



**International Business Management Program
Faculty of Business Administration
First Semester, Academic Year 2014**

- I. Course Code:** IBM430
Course Title: Current Issues in International Business Management
(Business Ethics and Corporate Social Responsibility)
Course Type: Major Elective
Number of Credits: 3(3-0-6)
Prerequisite: MG312 International Business Management
Class Time: Monday / Wednesday 14:00-15:30
Course website: <https://sites.google.com/site/payapibm430>

II. Course Description

Business Ethics and Corporate Social Responsibility looks at the study of moral principles and their application in the process of professional and business decision making. A special emphasis will be made on the issue of corporate social and environmental responsibility as well as the business impact on global sustainable development. The course will examine the ethical issues and decisions facing us as individuals, as employees and leaders within organisations and as a society within the global context.

- III. Instructor:** Michael Meallem
Position: Head, International Business Management Department
Email: meallme_m@payap.ac.th
Telephone: 084-610-6013

IV. Course Objectives

Upon completing this course, students should be able to:

- Define ethics, business ethics and the challenges inherent in these definitions
- Explain opposing ethical theories and their limitations
- Understand how ethical decision making frameworks help to identify ethical dilemmas and moral temptations
- Discuss the moral issues raised by society's distribution of wealth, income, status and power
- Discuss the issues related to business ethics, the key stakeholders involved and how the

practice of business ethics impacts on an organisation

- Discuss Ethical leadership and the benefits it provides to an organisation and society
- Explain the different approaches to Corporate Social Responsibility and the challenges organisations face in implementation
- Discuss the major issues in relation to ethical marketing practices and employee work life quality
- Discuss the ideas of sustainable development, sustainable business and environmental protection
- Explain the challenges organisations face in the pursuit of global ethics

V. References

Required:

Kidder, R. *How Good People Make Tough Choices*, 2/e, Harper, 2009

Supplemental reading:

Ghillyer, A. *Business Ethics Now*, 3/e McGraw-Hill, 2012

Hartman, DesJardins and MacDonald. *Business Ethics: Decision Making for Personal Integrity and Social Responsibility*, 3/e, McGraw-Hill, 2014

Jennings, M. *Business Ethics: Case Studies and Selected Readings*, 7/e, Cengage, 2012

Kline, J. *Ethics for International Business*, 1/e Routledge, 2005

Shaw, W. *Business Ethics*, 7/e, Cengage Learning, 2011

VI. Expectations

1. Demonstrated proficiency in the use of the English language is expected for writing assignments.
2. Ability to participate in oral presentations, public debate and commentary during class periods.
3. Assigned readings are meant to be completed prior to class.
4. You will ask for help when you need it.
5. The course website should be accessed regularly to follow postings and schedule changes.

VII. Course Policies

1. Academic Honesty

The IBM department has a zero tolerance for plagiarism. This includes downloaded material from the Internet, copied passages from a book or a fellow classmate without proper acknowledgment of the source(s). Breaches of academic integrity which includes submitting other peoples work as your own will result in an automatic grade of zero for the assignment/ exam, and may be reported to the judicial affairs officer. All students are responsible for learning the proper forms of citation required by the course instructor

2. Handing in Assignments

Unless otherwise noted, all assignments are due in class, on the date specified, and typed. Please use 12 point font and 1.5 spacing between lines. Late assignments suffer a 50% penalty, starting at the end of the class on the due date; no late assignments will be accepted more than 1 week after the due date.

3. E-mail

I do welcome questions and will provide input to you over email. Additionally, for help on assignments, come to office hours or schedule an appointment to see me.

4. Attendance

Regular attendance is expected for all students enrolled in the course. Students who arrive late or leave early will be counted as late and three will equal an absence. Every student is responsible for all material covered in class when absent. Students who miss more than 80% of the classes will not be eligible to take the final examination.

5. Disruptions to class

Your participation in class discussions on material and questions is important, welcome and integral to the class. However, I do not tolerate cross talk or disruptive conversations during class. Private conversations in class are disruptive, and prevent other students from hearing and learning from the material presented. You may be asked to leave the class if you are disruptive to other students. All mobiles must be turned to silent and put away. You can only use your electronic devices (Ipad, Netbooks, etc.) if they are being used to follow the lecture PowerPoints or research relevant information to the topic being discussed.

