

SYLLABUS: BUSINESS ETHICS (SEMS 3500-504)

SEMESTER AT SEA COURSE SYLLABUS
University of Virginia, Academic Sponsor

Voyage: Spring 2016

Discipline: Commerce

SEMS 3500-504 (Section 1): Global Business Ethics

Division: Upper

Faculty Name: Daniel F. Duran, PhD.

Credit Hours: 3; Contact Hours: 38

Class Day Schedule: "A" Days

Pre-requisites: Introductory course in Business, Sociology, or Economics or Instructor Permission

COURSE DESCRIPTION

This applied course explores the nature of moral values, moral judgments, social responsibility, and ethical decisions and behaviors in modern business organizations, ranging from multinational firms (MNEs) to entrepreneurial start-ups. Today's manager and employee must be concerned with and able to effectively deal with ethical issues as unethical behavior creates legal risk and social harm to all stakeholders. Emphasis will be placed upon the manager's social and environmental responsibilities to the spectrum of stakeholders, including employees, customers, strategic partners, and the public. Ethical perspectives and decision making frameworks will be considered as questions of right and wrong will be considered. This is a highly interactive course, students will regularly contemplate recent cases, real-world scenarios, news stories, and common ethical dilemmas in order to improve skills in recognition, understanding, and decision-making related to business ethics. This course will consider the cultural beliefs, socioeconomic considerations, and political facets of business ethics with a special focus on the many nations that will be visited throughout the Spring 2016 semester.

COURSE OBJECTIVES

Upon successful completion of this Business Ethics course, the student will be able to:

- Define and clearly explain prominent theories of ethics and morality in the for-profit and not-for business sectors in the global setting with attention to cross cultural considerations
- Evaluate the concept and strategic value of Corporate Social Responsibility and its relevance to the Triple Bottom Line of People, Planet, and Profits
- Articulate the importance of ethics in fostering long-term business effectiveness
- Identify various ethical issues that occur in the business environment and describe a comprehensive framework for analyzing and resolving real-world ethical issues and dilemmas that consider cultural differences and "mind-sets"
- Defend the rationale for decisions related to acceptable and unacceptable business conduct with consideration of the economic and social consequences
- Exhibit critical thinking skills in analyzing and resolving ethical business dilemmas
- Develop an awareness and understanding of cultural and national differences related to business ethics

- Explain the role of ethics and social responsibility in the primary functional areas and strategic processes of business organizations operating on a global basis
- Articulate opportunities and hurdles for-profit ‘social enterprise’ opportunities and solutions to global social problems.

REQUIRED TEXTBOOKS AND ELECTRONIC AIDS

AUTHOR: O.C. Ferrell, J Fraedrick, and L. Ferrell.

TITLE: **Business Ethics: Ethical Decision Making and Cases**

PUBLISHER: Cengage Learning

ISBN #: ISBN-13: 978-1285423715

DATE/EDITION: 2014; 10th Edition or newer

Students should bring one or more thumb drives, SD cards and/or external drives to copy materials that will be made available on the course folder in the ship’s intranet. Students are highly advised to bring their own laptop/tablet for use on the ship as there only a few public computers available.

TOPICAL OUTLINE OF COURSE

Depart Ensenada- January 5

A1 - January 7: Introductions, review of syllabus (including grading rubrics), team creation, overview of planed field visit, overview of Individual Contribution requirements, and explanation of first assignment due on January 11th: One page reflection on ethics, application to business, and summary of a personal ethical decision. Readings: Chapter 1 and assigned articles and business cases for next class session.

A2 - January 9: Defining and understanding individual ethics. Individual commentaries on experiences with ethical decisions. Readings: Chapter 2 and assigned articles.

A3 - January 11: Focus on defining business ethics with emphasis on United States and “American” business and concept of Corporate Social Responsibility and stakeholder relationships. Readings: Chapter 3.

