CIEE Global Institute – Cape Town

Course name: Business Ethics and Leadership
Course number: (GI) MGMT 3001 CTSA
Programs offering course: Cape Town Open Campus
Open Campus Track: Business
Language of instruction: English
U.S. semester credits: 3
Contact hours: 45
Term: Fall 2019

Course Description

This course examines the philosophical foundations and basic principles of ethics as they apply to businesses and the environments in which they operate. Real-world case studies are used to provide students with insight into how businesses and organizations manage – and in some cases fail to manage – challenging ethical and moral dilemmas. Students also consider the particular responsibilities of business leaders in fostering ethical awareness and practices within the corporate context.

Learning Objectives

By completing this course, students will be able to:

- Understand and articulate (orally and in writing) the "business case" for ethical decision making, i.e. how one shows that ethical practices make for good business practices
- Assess and apply core ethical concepts in the context of business decisions through the analysis of case studies, film scenes and/or improvisation theatre plays
- Critically assess and evaluate in real-time (on the surface or latent) moral issues in a variety of business scenarios and role plays being acted out, e.g. in negotiation, communication and leadership situations
- Apply sensitivity and awareness tactics and strategies of how business ethics may vary relative to a culture's ideas of ethical and moral conduct, and to the corresponding business practices
- Execute and model the behaviors of successful leaders managing toward an ethical business culture in further business practices

Course Prerequisites

Students are highly recommended to have completed a level 2000 course in philosophy, critical theory, or business administration before completing this course.

Methods of Instruction

Through lectures and discussion, students will engage in core philosophical and moral concepts from our shared Western tradition and practice identifying and articulating them in business settings. Readings are assigned to help students gain familiarity with key ideas and terms, which they will then be expected to integrate into their oral and written work (including term paper and a final exam). Clips from films and TV that model intersections between ethical concepts and business will be used in class to provoke discussion and debate.

Assessment and Final Grade

1.	Class Participation	20%
2.	Case Study Response Papers	25%
3.	Midterm Essay	10%
4.	Group Presentations	20%
5.	Final Exam	25%
	TOTAL:	100%

Course Requirements

Case Study Response Papers
Students will write five reflective response papers to case studies from weeks two through to six. Each response paper is set at 450 words (2250 words total).

Midterm Essay
Students are expected to write a critical essay evaluating the benefits and drawbacks of a rigorous culture of business ethics within a multinational organisation. The paper should reference readings from the course. The word count is 1500 words.

Group Presentations
Students will form small groups and conduct presentations on 15 minutes in length on topics to be determined by the instructor. Student groups can choose one of two prompts: (1) examine and evaluate examples of good and bad leadership; or (2) evaluate, using examples, business ethics in a global economy.

Final Exam
Students will sit an essay-based exam, answering three questions of equal value in the allotted time. This exam will be an 'Open Book' exam, requiring students to demonstrate the highest levels of familiarity of case studies and readings in advance of the exam. Students will be expected to write a minimum average of 1000 words per essay question

(3000 words total). This exam will be conducted through Canvas. All students must ensure their equipment is fully functional.

Participation

Participation is valued as meaningful contribution in the digital and tangible classroom, utilizing the resources and materials presented to students as part of the course. Meaningful contribution requires students to be prepared in advance of each class session and to have regular attendance. Students must clearly demonstrate they have engaged with the materials as directed, for example, through classroom discussions, online discussion boards, peer-to-peer feedback (after presentations), interaction with guest speakers, and attentiveness on co-curricular and outside-of-classroom activities.

Attendance Policy

Regular class attendance is required throughout the program, and all unexcused absences will result in a lower participation grade for any affected CIEE course. Due to the intensive schedules for Open Campus and Short Term programs, unexcused absences that constitute more than 10% of the total course will result in a written warning.

Students who transfer from one CIEE class to another during the add/drop period will not be considered absent from the first session(s) of their new class, provided they were marked present for the first session(s) of their original class. Otherwise, the absence(s) from the original class carry over to the new class and count against the grade in that class.

For CIEE classes, excessively tardy (over 15 minutes late) students must be marked absent. Attendance policies also apply to any required co-curricular class excursion or event, as well as to Internship, Service Learning, or required field placement. Students who miss class for personal travel, including unforeseen delays that arise as a result of personal travel, will be marked as absent and unexcused. No make-up or re-sit opportunity will be provided.

Attendance policies also apply to any required class excursion, with the exception that some class excursions cannot accommodate any tardiness, and students risk being marked as absent if they fail to be present at the appointed time.

Unexcused absences will lead to the following penalties:

Percentage of Total Course Hours Missed	Equivalent Number of Open Campus Semester classes	Minimum Penalty
Up to 10%	1 content classes, or up to 2 language classes	Participation graded as per class requirements
10 – 20%	2 content classes, or 3-4 language classes	Participation graded as per class requirements; **written warning**
More than 20%	3 content classes, or 5 language classes	Automatic **course failure**, and possible expulsion

Weekly Schedule

Week 1   Orientation Week

Class 1:1   Introduction to the Course

What do we mean when we say "ethical business practices?" In this introductory lessons, students will explore questions relating to the importance of business ethics (the "business case" argument), realms where ethics and business intersect (stakeholder relationships, corporate social responsibility (CSR), and corporate governance), and discuss the idea of the "Nature" of Capitalism. In-class film clips from *Inside Job* and *The Corporation.*

Week 2

Class 2:1   Moral Philosophy and Business I

Students will examine Western concepts of ethics and morality, and their place in modern business practices. Additionally, ethics and the "nature" of morality, relativism and absolutism / normative, and justice and wealth (of nations).

