
BUSINESS ETHICS AND CSR in Fall 2019 (BA3012)

Course Code	BA3012	Professor(s)	Robert Earhart
Prerequisites	None	Office Number	G-3A02
Class Schedule	W: 13:45-16:40 in C-103	Office Hours	Tuesday 15.00-16.00, Wednesday 10.00-11.00 or by appointment
Credits	4	Email	rearhart@aup.edu
Semester	Fall 2019	Office Tel. Ext.	Please use email

Course Description

The course explores the ethical issues that arise from the operation of business in a globalized and inter-connected economy. By applying the tools of theory, ethical analysis and personal reflection to a variety of real-life case studies, students will cover several subject areas, including ethics and the individual, theories of ethics, ethics of business and management, employees and human resource issues, cultural relativism, consumer issues, and the ethics of advertising, marketing, and public relations.

Topical areas will be layered into these core areas and explored from multiple perspectives, including human rights, political involvement by businesses, sweatshop labour, hazardous consumer products, deceptive marketing practices, bribery, whistleblowing, social discrimination, corporate governance, cross-cultural differences by global region, sustainability/environmental issues, corporate social responsibility, and consumer society.

The format of the course will be a series of lectures, interactive seminars, discussions, debates and group projects. Student participation is required. By the end of the course, students develop an organised, personally reflective approach to decision-making that prepares them to confront difficult ethical dilemmas in professional and personal life.

Case studies and articles offer an international perspective, with a focus on the United States, France, China, Columbia, Brazil, South Africa, and Korea, among other nations and regions. Cultural perspectives in ethics will receive special attention, especially in those areas where cross-cultural perspectives result in strikingly different ethical norms and expectations, with no simple solution to resolve these differences.

In addition to the theories and concepts of business ethics and corporate social responsibility that we will cover in the course, several crosscutting themes will also be included to provide a solid intellectual context for interdisciplinary understanding and real-world examples. These themes are incorporated into the course as lectures, case studies, articles, films and in-class activities. Some of the themes for this course will include:

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- Corporate Social Responsibility
 - Sustainable Business
 - Consumerism and Consumer Society
 - Navigating Cultural Differences in Business and Consumer Practices
 - Gender Discrimination in Hiring, Opportunity and Pricing
 - Ethics of Finance and Financial Reporting
 - Multinational Corporate Behavior
 - Ethics and Cultural Relativism
 - Surveillance and Individual Rights
 - Organizational Ethics
 - Child and Sweatshop Labor
 - Whistleblowing
 - Kickbacks and Bribery
 - Family Businesses

Course Learning Outcomes

Understand and apply various philosophical, conceptual, and pragmatic approaches to ethical decision making in a variety of business and organizational contexts.

Understand the main psychological, social, and personal components and explanations of unethical behaviour.

Understand the concept and diverse applications of Corporate Social Responsibility, Sustainability, and Corporate Philanthropy.

Understand the general ethical issues faced by businesses, government and NGO's in various industries and fields of professional practice.

Effectively evaluate and navigate ethical dilemmas in a thoughtful and systematic way.

Be able to facilitate meaningful group discussions on business ethics and other related topics.

Local and Global Perspectives: Students will enhance their intercultural understanding of languages, cultures, and histories of local societies and the global issues to which these relate.

Exploring and Engaging Difference: Students will think critically about cultural and social difference; they will identify and understand power structures that determine hierarchies and inequalities that can relate to race, ethnicity, gender, nationhood, religion, or class.

Civic and Ethical Engagement: Students will demonstrate awareness of ethical considerations relating to specific societal problems, values, or practices (historical or contemporary; global or local) and learn to articulate possible solutions to prominent challenges facing societies and institutions today so as to become engaged actors at various levels in our interconnected world.

General Education

This course meets the Global Liberal Arts Core Curriculum (GLACC) requirements of Integrative Inquiry for the Global Explorer for non-business majors. Non-business majors can register for the course without meeting the course pre-requisites.