Honolulu: January 12

A4 - January 14: Defining ethics in the workplace; emerging business ethics issues and codes of conduct/ethics. Team exercise on developing code of conduct for entrepreneurial business start-up. Readings: Chapter 4

A5 - January 17: The institutionalization of business ethics and the role and impact of corporate governance. Case studies on Enron and Siemens assigned to teams with two page analysis due on 1/21. Readings: Chapter 5

Study Day: January 19

A6 - January 20: Discussion of core concepts of Chapter 5 and discussion on Enron and Siemens cases. Team country presentations and Individual Contributions from Team 1 on evolution of business ethics in Japan and Team 2 on evolution of business ethics in S. Korea—write-ups and presentations on January 21st.

A7 - January 22: Team country presentations and Individual Contributions from Teams 1 and 2. Team 3 assigned China for team presentation and Individual Contributions—due January 28th. Readings: Assigned articles and business cases.

Yokohama: January 24-25
In-Transit: January 26
Kobe: January 27-28

A8 - January 29: Review of assigned readings and team country presentations and Individual Contributions from Team 3 on China. Preparation for proposed field trip in Hong Kong for Section 1 class (see below). Team 4 assigned Vietnam for team presentation and Individual Contributions.

Shanghai: January 31-February 1
In-Transit: February 2-3
Hong Kong: 4-5

Hong Kong: February 5 Field Lab in Hong Kong: Field lab seminar with HSBC to discuss ethical issues associated with their financial services and practices. The academic objectives include:

- (1) Understand the current status of Business Ethics in China;
- (2) Understand the role and impact of HSBC in respect to past and current issues associated with Business Ethics;
- (3) Understand issues, politics, penalties, and prospects for enhancing Business Ethics for both Chinese and non-Chinese based MNEs and entrepreneurial firms operating in Hong Kong.

A9 - February 6: Team 4 country presentation and Individual Contributions on Vietnam. Review of individual moral philosophies and values and discussion of previously assigned cases and article. Team 5 assigned Myanmar for country presentation and Individual Contributions. Readings: Chapter 6 and assigned articles and cases.

Ho Chi Minh: February 8-12

A10 - February 13: Review of Chapter 6 and discussion of Vietnam experiences. Team country presentation and Individual Contributions from Team 5 on Myanmar. Readings: Assigned articles and cases for discussion 2/16. Team 6 assigned Myanmar for country presentation and Individual Contributions.

Study Day: February 15

A11 - February 16: First Exam; Focus on Chapters 1-6 and assigned readings. Team 6 presentation and Individual Contributions on Myanmar. Readings: Chapter 7 and assigned articles/cases for discussion on February 23.

Yangon: February 18-February 22

A12 - February 23: Discussion on Chapter 7 and the role of ethical culture and relationships for organizational planning and business expansion. Team 7 assigned India for country presentation and Individual Contribution's. Readings: Assigned articles/cases.

A13 - February 25: Team 7 country presentation and Individual Contributions on India. Readings: Assigned articles and cases. Team 8 assigned Mauritius.

Cochin: February 27-March 3

A14 - March 4: Focus and discussion on supply chain and consumer rights. Case studies assigned to teams for presentation on March 10th. Readings: Assigned articles and cases and review of team debates on ethical boundaries to be held March 13th.

Study Day: March 6

A15 - March 7: Discussion on Business Ethics measures/metrics and whistle blowing. Preparation for Section 2 field visit to consider business ethics issues with leading-edge hospitality/resort provider in Mauritius. Readings: Assigned articles and cases.

Port Louis: March 9

A16 - March 10: Discussion of assigned readings and cases. Team 8 assigned South Africa for country presentation and Individual Contributions and Team 9 assigned Ghana. Readings: Chapter 8 and assigned articles/cases.

Study Day: March 12

A17 - March 13: Team debates and presentations on assigned case studies. Focus on developing effective ethics programs; the role of stakeholders. Readings: Chapter 9 and assigned articles and business cases.

