# CIEE Global Institute - Copenhagen

**Course name:**              Business Ethics and Leadership
**Course number:**            (GI) MGMT 3001 CPDK
**Programs offering course:** Copenhagen 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 participating in this course, you will:

- Express and perfect (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
- Master 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 movies 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. Mid-term Essay               15%

4. Student Presentations          15%

5. Final Exam                   25%

## 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).

### 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.

**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 the two prompts. The prompts are as follows:

Examine and evaluate examples of good and bad leadership.

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.

Unexcused absences will impact upon the 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, 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 class - 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 Movie Scenes: *Inside Job, 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

During this week, we will cover the ethical decision making framework to improve ethical decisions and the different leadership styles that are best used for certain business circumstances.

Readings: Carroll & Buchholtz (2015), Chapters 8-10.

Class 2:3    Institutionalization of business ethics into practices

During this session, we will evaluate the three dimensions to effective business compliance to include beliefs, values, and voluntary contractual obligations of a business.

In-class Movie scenes: *Margin Call, Let´s Make Money; Yella*

Readings: Carroll & Buchholtz (2015), Chapters 8-10.

**Response paper due**

**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.

Class 3:2    Developing an effective ethics program

In this session students will examine the Individual factors (moral philosophies and values) and Organizational factors (the role of ethical culture and relationships). In-class

TV scenes*: The Office* (BBC & NBC), *Stromberg* (German version of *The Office*)

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

Class 3:3     Excursion to a Danish company

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

**Response paper due**

**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?

Class 4:2     Linked consumers and the (electronic) environment

Students will critically evaluate what is the digital workplace.

Class 4:3     Leaders and followers in the age of social media and big data

During this session, we will study the unintended behavioral influence of social media data sources. Based on the inadvertent actions, one may be a leader or follower based on their legal or social boundaries utilized.

In-class Movie scenes: *The Social Network, 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?

Class 5:2      Student presentations

Student presentations to be determined by the instructor.

**Presentations Due**

Class 5:3      Visit to a Danish technical company

To be determined and discussed at a later date; submit written detailed summary next class

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.

Leadership concepts: Right or wrong? Whistleblowing; Responsibility & Trust or: Confidence, Reliability, Genuineness.

Class 6:2        Excursion to a Danish company

To be determined at a later date by instructor.This visit will seek to address the following topics: A new culture? Steve Jobs, start-ups and the art of leadership.
Review all notes, readings, and article to prepare for Final Exam.

**Response paper due**

Class 6:3        **FINAL EXAM**

## 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
http://businessresearcher.sagepub.com/sbr-1775-98200-2717708/20160215/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

## Online Resources

http://businessresearcher.sagepub.com/sbr-1775-98200-2717708/20160215/technology-and-business-ethics
https://www.youtube.com/watch?v=ajjDvahFG-o