VIII. Course Assessment Scheme

Participation (25%)

Participation is expected and required in this class. Although good participation involves good listening, listening alone does not constitute satisfactory participation. Both quality and quantity are taken into account. Participation involves making valuable contributions to class discussions through thoughtful comments or questions. Consider participation an evaluation of how much you contribute to moving class discussions forward. Note: you cannot participate if you are not present.

Quizzes (20%)

There will be 10 pop quizzes throughout the semester given at the beginning of class that will cover the main ideas discussed in class. Late arrival to class may mean you miss the quiz and there will be no make-up quizzes given.

International Business Ethics Case Study Presentation (20%)

This presentation is based on you choosing a case study from the text book or an online resource. You will then be expected to present a detailed and analytical summary of the case study and answer any questions. The assignment will require critical thinking skills as well as knowledge gained from the course.

Debate (15%)

You will have the responsibility for developing and advocating a position supporting or opposing a debate proposition. Debate topics will be assigned to students via a lottery process in class.

International Corporate Social Responsibility Presentation (20%)

You will work either on your own or within a group to prepare a PowerPoint presentation on business ethics and/or corporate social responsibility in a region of the world, particularly those regions not covered in our course work.

IX. Course Grading & Requirements

Class grading will be based on points in the following distribution (Percent):

	Evaluation Methods	Percentage (%)
	Participation	25
	Quizzes	20
	International Business Ethics Case Study	20
	Ethical Debate	15
	International Corporate Social Responsibility Presentation	20
Individual	(45)	
Pair work / Group	(55)	

X. Evaluation Criteria

1. Students are required to attend at least 80% of the classes to be eligible for the final examination.
2. This course employs the standardized grading system:

80 - 100	A
75 - 79	B+
70 - 74	B
65 - 69	C+
60 - 64	C
55 - 59	D+
50 - 54	D
0 - 49	F

3. The following grades may also be given:

'I'	Incomplete
'W'	Withdrawn
'IP'	Course work in progress

XI. Class Schedule

The details of this document may be changed during the course of the semester. Any changes will be announced in class or/and posted on the course website.

Date/ Week	Topic	Assignments	Due
4/8	Course Introduction		
6/8	Course Introduction Setting the Scene – Where do you stand?		
11/8	Holiday		
13/8	Part I Understanding Ethics Introduction to Ethics The need to study ethics Defining Ethics	Required reading: Kidder: Chapter 2: <i>Right Versus Wrong: Why Ethics Matters</i> Jennings: Reading 1.1: <i>What are Ethics</i> Assignment: Debate (15%)	
18/8	Understanding Ethical Frameworks	Required reading: Kidder: Chapter 3: <i>Ethical Fitness</i> Ghillyer: Chapter 1: <i>Understanding Ethics</i>	
20/8	Ethical Decision Making Reasons “good” people make unethical decisions	Required reading: Kidder: Chapter 1: <i>Overview: The Ethics of Right Versus Right</i> Ghillyer: Chapter 1: <i>Understanding Ethics</i>	
25/8	The key ethical approaches that can be used when making moral judgements	Required reading: Kidder: Chapter 7: <i>Resolution Principles</i> Jennings: Reading 1.3: <i>How We Avoid Ethical Dilemmas</i>	
27/8	Ethical Dilemmas and Moral Temptations	Required reading: Jennings: Reading 1.2: <i>Types of Ethical Dilemmas</i> Jennings: Reading 1.5: <i>Some Simple Tests for Resolving Ethical Dilemmas</i>	
1/9	Ethical Reasoning	Required reading:	