Course Outline

This course outline is for informational purposes only. A detailed course schedule, with specific readings and assignments, will be handed out during the first week of the course.

Week 1: Course Introduction & Foundations of Ethics

Week 2: Theories of Ethics / Cheating Culture

Week 3: Organizational Ethics (Part 1) / Meaning and Values (Part I)

Week 4: Ethics and Business Practice / Organizational Ethics (Part II)

Week 5: Midterm Exam / Family Businesses

Week 6: Meaning and Values (Part II)

Week 7: Human Resource Issues / Corruption (Part I: Cross-Boarder Business)

Week 8: Corruption (Part II: Organizational Culture)

Week 9: Corruption (Part III: Politics and Capitalism) / Multinational Corporate Behavior

Week 10: Consumer Society (Part I: Consumer Issues & Safety) / Greenwashing / Personal Ethics

Week 11: Consumer Society (Part II: Consumerism & Ethical Values) / Environmental Ethics

Week 12: Consumer Society (Part III: Consumerism & Society)/ Financial Ethics

Week 13: Labor Issues / Societal Challenges & Problem-Solving

Week 14: Ethics of Advertising, Marketing and PR / Course Conclusions

Week 15: Final Exam Week: Final Assignment & Final Case Studies

Textbooks

Title	Author	Publisher	ISBN	Required
Moral Mazes: The World of Corporate Managers	Robert Jackall	Oxford University Press Updated edition (December 8, 2009)	9780199729883	Yes
SAGE Brief Guide to Business Ethics	SAGE Publications (multiple authors)	Sage Publications	9781412997218	Yes
Moral Mazes: The World of Corporate Managers	Robert Jackall	Oxford University Press Updated edition (December 8, 2009)	9780199729883	Yes
SAGE Brief Guide To Business Ethics	SAGE Publications (Multiple Authors)	Sage Publications	9781412997218	Yes

Attendance Policy

Students studying at The American University of Paris are expected to attend ALL scheduled classes, and in case of absence, should contact their professors to explain the situation. It is the student's responsibility to be aware of any specific attendance policy that a faculty member might have set in the course syllabus. The French Department, for example, has its own attendance policy, and students are responsible for compliance. Academic Affairs will excuse an absence for students' participation in study trips related to their courses.

Attendance at all exams is mandatory.

IN ALL CASES OF MISSED COURSE MEETINGS, THE RESPONSIBILITY FOR COMMUNICATION WITH THE PROFESSOR, AND FOR ARRANGING TO MAKE UP MISSED WORK, RESTS SOLELY WITH THE STUDENT.

Whether an absence is excused or not is ALWAYS up to the discretion of the professor or the department. Unexcused absences can result in a low or failing participation grade. In the case of excessive absences, it is up to the professor or the department to decide if the student will receive an "F" for the course. An instructor may recommend that a student withdraw, if absences have made it impossible to continue in the course at a satisfactory level.

Students must be mindful of this policy when making their travel arrangements, and especially during the Drop/Add and Exam Periods.

BA3012 Attendance Policies:

Students are expected to attend all course sessions. Courses will start and end on time and

students are expected to be prepared when class commences. Only in the case of emergency situations or a study trip (and only on the dates the study trip is offered), I may authorize a student to miss a course session. To receive approval for an excused emergency absence, the student should take the following steps:

- Contact me immediately via email to notify me of your absence.
- Inform your group if you are responsible for a presentation that day in class and be sure that another group member can cover your role. Ask your group to write a brief statement regarding your contributions to the presentation so that you can be eligible to receive credit during your absence.
- Ask a member of your group to collect any handouts during the missed session and to brief you on the activities and discussion that took place during your absence, as well as the assignments required for the following session.
- Bring a doctor's note or some other form of documentation to justify an excused absence.
- Multiple absences may be referred to the Student Affairs office for approval. Significant absences, even if excused, may make it impossible to pass the course.
- Missing an exam will require you to furnish proof to the Academic Affairs Office that your absence is caused by legitimate medical reasons before a retake will be offered.

