



Sungkyunkwan University (SKKU) International Summer Semester (ISS) 2017
"New Experience, New Engagement"

Business Ethics

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SHORT COURSE DESCRIPTION

Business ethics is the study of business situations, activities and decisions where moral issues of right and wrong are addressed. The course will discuss the theories that underpin normative and descriptive business ethics, the relevance of ethics for managerial decision-making, cross-cultural ethical differences between different countries as well as the tools and techniques of business ethics management. We then specifically examine the role of business ethics for different stakeholder groups that are important to companies: shareholders, employees, consumers, suppliers, the government and others.

READING MATERIALS

Readings are specified in the course schedule for each topic. They are mostly academic journal papers. **Students should be able to find them online and download copies themselves before arriving at Sungkyunkwan University for the summer school.**

For those who are interested in deepening their knowledge of the subject and would like to purchase a book on the subject for themselves, we recommend the following textbook:

Crane, A. & Matten, D. 2016. *Business Ethics* (4th ed). Oxford University Press

COURSE REQUIREMENTS AND GRADING

Students are expected to read the reading materials. Please come to class prepared to discuss this material together along with any fresh developments reported in the media.

Grading:

Attendance	15 points
Group Project Presentations	15 points
Group Project Reports	20 points
Final Exam	50 points

Assessment criteria:

Attendance: students will get one point for attending each session. Students are required to attend at least 80% of all lectures and workshops according to SKKU regulations.

Group Project Presentations and Reports: The Group Project require students to submit a essay on the specified topic related to ethical codes of conduct in companies. The group project will have the following deliverables: (i) A presentation to the class, and (ii) A written report. Each group is required to give a presentation on the assigned topic. The group project presentation and report will be assessed according to the students' understanding of the topic, the clarity of presentation and the appropriate use of references, among others.

Final exam: The last session will be a two-hour final exam with a mix of multiple choice and true-false questions.

COURSE SCHEDULE

– WEEK I –

Tuesday (27 June)

Session topic: What is business ethics?

This session will introduce the meaning and relevance of ethics in the contemporary business world. To help explain what business ethics is, we will distinguish business ethics from 'corporate social responsibility', 'sustainability' and the law.

Preparatory readings:

Collins, J. W. 1994. "Is business ethics an oxymoron?", *Business Horizons* (Sept.-Oct.), pp.1-8.
Crane, A. & Matten, D. 2016. *Business Ethics*, pp.3-13.

Wednesday (28 June)

Session topic: Ethical theories

This session will discuss different normative and descriptive theories that can help to understand and guide ethical practices in business, such as utilitarianism, deontological ethics and stakeholder theory.

Preparatory reading:

none

Thursday (29 June)

Session topic: 'Margin Call' – The unethical impact of money

We will watch the award-winning film 'Margin Call'. Set in a fictional investment bank at the start of the global financial crisis, 'Margin Call' offers very rich material for understanding unethical behaviours in the business world and how such behaviours have contributed to the financial crisis.

Preparatory reading:

none

Friday (30 June)

Session topic: Making decisions in business ethics

Building on the film 'Margin Call', this session will discuss how ethical and unethical decisions are made in companies, exploring the different factors (e.g. national characteristics, education and personal values) that underpin such decisions.

Preparatory reading:

Banaji, M.R., Bazerman, M.H. and Chugh, D. 2003. "How (un)ethical are you?", *Harvard Business Review* 81(December), pp.56-65.

– WEEK II –

Monday (3 July)

Session topic: Tools and techniques of business ethics management

This session will discuss the practical tools and techniques for managing business ethics, including codes of practice, social accounting and reporting.

Preparatory readings:

Webley, S. and Werner, A. 2008. "Corporate codes of ethics: Necessary but not sufficient", *Business Ethics: A European Review* 17(4), pp. 405–415.

Tuesday (4 July)

Session topic: Cross-cultural ethical management

This session will explore how ethical practices differ between different countries.

Preparatory readings:

Jackson, T. 2001. "Cultural values and management ethics: A 10-nation study", *Human Relations* 54(10), pp. 1267-1302.

Wednesday (5 July)

Session topic: Shareholders and business ethics

This session will discuss the nature of shareholder relations in a corporation and ethical issues in corporate governance.

Preparatory reading:

Aguilera, R. V. and Jackson, G. 2010. "Comparative and international corporate governance". *Academy of Management Annals* 4(1), pp.485-556.

Thursday (6 July)

Session topic: Employees and business ethics

This session will identify the ethical implications of firms' relationships with employees.

Preparatory reading:

none

Friday (7 July)

Session topic: Group Presentations

Preparatory reading: Not required

Assignment: group reports are also due for submission today

– WEEK III –

Monday (10 July)

Session topic: Consumers and business ethics

This session will discuss the ethical issues and problems faced in business-consumer relations, including responsible marketing practices and ethical consumption.

Preparatory reading:

Gimesy, D. 2012. "Every breath you take: Adding ethics to the marketing mix". *Market Leader* (3rd Quarter), pp.13-14.

Tuesday (11 July)

Session topic: Suppliers, competitors and business ethics

This session will critically examine the ethical issues and problems that arise in a firm's dealings with its suppliers and competitors.

Preparatory reading:

Jones, I. W. and Pollitt, M. G. 1998. "Ethical and Unethical Competition: Establishing the Rules of Engagement". *Long Range Planning* 31(5), pp. 703-710.

Wednesday (12 July)

Session topic: The role of government and regulation

This session explains the role of government and regulation for ethical and socially responsible business practices.

Preparatory reading:

Knudsen, J. S., Moon, J. and Slager, R. 2015. "Government policies for corporate social responsibility in Europe: A comparative analysis of institutionalization", *Policy & Politics* 43(1), pp. 81-99.

Thursday (13 July)

Session topic: Civil society and business ethics

This session will critically analyse the ethical issues that arise from the relationship between business and civil society organizations. We will also discuss social enterprises, which are hybrid organizations – they are neither civil society nor profit-maximizing businesses.

Preparatory reading:

none

Friday (14 July)

Final Exam

– WEEK IV –

Monday (17 July)

Session topic: Research ethics

This session will discuss the role of ethics in research.

Preparatory reading:
none