

Master Program Development Economics and International Studies

International Business Ethics I (IBE I)

Lecture and Tutorials

Summer Term 2019

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 22, 2019 at 14.15. The duration of the test is 60 minutes.

VENUE AND TIME

Lecture: Monday 14.15 – 15.45 – Room 5.054

Tutorials: Wednesday 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 1.031 Telephone +49 9131 85-22059 Fax +49 9131 85-22060 cristian.loza.adaui@fau.de Attention time: Wednesday 16:00-17:00
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COURSE STRUCTURE

Date	Topics	Date	Tutorial
April 29	<ul style="list-style-type: none"> Overview on the course What is ethics? What is business ethics? Why ethics is important? 	Mai 1	No class
May 6	<ul style="list-style-type: none"> Ethical theories 	Mai 8	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.
May 13	<ul style="list-style-type: none"> Making Decisions in Business Ethics – Models, Influences, and Situations 	May 15	Case: Producing toys-child's play?
May 20	<ul style="list-style-type: none"> Framing Business Ethics - Key Terms (Sustainability, CSR, Corporate Citizenship, Accountability, Stakeholders) 	May 22	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 27	<ul style="list-style-type: none"> The Role of Business in Society 	May 29	Text: Garriga, E. & Melé, D. (2004) Corporate Social Responsibility Theories: Mapping the Territory. Journal of Business Ethics, 53: 51-71
June 3	<ul style="list-style-type: none"> Business and its Stakeholders I 	June 5	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.
June 10	<ul style="list-style-type: none"> No class 	June 12	No class
June 17	<ul style="list-style-type: none"> Social entrepreneurship 	June 19	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 24	<ul style="list-style-type: none"> International standards of business behavior 	June 26	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.
July 1	<ul style="list-style-type: none"> No class 	July 3	Case: Mandatory environmental, social, and governance disclosure in the European Union.
July 8	<ul style="list-style-type: none"> Corruption as global challenge 	July 10	Case: The shakedown
July 15	<ul style="list-style-type: none"> Climate change as global challenge 	July 17	Case: Greenpeace's Unfriend Coal Campaign and Facebook
July 22	<ul style="list-style-type: none"> Exam 		