Please keep in mind that this is a double-period course by design. In each course meeting we go into great depth on the concepts and themes we are exploring. Missing even one course can result in falling very far behind. If you must miss a course due to a study trip, illness, or personal emergency, the onus is on you to check-in with me and your group members as well as to review the materials and course notes for the course you missed.

Attendance will be taken in the first ten minutes of the course. Attendance may be taken verbally or through a sign-in sheet. If a sign-in sheet is used, it is the student's responsibility to sign in. In general, students are expected to avoid disturbing the class by arriving late and leaving early. Please avoid unnecessary departures while the course is in session.

This course was designed to offer a transformational learning experience, but the distractions of Paris and life in general may beckon students to consider skipping class. While enjoying the beauty of Paris or pursuing other diversions may be considered great and noble pursuits, I am solid in the conviction that business ethics is a much greater and more noble pursuit. In that light, please keep in mind that **students missing two or more courses unexcused, or four or more course sessions for any reason, will not be able to pass the course.**

Missing a deadline, exam or group presentation due to an unexcused absence will result in a failing grade for those items. Attendance is extremely important in the calculation of final grades in multiple ways: mastery of the material, participation, group assignments and cases, and the attendance grade itself.

If a student is signed in on the attendance form and is not present in the course, it is a violation of the university's academic integrity policy and will result in a failing grade for the course, as well as a referral to the university board of academic integrity.

Grading Policy

Student Performance will be evaluated based on the following factors:

Class Participation

Based on attendance and participation with group presentations, discussions and in-class projects, as well as group peer evaluations.

- **Attendance:** this is not simply a matter of being present, but also involves arriving on time and being prepared for each course session. Please bring the necessary readings to each class as well as any other materials that you may need, including printouts of the cases to be discussed.
- **Course Discussions:** Various activities, full class and small group discussions are an essential part of the learning experience in this course. Students are expected to actively participate by providing input and feedback to other students and by listening when other students are speaking.
- **Peer Evaluations:** Student group members will be expected to evaluate one another for the depth and effectiveness of their contribution to in-class activities and presentations. Evaluations will be cross-referenced for consistency and fairness. Peer evaluations must be handed in at the required intervals.

Individual Assignments

Individual assignments will be assigned at two points during the course. These must be submitted on the specified due date at the specified time via the SafeAssign system on Blackboard. Assignments sent by email or given in hard copy will not be accepted. Please bring an additional copy with you to class for reference or discussion.

Midterm Exam: The midterm exam will cover readings, lectures and class discussions up to and including the first five weeks of class in a short answer and short essay format. The exam will also include a case study, which will be issued two days before the exam. The exam will be closed book, but you are allowed two A4 (letter sized) sheets of notes. You will be unable to finish this exam without adequate preparation and organization, so please be sure to review the course materials in the weeks leading up to the exam and organize your note sheets.

Group Presentations

After the first two weeks of the course, students will be assigned to groups of three to five students, which will be your work group for the remainder of the semester. The group presentations are based on case studies available through purchase from Harvard Business Publishing. Group presentation grades are allocated equally to each member; however, group peer evaluations or an individual incidence of an ostensive lack of preparation may result in different final scores for individual group members. If a student is absent without an authorization, that student will not receive a score for their group's presentation. Groups will also be asked to facilitate the discussions based on their presentations. We will review facilitation skills during the first weeks of the course.

Final Paper

Students will be asked to complete a detailed ethical analysis and reflection that broadly addresses what we have covered during the course. The paper topic will be discussed during the final month of the course and there will time in class dedicated to discussing the criteria. I will also offer you an several opportunities to get feedback on your envisioned approach and ideas.

