

MASTER COURSE

DEVELOPMENT ECONOMICS AND INTERNATIONAL STUDIES

Lecture - INTERNATIONAL BUSINESS ETHICS I (IBE I)

Summer Term

COURSE DESCRIPTION

After the corporate scandals at the beginning of the new millennium and the recent financial crisis, the call for an ethical management of businesses, especially multinational corporations, has increased dramatically. In this course, we will look at the broad area of business ethics. As a theoretical foundation, ethical theories will be considered and concepts like sustainability, corporate social responsibility, and corporate citizenship will be analyzed.

Moreover, in the age of globalization, business increasingly takes place in an environment, where political and cultural boundaries that challenge corporate values are constantly crossed. Businesses are constantly confronted with issues such as environmental depletion, poverty, child labor, bribery and corruption, ethnic and religious discrimination, censorship and privacy issues, fair trade and consumer boycotts, just to mention a few. Thus, we will address, e.g., the challenges that organizations are confronted with when trying to do business ethically, what it takes to be a good corporate citizen, and how companies can deal with stakeholder demands.

Students acquire basic knowledge on ethics and business ethics. They are made familiar and learn how to address the challenges that organizations are confronted with when trying to do business ethically, to be a good corporate citizen, and to deal with stakeholder demands.

COURSE DESIGN and ASSIGNMENTS

The course is divided into a **lecture** that will present the main content and an **exercise**. The quality and outcome of both lecture and the exercise depend on the participation of students. It is expected of you to actively take part in class and join the discussion.

In the exercise part, **texts** will be read and **cases** will be done. These are also relevant for the exam. So we expect students to read the respective material in advance of every session and take actively part in class discussions. The slides, texts, and cases will be provided for download on the **studon** platform. **The password is: ibe1**

REQUIREMENTS

Students should have basic knowledge on economics on business administration. Having taken previous courses on ethics or business ethics is not required.

TEST

The grade consists of a written test that will be held on **July 4, 2015**. The test is 60 minutes.

VENUE AND TIME

Lecture: Monday 14.15 – 15.45 - Room 5.054

Exercise: Students should register to one of the following exercise groups on Mein Campus. Registration starts on Monday, April 4, 2016 at 20:00 and lasts till Monday 18.4.2016 at 20:00h.

Exercise Group 1: Thursday 09.15 – 10.00 – Room 5.054

Exercise Group 2: Thursday 17.15 – 18.00 – Room 5.054

COURSE STRUCTURE

Date	Lecture	Date	Exercise / Tutorial
Apr. 11	<ul style="list-style-type: none">• Overview on the Course/Introduction• What is “Ethics” and “Business Ethics”?• Why is Business Ethics Important?	Apr. 14	<ul style="list-style-type: none">• Text: Collins. 1994. “Is business ethics an oxymoron?”
Apr. 18	<ul style="list-style-type: none">• Ethical Theories	Apr. 21	<ul style="list-style-type: none">• Case: British petroleum and the BTC pipeline: Turkish delight or Russian Roulette?
Apr. 25	<ul style="list-style-type: none">• Making Decisions in Business Ethics – Models, Influences, and Situations	Apr. 28	<ul style="list-style-type: none">• Text: Trevino, L.K. and Brown, M.E. 2004. “Managing to be Ethical: Debunking Five Business Ethics Myths.”
May 2	<ul style="list-style-type: none">• Framing Business Ethics - Key Terms (Sustainability, CSR, Corporate Citizenship, Accountability, Stakeholders)	May 5	<ul style="list-style-type: none">• No class
May 9	<ul style="list-style-type: none">• Humanity, Business and the Natural Environment	May 12	<ul style="list-style-type: none">• Text: Garriga and Melé. 2004. “Corporate Social Responsibility Theories: Mapping the Territory.”
May 16	<ul style="list-style-type: none">• no class	May 19	<ul style="list-style-type: none">• Case: Greenpeace’s Unfriend Coal Campaign and Facebook

May 23	<ul style="list-style-type: none"> The Role of Business in Society 	May 26	<ul style="list-style-type: none"> No class
May 30	<ul style="list-style-type: none"> Business and its Stakeholders I 	June 2	<ul style="list-style-type: none"> Text: Friedman. 1970. "The Social Responsibility of Business Is to Increase Its Profits."
June 6	<ul style="list-style-type: none"> no class 	June 9	<ul style="list-style-type: none"> Case or text to be defined
June 13	<ul style="list-style-type: none"> Business and its Stakeholders II 	June 16	<ul style="list-style-type: none"> Text: Crane, Matten, and Moon. 2004. "Stakeholders as Citizens? Rethinking Rights, Participation, and Democracy."
June 20	<ul style="list-style-type: none"> Governing Business (Corporate Governance) I 	June 23	<ul style="list-style-type: none"> Text: Cuomo, Mallin & Zattoni. 2015. "Corporate Governance Codes: A review and research agenda."
June 27	<ul style="list-style-type: none"> Governing Business (Corporate Governance) II 	July 30	<ul style="list-style-type: none"> Case: WorldCom – Can You Hear the Lawsuits Now? and concluding remarks
July 4	<ul style="list-style-type: none"> Exam 	July 7	<ul style="list-style-type: none"> no class

CONTACT

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