		Ghillyer: Chapter 1: <i>Understanding Ethics</i>	
3/9	Economic Justice The concept of 'Justice' and its relation to fairness, equality, rights and what people deserve	Required reading: Shaw: Chapter 3 <i>Justice and Economic Distribution</i> Assignment: International Business Ethics Case Study Presentation (20%)	
8/9	The different rival principles of economic distribution The differences between Utilitarian and Libertarian theories of wealth distribution	Required reading: Hartman: Chapter 3 <i>Philosophical Ethics and Business</i>	
10/9	Part II The Practice of Business Ethics Introduction to Business Ethics A definition of Business ethics The Challenges of using ethics in the business world	Required reading: Jennings: Reading 2.1 <i>What is Business Ethics?</i> Ghillyer: Chapter 2 <i>Defining Business Ethics</i>	
15/9	An organisation's stakeholders Business ethics as an 'oxymoron' Justifying unethical behaviour	Required reading: Jennings: Reading 2.5 <i>Is Business Bluffing Ethical?</i>	
17/9	Organisational Ethics Organisational culture Ethical dilemmas throughout the value chain	Required reading: Ghillyer: Chapter 3 <i>Organisational Ethics</i>	
22/9	Organisational Ethics Codes Challenges of maintaining an ethical culture Bad Apple vs. Bad Barrel Syndrome	Required reading: Hartman: Chapter 4: <i>The Corporate Culture-Impact and Implications</i> Hartman: Reading 4.2: <i>Assessment and Plan for Organizational Culture Change at NASA</i>	
24/9	Catch Up		<i>International Business Ethics Case Study Presentation (20%)</i>
Midterm			

Date	Topic	Assignments	Due
6/10	Ethical Leadership The importance of leadership in organisational ethics Characteristics of ethical leadership Differences between effective and ethical leadership	Required reading: TBA	
8/10	Corporate Social Responsibility A definition of Corporate Social Responsibility (CSR) The rival views of corporate responsibility	Required reading: Ghillyer: Chapter 4, <i>Corporate Social Responsibility</i> Hartman: Reading 5.1: <i>Rethinking the Social Responsibility of Business</i>	
13/10	The driving forces behind CSR Triple-bottom line reporting The major types of CSR The challenges of implementing a CSR initiative	Required reading: Hartman: Reading 5.4: The Case Against Corporate Social Responsibility	
15/10	Corporate Governance Nature of a corporation A definition of corporate governance The responsibilities of the Organisations leadership	Required reading: Ghillyer: Chapter 5, <i>Corporate Governance</i> Hartman: Reading 10.1: <i>The Cultural Dependence of Corporate Governance</i>	
20/10	The differences in governance methodologies Implementing an effective corporate governance framework	Required reading: Hartman: Reading 10.2: <i>The Libor Scandal and Capitalism's Moral Decay</i>	
22/10	Ethics in the Workplace Moral issues in respect to personnel policies and procedures The right to privacy	Required reading: Shaw: Chapters 8 - 9 <i>The Workplace</i>	
27/10	Enhancing the quality of work life	Required reading: Hartman: Reading 6.5: <i>American Apparel and the Ethics of a Sexually Charged Workplace</i> Jennings: Reading 5.5: <i>Employee and Technology Privacy: Is the Boss Spying?</i>	
29/10	Ethical Marketing Ethical issues in marketing Business's' responsibility in product	Required reading: Hartman: Chapter 8 <i>Ethics and Marketing</i>	

	safety		
3/11	The ethics of advertising The responsibilities within a business's supply chain	Required reading: Hartman:, Reading 8.3: <i>First Analysis of Online Food Advertising Targeting Children</i> Jennings: Reading 9.4: <i>A Primer on Product Liability</i> Assignment: International Corporate Social Responsibility Presentation (20%)	
5/11	The Ethics of Environmental Protection The traditional business attitude towards the environment The question of externalities	Required reading: Hartman: Chapter 9 <i>Business and Environmental Sustainability</i>	
10/11	The responsibilities business have toward the environment The different methodologies for pursuing environmental goals	Required reading: Jennings: Reading 7.14: <i>The New Environmentalism</i>	
12/11	Part III Ethics and Globalisation Ethical issues arising from globalisation Ethical relativism in a global environment	Required reading: Ghillyer: Chapter 9, <i>Ethics and Globalisation</i> Hartman: Reading 6.2: <i>Sweatshops, Choice, and Exploitation</i>	
17/11	Ethical challenges organisations face in the pursuit of global business	Required reading: Jennings: Reading 7.1: <i>Why an International Code of Ethics Would Be Good for Business</i> Jennings: Reading 7.5: <i>The Ethics of Business in China and Business Ethics in China</i>	
19/11	Catch-Up		<i>International Corporate Social Responsibility Presentation (20%)</i>