Cape Town: March 15-20

A18 - March 21: Team 8 country presentation and Individual Contributions on South Africa. Class discussion on ethical issues related to role of MNEs and NGOs in business with emphasis on

entrepreneurial business ventures in Africa; teams to develop ethical business codes for presentation on March 23rd. Team 9 assigned Ghana for country presentation and Individual Contributions.

A19-March 23: Team presentations on ethical business codes for entrepreneurial firms. Readings: Chapter 10 and assigned articles/cases.

A20 - March 25: Test 1 #2; focus on Chapters 7-10 and assigned articles and business cases. Discussion and class assignment on managing and controlling ethics programs.

Takoradi: March 27-28
Tema: March 29-31

A21 – April 1: Team 9 country presentation and Individual Contributions on Ghana. Final cycle of case studies assigned to teams with both team presentation and individual write-ups due April 5th. Readings: Assigned cases and articles.

A22 -April 3: Discussion on linkages/impact of sustainable development and business ethics. Team assignment overview on developing business ethics code for start-up entrepreneurial firm engaged with energy and water conservation program development and management. Readings: Chapter 11 and assigned cases and articles.

A23 - April 5: Team presentations on entrepreneurial sustainable firm and discussion of assigned articles and cases and class discussion on globalization of ethical decision making. Readings: Chapter 12 (**last text chapter**) and assigned articles and cases.

Casablanca: April 7-11

Study Day: April 12

A24 - April 13: Final Exam on all core concepts covered in book, assigned readings, and business cases.

April 16: Arrival in Southampton and disembarkation day.

FIELD WORK

Experiential course work on Semester at Sea is comprised of the required field lab led by your instructor and additional field assignments that span multiple ports. The required field lab component will constitute twenty (20) percent of our total course contact time together so it represents a significant learning component.

As noted in the Topical Outline this course will include at least one Field Lab for each class section. The Field Labs for this course is planned for Mauritius. I have conducted almost two hundred field trips outside the United States for college students and know that a well-planned and executed field lab will generate a quantum leap in applying and testing concepts learned in the classroom and experienced in the field. While it is the case that every port provides a unique opportunity to understand the reality and application of Business Ethics in the global arena I have identified two potential Field Trips:

Planned Field Trip: The planned field lab seminar is with a leading edge bank and financial services firm to discuss business ethical issues, especially those dealing with Corporate Social Responsibility and Environmental Sustainability goals. Field visit and discussion with senior managers at HSBC to discuss ethical issues associated with the financial sector.

Port: Hong Kong

Idea: Meet with senior management responsible for business ethics and Corporate Social Responsibility for HSBC in Hong King. We will discuss their business ethics strategy and concerns with a special focus on the ethical considerations, policies, and practices related to Corporate Social Responsibility and Environmental Sustainability.

Objectives: The field trip goals for this lab include the:

- (1) Understanding of the current status of Business Ethics in China;
- (2) Dialoguing with the senior management responsible for business ethics to understand the role and impact of HSBC in respect to past and current issues associated with Business Ethics as it relates to their customers and other stakeholders; and a
- (3) Review of the core issues, politics, penalties, and prospects for enhancing Business Ethics for both Chinese and non-Chinese based MNEs and entrepreneurial firms operating in Hong Kong.

A major theme of this course is that of the impact of culture and diverse identities on the current and evolving approach and application of Business Ethics in diverse cultural/national settings. I have conducted field trips in more than twenty (20) nations and am consistently made aware of the difference in both definitions and application of Business Ethics, even within different regions or cities of the same nation. Hence, these field trips are designed to provide you with a head and hands-on opportunity to apply and integrate what we have learned in the classroom with what actually is the case in different cultural settings. In short, these field trips will add a unique dimension to your learning that cannot be offered in the traditional classroom setting.

Keep in mind that the Field lab attendance is mandatory for all students enrolled in this course. Do

not book individual travel plans or a Semester at Sea sponsored trip on the day of your field lab.

The field lab for this course takes place on February 5th.