Final Cases

You will also be asked to work with your group on an analysis on a specific case, as well as to prepare an individual commentary on another group's case. The case topics and expectations will be discussed during the final month of the course. Please be reminded that the final case session on 21 December is our final exam period and your attendance is required. Due to the academic policies at AUP, I will be unable to make any exceptions to this. Please be sure to account for our final exam period when making your travel arrangements for the winter holiday.

Grade Allocation

Final grades will be weighted based on performance within the various factors as follows. These calculations may be adjusted slightly as we progress through the semester:

Class Participation	10%
Group Presentations (and peer evaluations)	15%
Individual Assignments	20%
Midterm Exam	20%
Final Essay	25%
Group Final Case (and peer evaluation)	10%

Grading Scale

Excellent	Good	Satisfactory	Unsatisfactory
100-95 A (4.0)	89-87 B+ (3.4)	79-77 C+ (2.4)	69-67 D+ (1.3)
90-94 A- (3.7)	86-84 B (3.0)	76-74 C (2.0)	66-64 D (1.0)
	83-80 B- (2.7)	73-70 C- (1.7)	60-63 D- (0.7)
			Under 60 F (0)

To give you a better understanding of what the grading scale means, let's take a quick look at the typical student profile for each category:

Excellent: Reserved for students that display superior quality and outstanding performance throughout the course, including the extensive use resources beyond the textbook and assigned readings to complete assignments and presentations. An 'A' student is one who regularly reads all of the required reading before the course where it is covered. They also at the supplementary material, as well as material discovered in their own research, and incorporates it into their work. The student participates fully in course discussions and group activities, maintains excellent attendance, and performs extremely well on course assignments and exams. This student is highly motivated to learn the material and completes the course readings in advance of the lecture, showing strong skills in critical thinking, global learning, and exceptional informational literacy on all of the assignments, projects and exams. The student also takes a leadership role in the group projects and consistently responds to the presentations of other student groups. My goal is to see every student perform this well.

Good: The student provides work that is above average in quality. Maintains good performance on exams and in class discussions, including the effective use of assigned readings and good course participation. Occasionally refers to supplementary readings and other external sources. Assignments are turned in on time and to a good level of quality. There is some evidence of additional research and critical thinking on core topics. Attendance, while not perfect, is still good. The student shows evidence of critical thinking, global learning and information literacy through their engagement in the course.

Satisfactory: Adequate and acceptable work in meeting course requirements and average performance in assignments, exams and projects. There is little use of external resources beyond the required texts. The student shows some engagement with the course, but participates at a minimal level. Meets the minimum attendance requirements. Displays some critical thinking, global learning and/or information literacy in assignments and group projects.

Unsatisfactory: Failed to meet basic course requirements, below average performance and attendance. The student often shows up late to class, is often unprepared for class, and/or is frequently absent. The student is rarely prepared for group presentations or discussions. Assignments are missing, late, copied or paraphrased directly from internet sources. The

student regularly spends most of the course period on electronic devices viewing content not related to the course. Such students are encouraged to withdraw and try again when they have improved their academic skills or they are able to put more effort into their studies.

A significant amount of studying outside of the course meetings is expected from all students who expect a 'B' grade or higher in the course. This means AT LEAST two hours of reading, group work and research outside of class for every hour you spend in class - more if the expected grade is an 'A'. I expect students to use resources other than the required materials to complete assignments. Outstanding and good performance will be awarded to those students who go beyond the required and suggested readings in their final projects, assignments and presentations.

Students with unsatisfactory performance will be notified at the midterm point so that we may mutually assess the likelihood of successful course completion. If you receive a C- or below at the midterm point, please contact me for an appointment as soon as possible. Often times, we can work out an academic study plan to get you back on track. Likewise, if you are experiencing health and/or personal problems during the semester, I encourage you to come and talk with me before your course performance becomes a serious problem. Please do not wait until after missing several courses, assignments or presentations. I will gladly work with you to access the resources that you need to successfully complete the course if I know about it early enough. Once your course performance has dropped below a recoverable level, I may be sympathetic, but I will not be able to resuscitate your grade.

