GLOBAL BUSINESS ETHICS

Required Texts:
Available on Moodle and HBS Press Online

Course Description:

This case and discussion based course will focus on the many complex ethical issues that confront managers operating in the global marketplace. The contemporary global business environment is replete with ethical challenges for managers, including: governance and regulatory gaps that require companies to determine their own operating standards; the OECD’s revised Guidelines for Multinational Enterprises (overseen by 44 governments representing all regions of the world and representing 85% of foreign direct investment) which detail specific ethical responsibilities for businesses; enhanced global anti-bribery laws and conventions applicable to nearly all companies operating globally; increased scrutiny and litigation by non-governmental organizations of multinationals; social entrepreneurship initiatives intended to serve the 2.6 billion people living on less than $2 per day; and a demand for sustainable economic development, consistent with the welfare of present and future generations, by major global institutions such as the World Bank, IMF, and United Nations. Businesses operating in this environment, including Apple, Chevron, China Nonferrous Metal Mining Corporation, Chiquita, Coca-Cola, Gap, Google, Nike, Pfizer, Shell, Tata Group, Unilever, and Walmart, have confronted myriad business and legal challenges as a direct result of ethical issues. This class will explore these topics by utilizing case studies and other practical tools that will allow us to engage a wide range of contemporary ethical controversies in international business. The class will emphasize best practices in international management consistent with core ethical standards that allow companies to meet international human rights norms, attain legal compliance, and protect corporate reputations, while remaining competitive in the global marketplace.

Value and Purpose:

Ethical issues permeate international business. Managing ethical issues – within an organization and in relation to a range of external stakeholders across the globe -- is important for the purposes of ensuring organizational integrity, enhancing organizational legitimacy, and managing risk. The societal expectation that businesses have ethical obligations has never been greater or more widespread. Most medium and large sized organizations identify ethical values, such as respect for employees or customers, as a feature of their core missions. Many companies employ ethics managers to help implement their core values and social strategy.
The purpose of this course is threefold: First, to facilitate the development of individual ethical decision making skills, especially in an international business context. Second, to learn how to manage complex ethical issues across borders consistent with appropriate ethical values and legal requirements. Third, to better understand and manage corporate social and environmental responsibilities in a global context.

Course Goals:

(1) To enhance your capacity to evaluate ethically, legally, and politically problematic business scenarios in a global business context, and to develop sound responses to such scenarios.
(2) To enhance your critical thinking and writing skills, especially as such skills relate to the exercise of ethical managerial leadership in a global business environment.
(3) To learn how to manage organizations consistent with international ethical and legal norms.
(4) To develop an understanding of social and environmental responsibility and risk management in a global context.

Course Requirements:

(1) This is a discussion-based course where in-class discussion is an essential part of the learning process. It will be assumed that you have completed the required assigned reading prior to class each week. In-class comments and questions must reflect knowledge of the required readings in order to receive full participation credit. Student participation will be evaluated and graded at the end of each class period, except for the first day of class, and the three class periods with exams and team meetings, based on the Student Discussion Evaluation Rubric available on Moodle. Students who are not present in class cannot obtain discussion points. Students will receive a score of 0-10 for each class period based on my evaluation of your participation in class discussion. Your lowest participation score will be dropped.

(2) There will be two in-class exercises. First, a current topics in global business ethics presentation in which students will present a brief overview of a global business ethics issue currently in the news. Second, a team debate over a contentious and contested ethical issue in international business that will be adjudicated by your peers.

(2) There will be one team case study analysis and presentation. Teams will be required to submit a written version of the case study and present the case study in class. Detailed instructions are available on Moodle. All students will be given the opportunity to confidentially evaluate the performance of their peers. Time will be made available in class for team meetings.

(4) There will be a comprehensive final exam for the course. Details will be provided prior to the exam.
Grading:

The final exam is worth 30% of your final grade; the written team project is worth 20%; the oral Power Point team presentation is worth 10%; in-class exercises are worth 5% each; class participation is worth 30%. Failure to complete the written team project, or the final exam, will result in the student failing the class. The grading scale is as follows:

A = 90 - 100  
B = 80 - 89.99  
C = 70 - 79.99  
D = 60 - 69.99  
F = < 60

Professor:

Dr. Denis Arnold  
Surtman Distinguished Professor of Business Ethics & Professor of Management  
Office: 206 Friday Building, Main Campus  
Office Hours: Center City by appointment. Also feel free to speak with me after class. Email is the best means of communicating with me at other times.  
Office Telephone: 687-7703  
E-mail: denisarnold@uncc.edu

Moodle Environment:

This course includes a significant and required use of the Moodle on-line environment. You must be able to access course materials and announcements on-line. You can login to Moodle here: http://moodle.uncc.edu

Email:

You must be reachable via your UNC Charlotte email account. All course communication will be directed to you at your university email address. If you primarily use a different email account, then you should set up your university email to automatically forward to your primary account.

