



LGST 6110: RESPONSIBILITY IN GLOBAL MANAGEMENT

Fall 2023

Professor Kevin Werbach

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Course Description and Objectives

Businesses operate in an environment defined not only by market forces, but also by legal, public policy, and ethical considerations. No one sets out to be a criminal or immoral (I hope!), yet we see case after case where missteps result in severe legal liability, regulatory sanctions, and reputational consequences. The goal of this course is to develop your judgment skills and understanding of what it means to be a responsible businessperson or organization, particularly in a global context.

After completion of this course, you should be able to:

- ☐ Understand how legal rules and procedures manifest forms of responsibility.
- ☐ Apply ethical principles to real-world choices.
- ☐ Evaluate your own beliefs and commitments about personal and business responsibility.
- ☐ Take well-supported positions on the role of business in addressing societal issues.

Syllabus

NOTE: Readings may be updated before the start of the course. Please use Canvas for the most current version of the syllabus. Readings will be provided in a Study.net coursepack and via Canvas.

October 24	Law, Rules, Norms, Values The Ring of Gyges Who Spewed That Abuse? Anonymous Yik Yak App Isn't Telling He Has 17,700 Bottles of Hand Sanitizer and Nowhere to Sell Them
October 31	Legal Responsibility Basic Concepts of Legal Responsibility NTSB Highway Accident Report Basic Concepts in the Law of Contracts Wharton Grad Gets an Unpleasant Surprise

November 7	Corporate Governance and Responsibility Basic Framework for Corporate Governance, pp. 1-6 Basic Elements of Business Fraud The Employee “Exit Interview” – Common Information The Social Responsibility of Business is to Increase its Profits The Shareholder Value Myth Taking a Stand Against Social Stances
November 14	Law and Ethics Across Borders Values in Tension Alchemist’s Dream Come True The Foreign Corrupt Practices Act: An Overview A ‘Sorceress’ in Brazil, a ‘Wink’ in India
November 28	Data Protection and AI Reforming the U.S. Approach to Data Protection and Privacy The Secretive Company That Might End Privacy as We Know It ChatGPT Has a Big Privacy Problem Why You Need an AI Ethics Committee
December 5	Personal Responsibility and Exam The Ones Who Walk Away From Omelas

Course Requirements and Grading

Reflection Assignments (40%)

There is a 300-800 word assignment due after each session of the class. These assignments will ask you to apply and build on the material for that week. You must complete 4 of the 6 assignments; if you do more, you will receive the top 4 scores. Each assignment will specify the requirements; read the prompts carefully.

Personal Ethical Dilemma (5%)

Prior to the final class session, you must submit a 300-800 word summary of an incident in your personal life or professional career when you faced a difficult ethical situation. How did you respond? Looking back, do you believe you did the right thing? What did you learn from the experience? This assignment will be graded for completion.

Participation (25%)

This course encourages you to wrestle with challenging issues to help you in your business career. It is not just a matter of memorizing information; interaction is important. Engagement (15%) will be assessed based on completion of Exit Tickets via online surveys, in-class group activities, and comments during class. Attendance (10%) is important, given the small number of sessions and the interactive nature of the course. Recordings of all classes will be available by default, but you must receive approval for an excused absence by contacting the professor ahead of time, unless somehow infeasible. Three or more unexcused absences will result in failing the course.

Exam (30%)

There will be an exam during the last class session, which will test your ability to apply the concepts presented. Details will be provided during the course.

Deadlines

I will always accept late submissions with a graduated markdown. If you encounter difficulty completing an assignment in a timely manner, please contact me before the deadline. I am always willing to listen and consider accommodations, but you need to reach out to me with your situation before the deadline. Maximizing your learning is my primary goal.

Instructor Bio

Kevin Werbach is the Liem Sioe Liong / First Pacific Company Professor and Chair of Legal Studies and Business Ethics. His research examines business and policy implications of emerging technologies such as artificial intelligence, gamification, and blockchain. Werbach served on the Obama Administration's Presidential Transition Team, helped develop the U.S. approach to internet policy during the Clinton Administration, and created one of the most successful massive open online courses, with over 500,000 enrollments. He directs the Wharton Blockchain and Digital Asset Project. His books, which have been translated into six languages, include [*The Blockchain and the New Architecture of Trust*](#) (2018), [*For the Win*](#) (2012; updated 2020), and [*After the Digital Tornado*](#) (2020).