Other

TEXTBOOKS & READINGS:

The textbook, cases and course readings are required. Please bring these materials to class as some of them are needed for activities and discussions. Any other materials will be given to you during class or posted on the Blackboard system before each course.

SAGE Brief Guide to Business Ethics (Required)

Shaw, L (ed.) (2012) Sage Publications, Ltd., London, ISBN: 978-1-4129-9721-8

Harvard Business Publishing Case Studies (HBP) (Required)

These cases are available for direct purchase online at Harvard Business Publishing (each case costs \$4.25 unless otherwise noted) at the following link:

<https://hbsp.harvard.edu/import/562180> (The total course cost for all of the cases is approximately USD \$47 or about EUR 41.00.)

BA3012 Articles (Required)

In order to give you a variety of perspectives on business ethics, the course readings include additional case studies, magazine and academic journal articles. These are the resources for several individual and group assignments. These materials are provided in PDF format in the 'Course Reader' folder of the 'Course Readings' section posted on the Blackboard system or will be provided as a hardcopy in class.

Does Ethics Have a Chance in a World of Consumers? (Required)

Bauman, Z (2008) Harvard University Press, Cambridge, MA, ISBN 0-674-02780-9

Films (Required – In Class or on Library Reserve)

There will be four films required for the course. Two of these will be shown in class, the other must be viewed independently. These films will provide a source of discussion and be the subject of the assignments.

Recommended Readings

As we move through our course, suggested book and articles will be posted on Blackboard to offer additional insights or context the various issues and themes we explore in class. While these are not required, it is highly recommended that you take a look at these as you prepare for exams, assignments and case presentations.

COURSE POLICIES:

1. **Laptops & Mobile Phones:** Laptops should be not be used during classes unless specifically necessary for an in-class project. Exceptions may be made for students with physical and learning disabilities, with instructor permission only, for the purposes of taking notes. **Mobile phones are to be turned off and put away at all times while class is in session. Please do not send or receive text messages during class, even on silent mode.** Moreover, mobile phones are not allowed in the room during exams under any circumstances. **Students found to be using a mobile phone or other electronic device during exams will be asked to leave and will automatically receive a failing grade. No exceptions.**
2. **Communication:** We will use Blackboard for this course. Students are expected to check the Blackboard site, as well as their AUP email during the course for updates. Please use your AUP email account for all communication, as updates for the class will go to this account. All assignments will be posted here as well as course reader materials and other resources. You can also track your grades in the 'grading center'. If you must reach me outside of class, please contact me via email for an appointment or drop in during my office hours.
3. **Assignments:** Students are expected to turn in all course assignments on time. Late submissions will not be accepted unless prior arrangements are made or the process for emergencies is strictly followed. In any case, assignments will be marked down one full

grade level for being late for each course session where the assignment still has not been completed, making the highest possible grade a 'B' after missing the first course deadline, a 'C' for the second course session, etc. It is the student's responsibility to make sure assignments that are sent electronically have been received and that the attachments can be opened. Successful assignment submission by email will receive a reply.

4. **Food and Drinks:** Students may drink beverages in class if they are in containers that can be completely sealed. Please do not consume any other food or beverages in the classroom.
5. **Professional Behavior:** Students are expected to behave in a professional manner at all times during the course. Disruptive behavior, academic dishonesty on assignments or exams (including copying another student's work, plagiarism, or using instructor grading keys) will result in a failing grade for the assignment or exam in question. Other disciplinary actions up to, and including, removal from the course may also result from violating course and university policies. Please uphold professional standards at all times while you are in the university program.
6. **Other Policies:** For all other policies and procedures, students are bound by the University's general policies and procedures. Copies of the University policies on absences and academic dishonesty were given to each student at registration. Students are responsible for adhering to these policies.