



FRIEDRICH-ALEXANDER
UNIVERSITÄT
ERLANGEN-NÜRNBERG

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UND FACHBEREICH THEOLOGIE

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Master Program Development Economics and International Studies

International Business Ethics I (IBE I)

Lecture and Tutorials

Summer Term 2018

COURSE DESCRIPTION

After the financial crisis and recent corporate scandals at Volkswagen, Sanlu, Deutsche Bank, and many others, 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 July 9, 2018 at 14.15. The duration of the test is 60 minutes.

VENUE AND TIME

Lecture: Monday 14.15 – 15.45 - Room HS C

Tutorials: Students should register to one of the following tutorial groups on MeinCampus. Registration starts on Monday, April 4, 2018 at 20:00 and lasts till Monday 28.4.2018 at 20:00h (Registration for the lecture itself is not necessary, only for the tutorials).

Tutorial Group Alpha: Wednesday 13.15 – 14.00 – Room 5.054

Tutorial Group Beta: Thursday 11.15 – 12.00 – Room A 401

Tutorial Group Gamma: Thursday 13.15 – 14.00 – Room 5.054

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

Prof. Dr. Matthias S. Fifka Kochstr. 4 (17), 91054 Erlangen Room 1.033 Telephone +49 9131 85-22376 Fax +49 9131 85-22060 matthias.fifka@fau.de Attention time: Upon request	Cristian R. Loza Adai, M.A., M.A. Kochstr. 4 (17), 91054 Erlangen Room 1.054-1 Telephone +49 9131 85-22376 Fax +49 9131 85-22060 cristian.loza.adaui@fau.de Attention time: Thursday 14:00-15:00
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COURSE STRUCTURE

Date	Topics	Date	Tutorial
April 9	<ul style="list-style-type: none"> No class 	April 11/12	No class
April 16	<ul style="list-style-type: none"> Overview on the course What is ethics? What is business ethics? Why ethics is important? 	April 18/ 19	Text: Enderle, G. (2000) Business Ethics in the Intercultural and Global Context: A conceptual framework, Zeitschrift für Wirtschafts- und Unternehmensethik / Journal for Business, Economics & Ethics, 1(3): 263-285.
April 23	<ul style="list-style-type: none"> Ethical theories 	April 25/26	Case: Producing toys-child's play?
April 30	<ul style="list-style-type: none"> Making Decisions in Business Ethics – Models, Influences, and Situations 	May 2/3	Text: Trevino, L.K. & Brown, M.E. (2004) Managing to be Ethical: Debunking Five Business Ethics Myths. Academy of Management Executive, 18 (2): 69-81
May 7	<ul style="list-style-type: none"> Framing Business Ethics - Key Terms (Sustainability, CSR, Corporate Citizenship, Accountability, Stakeholders) 	May 9/10	No class
May 14	<ul style="list-style-type: none"> The Role of Business in Society 	May 16/17	Text: Garriga, E. & Melé, D. (2004) Corporate Social Responsibility Theories: Mapping the Territory. Journal of Business Ethics, 53: 51-71
May 21	<ul style="list-style-type: none"> No class 	May 23/24	Texts: Friedman, M. (1970) The Social Responsibility of Business Is to Increase Its Profits & Grant, C. (1991) Friedman fallacies, Journal of Business Ethics, 10: 907-914.
May 28	<ul style="list-style-type: none"> Business and its Stakeholders I 	May 30/31	No class
June 4	<ul style="list-style-type: none"> Social entrepreneurship 	June 6/7	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.) New Perspectives on Corporate Social Responsibility. Locating the Missing Link, Springer Gabler: Wiesbaden, pp. 71-88.
June 11	<ul style="list-style-type: none"> International standards of business behavior 	June 13/14	Text: Austin, J.; Stevenson, H. & Wei Skillern, J. (2006) Social and commercial entrepreneurship: same, different, or both? Entrepreneurship, Theory and Practice, 30 (1): 1-22.
June 18	<ul style="list-style-type: none"> Corruption as global challenge 	June 20/21	Case: Mandatory environmental, social, and governance disclosure in the European Union.
June 25	<ul style="list-style-type: none"> No class 	June 27/28	Case: The shakedown
July 2	<ul style="list-style-type: none"> Climate change as global challenge 	July 4/5	Case: Greenpeace's Unfriend Coal Campaign and Facebook
July 9	<ul style="list-style-type: none"> Exam 		