Readings: Carroll & Buchholtz (2015), Chapters 1 & 7.

Class 2:2   Ethical Decision Making and Ethical Leadership

Students will Differentiate between consequence-based and duty-based principles of ethics, Enumerate and discuss principles of personal ethical decision making and ethical tests for screening ethical decisions, Identify the factors affecting an organization's moral climate and provide examples of these factors at work, and Describe and explain actions, strategies, or "best practices" that management may take to improve an organization's ethical climate. Readings: Carroll & Buchholtz (2015), Chapters 8.

❖   Response paper due

Class 2:3   Institutionalization of business ethics into practices

In this class students will review the Aflec example of a Code of Conduct. In addition, students will examine the role of the Ethics and Compliance Officer Association, and the Society of Corporate Compliance and Ethics, and Understand the different levels at which business ethics may be addressed. In-class film clips from *Margin Call, Let´s Make Money,* and *Yella.*

Readings: Carroll & Buchholtz (2015), Chapter 8.

Week 3

Class 3:1   Moral Philosophy and Business II

Moral philosophy, corporate social responsibility, and their applications in complex workplaces.

Readings: Carroll & Buchholtz (2015), Chapters 2 & 3.

❖ Response paper due

Class 3:2   Developing an Effective Ethics Program

In this session, students will examine the Individual factors (i.e., moral philosophies and values) and organizational factors such as the role of ethical culture and relationships). In-class TV clips from*: The Office* (BBC & NBC), *Stromberg* (German version of *The Office*).

Readings: Carroll & Buchholtz (2015), Chapters 2 & 3.

Class 3:3   Site Visit to a Danish Company

Discussion on how CSR practices affect business decisions, brand identity, etc.

❖ Mid-Term Essay due

Week 4

Class 4:1   Ethics and Business of the (Internet) Society

The course continues with an examination of the concepts discussed so far in light of the "digital workplace." Do ethical practices change with the shift from traditional to Internet workplaces and tech business models?

Carroll & Buchholtz (2015), Chapter 9

Class 4:2   Linked Consumers and the (Electronic) Environment

Students will Identify the role that technology plays in our business lives, Gain an understanding of the technological environment and the characteristics of technology that influence business ethics and stakeholders, Identify the benefits

and side effects of technology in business, and Gain an appreciation of society's intoxication with technology and the consequences of this intoxication.

Carroll & Buchholtz (2015), Chapter 9.

Class 4:3   Leaders and Followers in the Age of Social Media and Big Data

In-class film clips from *The Social Network* and *The Net.*

Readings: Sage Business Researcher: Technology and Business Ethics
http://businessresearcher.sagepub.com/sbr-1775-98200-2717708/20160215/technology-and-business-ethics

❖ Response paper due

Week 5

Class 5:1   Leadership I

This class focuses on leadership skills as they pertain to creating an ethical environment and implementing change needed to achieve a cultural of business ethics.Introduction to leadership skills: what makes for successful leadership?

Readings: Carroll & Buchholtz (2015), Chapters 4, 5, and 6.

Class 5:2   Group Presentations

Class 5:3   Site Visit to a Danish Technical Company

During this site visit students will examine definitions of a creative economy in practise in the context of a digital economy.

Readings: Adler, Nancy, J: "Leading beautifully: The Creative Economy and Beyond", *Journal of Management Inquiry*, published online 31 May 2011
https://www.youtube.com/watch?v=ajjDvahFG-o

❖ Response paper due

Week 6

Class 6:1   Leadership II

The course concludes with a discussion of leadership in corporate ethical culture, placing special emphasis on the challenges of contemporary business environments. In this session, students will discuss leadership concepts such as whistleblowing, accountability, trust-building, confidence, reliability, and genuineness.

Readings: Carroll & Buchholtz (2015), Chapters 4, 5, and 6.

Class 6:2   Site Visit to a Cape Town company

This visit will examine start-ups and the art of leadership.Review all notes, readings, and article to prepare for Final Exam.

Readings: Carroll & Buchholtz (2015), Chapters 4, 5, and 6.

❖ Response paper due

Class 6:3   Final Exam

Course Materials

Readings

Carroll, Archie B.; Buccholtz, Ann K.: *Business & Society.: Ethics, Sustainability, and Stakeholder Management. Ninth Edition. Stamford: Cengage.* Sage Business Researcher: Technology and Business Ethics

Adler, Nancy, J: "Leading beautifully: The Creative Economy and Beyond", *Journal of Management Inquiry*, published online 31 May 2011
https://www.youtube.com/watch?v=ajjDvahFG-o

Marshall, Patrick. 2016. Technology and Business Ethics.
http://businessresearcher.sagepub.com/sbr-1775-98200-2717708/20160215/technology-and-business-ethics