



FRIEDRICH-ALEXANDER
UNIVERSITÄT
ERLANGEN-NÜRNBERG

PHILOSOPHISCHE FAKULTÄT
UND FACHBEREICH THEOLOGIE

Institute of Economics

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Master Program Development Economics and International Studies

International Business Ethics I (IBE I)

Lecture and Tutorials

Summer Term 2017

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 or tutorial. The quality and outcome of both lecture and the tutorials depend on the participation of students. It is expected of you to actively take part in class and join the discussion.

In the tutorials part, texts will be analyzed and cases will be discussed. These materials are also relevant for the exam. So we expect students to read the respective materials 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



<http://www.studon.uni-erlangen.de>

REQUIREMENTS

Students should have basic knowledge on economics and 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 Monday, July 24, 2017. The duration of the test is 60 minutes.

VENUE AND TIME

Lecture: Monday 14.15 – 15.45 – A 401

Tutorials: Students should register to one of the following exercise groups on Mein Campus. Registration starts on Monday, April 3, 2017 at 20:00 and lasts till Monday 28.4.2017 at 20:00h.

Tutorial Group 1: Tuesday 12.15 – 13.00 – Room 00.5 PSG

Tutorial Group 2: Tuesday 14.15 – 15.00 – Room 00.5 PSG

IMPORTANT LINKS

Homepage of the Institute of Economics: <http://www.economics.phil.uni-erlangen.de>

Library of the Friedrich-Alexander University Erlangen-Nürnberg: www.ub.uni-erlangen.de

CONTACT

<p>Prof. Dr. Matthias S. Fifka Kochstr. 4 (17), 91054 Erlangen Room 1.033 Telephone +49 9131 85-22376 (secretary) Fax +49 9131 85-22060 (secretary) matthias.fifka@fau.de Consultation hour: On appointment by e-mail</p>	<p>Cristian R. Loza Adai, M.A., M.A. Kochstr. 4 (17), 91054 Erlangen Room 1.054-1 Telephone +49 9131 85-23027 Fax +49 9131 85-22060 (secretary) cristian.loza.adaui@fau.de Consultation hour: Tuesday from 16.00 to 17.00 h. but please confirm availability in advance by e-mail.</p>
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COURSE STRUCTURE

Date	Topics	Date	Tutorial
May 1	<ul style="list-style-type: none"> No class 	May 2	No class
May 8	<ul style="list-style-type: none"> Overview on the course What is ethics? What is business ethics? Why ethics is important? 	May 9	Text: Enderle, G. (2000) Business Ethics in the Intercultural and Global Context: A conceptual framework, <i>Zeitschrift für Wirtschafts- und Unternehmensethik / Journal for Business, Economics & Ethics</i> , 1(3): 263-285.
May 15	<ul style="list-style-type: none"> Ethical theories 	May 16	Case: Producing toys-child's play?
May 22	<ul style="list-style-type: none"> Making Decisions in Business Ethics – Models, Influences, and Situations 	May 23	Text: Trevino, L.K. & Brown, M.E. (2004) Managing to be Ethical: Debunking Five Business Ethics Myths. <i>Academy of Management Executive</i> , 18 (2): 69-81.
May 29	<ul style="list-style-type: none"> Framing Business Ethics - Key Terms (Sustainability, CSR, Corporate Citizenship, Accountability, Stakeholders) 	May 30	Text: Garriga, E. & Melé, D. (2004) Corporate Social Responsibility Theories: Mapping the Territory. <i>Journal of Business Ethics</i> , 53: 51-71.
June 5	<ul style="list-style-type: none"> No class 	June 6	No class
June 12	<ul style="list-style-type: none"> The Role of Business in Society 	June 13	Texts: Friedman, M. (1970) The Social Responsibility of Business Is to Increase Its Profits & Grant, C. (1991) Friedman fallacies, <i>Journal of Business Ethics</i> , 10: 907-914.
June 19	<ul style="list-style-type: none"> Business and its Stakeholders 	June 20	Text: Fifka, M. & Loza Adai, C. (2015) Managing stakeholders for the sake of business and society, in O'Riordan, L.; Zmuda, P. & Heinemann, S. (Eds.) <i>New Perspectives on Corporate Social Responsibility. Locating the Missing Link</i> , Springer Gabler: Wiesbaden, pp. 71-88.
June 26	<ul style="list-style-type: none"> Social entrepreneurship 	June 27	Text: Austin, J.; Stevenson, H. & Weiskillern, J. (2006) Social and commercial entrepreneurship: same, different, or both? <i>Entrepreneurship, Theory and Practice</i> , 30 (1): 1-22.
July 3	<ul style="list-style-type: none"> International standards of business behavior 	July 4	Case: Mandatory environmental, social, and governance disclosure in the European Union
July 10	<ul style="list-style-type: none"> Corruption as global challenge 	July 11	Case: The shakedown
July 17	<ul style="list-style-type: none"> Climate change as global challenge 	July 18	Case: Greenpeace's Unfriend Coal Campaign and Facebook
1	<ul style="list-style-type: none"> Exam 	July 25	No class