



## **CIEE Global Institute – Paris**

<b>Course name:</b>	Business Ethics and Leadership
<b>Course number:</b>	(GI) MGMT 3001 PAFR
<b>Programs offering course:</b>	Paris Open Campus (Business Track)
<b>Language of instruction:</b>	English
<b>U.S. semester credits:</b>	3
<b>Contact hours:</b>	45
<b>Term:</b>	Fall 2018

### **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 in France. Real-world case studies are used to provide students with insight into the how businesses and organizations manage – and in some cases fail to manage – challenging ethical and moral dilemmas in such areas as the French pharmaceutical industry, the privatization of French highway systems, choices made in the energy production industry, and debates around the French and EU agricultural model, to name a few. Students also consider the particular responsibilities of French business leaders in fostering ethical awareness and community-based practices within the corporate context.

### **Learning Objectives**

By the end of the course, students will be able to:

- Define the role of ethics as part of a business's operating principles
- 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
- Identify core Western ethical concepts in the context of business decisions through the analysis of case studies
- Identify complex (on the surface or latent) moral issues in a variety of business scenarios
- Identify how morality intersects with the management of specific problem areas of business
- Demonstrate sensitivity to and awareness of how business ethics may vary relative to US and French ideas of ethical and moral conduct and to the corresponding business cultures
- Identify behaviors of successful leaders managing toward an ethical business culture



### **Course Prerequisites**

None.

### **Methods of Instruction**

This course will combine lectures, class debates, field trips and on-site classes, conversations with guest speakers and creative activities.

### **Assessment and Final Grade**

Written Assignments:	25%
Group Presentation:	25%
Final Exam:	20%
Class Participation:	30%

### **Course Requirements**

#### **Written Assignments**

Students will have to deliver two written assignments. Each assignment will consist of an analysis of a given topic through the lens of ethics. The minimum length per assignment is 2000 words. The first assignment will be delivered by the end of the 2nd week and the second one by the end of the 4th week.

#### **Group Presentation**

Students will be broken up into groups of 6-7 people (two groups).

Your group will come up with a critical comparison of the two companies/organizations in which you apply relevant business ethics theories and concepts. Use perspectives and ethical standards described in the class such as utility, rights, justice, and caring in your analysis. Your group can explain and analyze the relevant ethical differences between the two organizations; or, your team can do a mock negotiation/conflict resolution between the two organizations using ethical and unethical terms, then debrief using topics previously discussed in class. Group presentations will last a minimum of 35 minutes.

#### **Final Exam**

Students will take a final exam at the end of the course. The exam (short and long essays) will cover all topics discussed and analyzed in class. The exam will be a take home exam that students will receive at the end of week 4. Rubrics will be used to assess each assignment.



## **Class Participation**

As part of their work in this course, students should demonstrate learning beyond the submission of written assignments or presentations. As such, all students receive grades based upon participation.

Participation is valued as meaningful contribution in the digital and tangible classroom, utilising the resources and materials presented to students as part of the course. Students receive grades based upon their contributions both in the classroom and in the Canvas course. Meaningful contribution requires students to be prepared, as directed by the Instructor, in advance of each class session. Students must clearly demonstrate they have engaged with the materials there were given.

This includes valued or informed engagement in, for example, small group discussions, online discussion boards, peer-to-peer feedback (after presentations), interaction with guest speakers, and attentiveness on co-curricular and outside-of-classroom activities.

It is expected that students attend and participate actively in class. Assigned texts and case studies should be carefully read before the sessions in order for the students to be able to contribute to a coherent and interesting discussion. I do not assign too many readings, but it is vital to read and understand the case studies for each class, as they will be discussed heavily and it will impact your class participation score if you are not prepared.

In addition to in-class participation, there will be one weekly article posted in the “Discussions” section of the course on Canvas. I will post an article relevant to that week’s topics (highlighted below in the syllabus) on Monday morning by 8:00AM starting on week two and ending on week 5 (4 posts in total). Each participant will have to generate one original comment to contribute to the discussion, and respond to two of their peer’s comments within a thread at a minimum. You are welcome and encouraged to engage more in conversation, as this will help your participation grade. This will be expected by Thursday of each week before class starts, where we will wrap up the conversation at the beginning of class. This will add to your overall participation grade.

The class participation grade will be broken into three parts so that the student can track their progress. You will receive each segment at the end of the even number of weeks (Week 2, 4 and 6).



