

- Telenor in Bangladesh
- Microfinance: Creating Opportunities for the Poor?

Mon. 11/15 Debate: McDonalds is a socially responsible citizen in the 119 countries in which it operates.

Wed. 11/17 Marketing to the Bottom of the Pyramid
Assignment:

- MTN Versus Orange in Cameroon
- The Fortune at the Bottom of the Pyramid
- Romanticizing the Poor

Mon. 11/22 Debate: Multinational firms have a responsibility to uphold human rights in every country in which they do business.

Wed. 11/24 Global Advertising
Assignment:

- Unilever's Real Beauty Campaign

Mon. 11/29 Group Presentations

Wed. 12/1 Group Presentations

Mon. 12/6 Group Presentations

Wed. 12/18 Group Presentations

COURSE ASSIGNMENTS

Class Participation (20%)

The course is intended to allow you to develop the analytic skills and substantive framework to address challenges as they arise in business. Many of these challenges will involve justifying your position to those who disagree with you. To this end, the course emphasizes articulating reasoned arguments. Participation is expected and required in this class. Although good participation involves good listening, listening alone does not constitute satisfactory participation. Both quality and quantity are taken into account. Participation involves making valuable contributions to class discussions through thoughtful comments or questions. Consider participation an evaluation of how much you contribute to moving class discussions forward.

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 and students will be expected to sit in the same seats for the rest of the term. In addition, please write the name by which you would like to be called on a name card (placard) and place it in front of you so that we as a class can refer to one another by name.

If you are late or miss class, it is “your” responsibility to find out what you missed. After checking with classmates, feel free to contact me with additional questions. There is no such thing as an “excused” absence—an absence is an absence. More than three absences will result in an automatic grade reduction.

Case Paper (20%) (Due October 27)

You are to write a case about a current international business ethics case (one that we are not covering in our course). You may write this paper as an individual, in pairs, or in a group consisting of no more than 5 people. This is entirely up to you. If you write as a group, one overall grade will be given for the paper.

You are to post your topic and the name(s) of who is writing the paper to webCafé by October 6. The paper is to be 4-6 pages double-spaced. References (which should be included) and any appendices will not be counted as part of the 4-6 pages.

You are to write a short description of the case situation (no more than one page), then devote the rest of the paper to an analysis of the situation. Your analysis includes identification of the ethical issue(s) involved, reference to ethical theories and other course materials, and your recommendations as to how the situation should be handled.

The following criteria will be used to grade this assignment:

Choice of an interesting and appropriate topic	10 points
Clear and concise description of the case itself	10 points
Evidence of research on the topic	20 points
Analysis of the case including reference to course concepts	40 points
Well-formulated recommendations for resolution of the issue	20 points

Group debate (20%)

Teams will have the responsibility for developing and advocating a position supporting or opposing a debate proposition. A list of team members is due in class on Monday, October 4. Debate topics will be assigned to teams via a lottery process in class that day.

November 1	Debate: It is ethical to buy a fake watch.
November 8	Debate: The sale of human organs should be legalized.
November 15	Debate: McDonalds is a socially responsible citizen in the 119 countries in which it operates.
November 22	Debate: Multinational firms have a responsibility to uphold human rights in every country in which they do business.

Each team has the following specific responsibilities:

- To prepare a Power Point presentation of your team’s arguments. A hard copy is due the day of the debate. An electronic copy of the Power Points must be posted to webCafé no later than 48 hours prior to the start of the class in which the debate takes place.
- To present in class a constructive argument of the team’s proposition and a rebuttal of the opposing team’s position, and manage questions from the opposing team and classmates. The format for the debates follows.

The debate format follows:

(Caution: This debate format has been invented by the instructor and is not intended to bear any resemblance to standard debates that you may have experienced in the past.)

Pro Team Opening Statement.....	8 minutes
Con Team Opening Statement.....	8 minutes
Pause for Team Members to Confer.....	2 minutes
Pro Team Rebuttal	3 minutes
Con Team Rebuttal	3 minutes
Pro Team closing statement.....	2 minutes
Con Team closing statement.....	2 minutes
Pro and Con Teams field questions from class.....	10 minutes

The presentation in class will be assessed based on your ability to construct and present a compelling argument for your position and to rebut and answer questions about opposing points of view. In your debate you should present your position clearly, coherently, and in an engaging way to your audience of classmates. Your classmates will have an opportunity to “judge” the debate.

The following criteria will be used to grade the debates

- A clear set of arguments tied to course materials 55 points
- Research that provides strong evidence to support your arguments 25 points
- Clear, persuasive, and engaging presentation 20 points

Presentation (20%)

You will work with your debate team on this assignment. Each team will prepare a PowerPoint presentation on business ethics and/or corporate social responsibility in a region of the world, particularly those regions not covered in our course work. The regions from which to choose, e.g., Africa, Latin America, will be posted on webCafe and debate teams will be asked to sign up by November 1.

The following criteria will be used to grade the presentations.

- Evidence of thorough research including citation of sources 40 points
- Insight about business ethics/CSR in the region 40 points
- Presentation skills 20 points

Final exam (20%)

An in-class open-book exam covering all class materials will be given during the scheduled time for the final examination, Wednesday December 15, from 12:00-2:00 p.m.