FIELD ASSIGNMENTS

Prior to disembarking at each port of call we will have a team provide us with a “Country Profile” to provide us a foundation for understanding the host country and its social, cultural, economic, and political underpinnings. Specifically, every student will be expected to handle field assignments in the following manner:

- A) Every student will be required to research, write, and provide a two-three (2-3) page paper for at least five ports-of-call that includes:
 - a. One-half page summary of what you perceive to be the current status of Business Ethics in the host nation;
 - b. One-half page summary of specific experiences related to Business Ethics after disembarking
 - c. One page reflection on how your experience would be incorporated into a training/orientation sessions for a US based business executive preparing to do business with the host country
- B) The “Final Exam” (April 13th) will have two parts: (1) A written final examination that covers the core concepts covered in class and which draws from the text readings, assigned articles, and business cases, and (2) Submission of a 3-5 page written essay that summarizes your lessons learned and Best Practices that would be used to orient a US based business executive planning to do business in one of the nations that we have visited; it can be the same nation that you and your team reported on our one of the other nations visited during our journey.
- C) The total points associated with the field assignments will constitute 25% of your total score for the class and the rubric for grading will be evenly weighted on the following: A) Depth of research; B) Depth of analysis; C) Application of key concepts covered in class, and D) Quality/viability of Best Practices and Lessons Learned.

METHODS OF EVALUATION / GRADING RUBRIC

Your final course grade will be based on the following:

Exams (2 @ 150 each)	300
Team Presentation Project (150 total points)	100
Case & Article Write-Ups and Presentations	150
Class Attendance and Participation	100
Field Assignments Write-up and Final Presentation Contributions	200
Individual Contribution: Write-up and Presentation	150
TOTAL	1000

Final course letter grades will be assigned based on total accumulated points, as follows:

A	930-1000 points
A-	900-929
B+	870-899
B	830-869
B-	800-829
C+	770-799
C	730-769
C-	700-729
D+	670-699
D	630-669
F	Less than 630 points

Please note that class participation is **CRITICAL** and missing class without an excused permission from me will result in a loss of 25 points per missed class. Missing more than two classes will result in the significant erosion of your overall grade and will also impact the score associated with class participation which is worth fifty (50) % of the Class Attendance and Participation Score. Class participation means contributing by providing input and engaging in classroom discussion without prompting by me. Even if you excel in all of the other areas if you fail to attend class and do not participate you will fall out of the “A” category. Kin this same vein it is critical that you optimize your port of call time to gather information and actively seek out opportunities to complete both the write-ups and final presentation that associated with the field assignment.

RESERVE BOOKS AND FILMS FOR THE LIBRARY

AUTHOR: O.C. Ferrell, J. Fraedrick, and L. Ferrell
TITLE: Business Ethics: Ethical Decision Making and Cases
PUBLISHER: Cenage Learning
ISBN #: 9781111825164
DATE/EDITION: 10th or Newer; 2014

AUTHOR: Thomas G. Plante
TITLE: Do the Right Thing: Living Ethically in an Unethical World
PUBLISHER: New Harbinger Publications
ISBN #: 978-1572243644
DATE/EDITION: 1st edition or newer; 2004

AUTHOR: Laura Hartman, Joseph DesJardins, Chris MacDonald
TITLE: Business Ethics: Decision Making for Personal Integrity & Social Responsibility
PUBLISHER: McGraw-Hill/Irwin;
ISBN #: 978-0078029455
DATE/EDITION: 3rd edition; 2013

ELECTRONIC COURSE MATERIALS

Please note that the assigned articles and cases will be made available via the course folder on the ship's intranet.

HONOR CODE

Semester at Sea students enroll in an academic program administered by the University of Virginia, and thus bind themselves to the University's honor code. The code prohibits all acts of lying, cheating, and stealing. Please consult the Voyager's Handbook for further explanation of what constitutes an honor offense.

Each written assignment for this course must be pledged by the student as follows: "On my honor as a student, I pledge that I have neither given nor received aid on this assignment." The pledge must be signed, or, in the case of an electronic file, signed "[signed]."