Diversity:

The Belk College of Business strives to create an inclusive academic climate in which the dignity of all individuals is respected and maintained. Therefore, we celebrate diversity that includes, but is not limited to ability/disability, age, culture, ethnicity, gender, language, race, religion, sexual orientation, and socio-economic status.
Academic Honesty:

You are required to complete 100% of your own work in this class (including making a full contribution to the team project). Cheating violates the UNCC Code of Academic Integrity and may result in course failure, suspension, and/or expulsion. For more information see the following: http://integrity.uncc.edu/

Disability and Impairment Accommodation:

If you require course adaptations or accommodations because of a disability, or if you have emergency medical information about which I should be informed, please speak with me as soon as possible. Students are responsible for notifying me of any conditions that may impair their academic performance for which reasonable accommodation can be made. Without advance warning, such difficulties cannot be used later as a basis for requesting deadline extensions or reconsideration of grades. Students who require such accommodations must work with the Office of Disability Services (704-687-4355).

Schedule of Class Meetings:

Week I 1/7 Introductions

Mini Case Study: “Foreign Assignment” (distributed in class)

Week II 1/14 Ethics Across Cultures

Case Study: “Kitchen Best: Ethics When Doing Cross-Boundary Business in Southern China” (HBS# HKU948)

Kusyk, “Learning to Navigate the Rough Seas of Ethics” (Moodle)

Week III 1/21 Corporate Responsibility in Challenging Environments

Case Study: “Royal Dutch/Shell in Nigeria (A)” (HBS# 9-399-126)

**Team Formation via CATME**

Week IV 1/28 Labor Rights in Global Supply Chains

Case Study: “Hitting the Wall: Nike and International Labor Practices” (HBS# 700047)
Week V  2/4  Human Rights & Business

United Nations, “Protect, Respect and Remedy: a Framework for Business and Human Rights” (Moodle)

1st Team Meeting

Week VI  2/11  Managing Ethics in Supply Chains I

Case Study: “Nike: Sustainability and Labor Practices 2008-2013” (HBS# IB106)

Week VII  2/18  Managing Ethics in Supply Chains II

“Business as Usual is Not an Option: Supply Chains and Sourcing After Rana Plaza,” 9-48 (Moodle)

Week VIII  2/25  Managing Ethics in Supply Chains III

1st Debate  Readings and directions to be distributed.

2nd Team Meeting

Week IX  3/4  Spring Recess – No Class

Week X  3/11  Bribery & Corruption I

“Bribery in Business: A Legal Perspective” (HBS# 9-306-012)
Barstow, “Vast Mexico Bribery Case Hushed Up by Wal-Mart After Top-Level Struggle” (Moodle)

Week XI  3/18  Bribery & Corruption II

Case Study: “Fighting Corruption at Siemens,” (HBS# 112702 – this in an online, interactive case)
Week XII  3/25    Managing Global Organizational Ethics

Donaldson, “Values in Tension: Ethics Away from Home” (Moodle)
3rd Team Meeting

Week XIII  4/1    Base of the Pyramid Strategies I

Agnihotri, “Doing good and doing business at the bottom of the pyramid” (Moodle)
Case Study: “Patrimonio Hoy” (HBS# 9-805-064)

Week XIV  4/8    Base of the Pyramid Strategies II

Case Study: “Doing Well by Doing Good: Case Study: 'Fair & Lovely' Whitening Cream”

2nd Debate    Directions to be distributed

Week XV  4/15    Team Presentations

Week XVI  4/22    Team Presentations

Team presentations due via email by 5:00pm
CATME Peer Evaluation Distributed 4/23

Final Exam  5/6

The final exam period is 5:30 – 8:15, Tuesday, May 6.

ALL PARTS OF THIS SYLLABUS ARE SUBJECT TO REVISION
ANY REVISIONS WILL BE ANNOUNCED IN CLASS OR VIA EMAIL