*It is strongly encouraged that you bring an electronic device to class with you each day for the purpose of note-taking (laptop, tablet device, etc).* Please note that if pop quizzes are given, they will be sent electronically as class begins.



### **Class Attendance and Punctuality**

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 sessions will also result in a lower final grade.*

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 will be marked as absent and unexcused. No make-up or re-sit opportunity will be provided.

An absence in a CIEE course will only be considered excused if:

- a doctor's note is provided
- a CIEE staff member verifies that the student was too ill to attend class
- satisfactory evidence is provided of a family emergency

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:

<i>Percentage of Total Course Hours Missed</i>	<i>Equivalent Number of Open Campus Semester classes</i>	<i>Minimum Penalty</i>
Up to 10%	1	No academic penalty
10 – 20%	2	Reduction of final grade
More than 20%	3 content classes, or 4 language classes	Automatic course failure, and possible expulsion



## **Weekly Schedule**

NOTE: this schedule is subject to change at the discretion of the instructor to take advantage of current experiential learning opportunities.

### **Week 1: Introduction**

During this week students will become familiar with the basic constructs that characterize the contemporary debate in business ethics, with particular attention given to the role of capitalism in business ethics.

Session 1: Introduction to the course.

The syllabus will be presented and reviewed, with emphasis on assessment methods and course requirements.

- “What is Business Ethics and Why Study It?” The risks of capitalism.
- Business Ethics & Politics: A focus on the US, England, and France

### **Week 2: The challenges to Ethical Behavior**

During this second week, students will learn about the challenges posed by the overall economic situation of our time. Growing economic inequality and global connectedness have reshaped traditional business interactions; contemporary managers must be informed about these new forms of interactions and should have the skills to face them in ethical ways.

Session 1: Today’s economic challenges  
Licensing and laissez-faire  
Ethical Decision Model

Session 2: Inside information and final responsibility

Session 3: Corruption within International Business - **Assignment due: Written Assignment I**

### **Week 3: Justice, morality and ethics in the workplace**

During this week students will become more acquainted with the theoretical foundations of the business ethics debate. Subsequently, students will apply the theoretical concepts they have



learnt to two different levels of analysis: society at large, and an individual organization.

Session 1: The nature of morality: Normative theories in ethics.

Session 2: Continuing Negotiations & Resolving Conflict

Session 3: Ethics in the workplace. Business Site Visit TBD

#### **Week 4: The ethical leader I**

During this week, the focus will move from the collective level (society and organization) to the individual level. In particular, students will discuss actions taken by current leaders of existing organizations. The objective is to understand the role of leadership and foresee what kind of actions may lead to unethical consequences.

Session 1: How to ethically handle negotiations and conflict resolutions in the business world. Presentation by Leslie Shaw.

Session 2 : The role of leadership for the development of an ethical corporate environment. Implementing change as an ethical leader.

Session 3: Partial Film screening and discussion: *Snowden*. **Assignment due: Written Assignment II**

#### **Week 5: The ethical leader II**

The sessions of this week will continue the debate on the role of leadership but will concentrate on the relational aspects of ethical leadership; in particular, attention will be devoted to the interactions between top management and lower-level employees, and between top management and the local political environment. Examples from the French context will be provided.

Session 1: The relationship between the employer and employee. Review of French state ethical business standards. Review of how employee & labor policies/laws in Europe compare to those in the US, Middle East, and Asia.



Session 2: Business Site Visit: TBA.  
Personal leader assessment.

Session 3: Ethical consideration in the “digital era”.

### **Week 6: Ethics and Business of the (Internet) Society**

This last week will focus on the peculiar consequences of the digital era; fast and consistent earnings, associated with a lack of physical interactions, have created special “digital districts” where socio-economic inequality has taken a very unique configuration. Students will identify this configuration and discuss how to turn such inequality into a more sustainable and fair community.

Session 1: Ethical consideration in the “digital era”: Case studies and discussions.  
Partial film view (clips and discussion): *The Social Network*.

Session 2: Presentations and conclusions.

Session 3: **Final Exam**

### **Course materials**

#### **Readings**

All readings will be provided at least 48 hours before each session, or within an appropriate time length depending on length/amount.

Further reading materials will be assigned on a week-by-week basis. Professor will provide a complete list of complementary readings, media sources and articles published in national and international media in order to stimulate class debates and activities.