CIEE Global Institute – London

Course name: Business Ethics and Leadership
Course number: (GI) MGMT 3001 LNEN
Programs offering course: London Open Campus (Business track)
Language of instruction: English
U.S. semester credits: 3
Contact hours: 45
Term: Spring 2020

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 the 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

Upon satisfactory completion of this course, the student should have the ability to:

- Define the role of ethics as part of a business's operating principals
- 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 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, in discussion and written work, sensitivity and awareness of how business ethics may vary relative to US and British ideas of ethical and moral conduct, and how this corresponds to their respective business cultures
- Identify the behaviours of successful leaders who manage toward an ethical business culture

Course Prerequisites

None.

Methods of Instruction

Through lectures and discussion, students will engage in core philosophical and moral concepts from a range of traditions, 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 to provoke discussion and debate.

Assessment and Final Grade

Papers (2)	10%
Presentations (2)	30%
Final Paper	20%
Final Exam	20%
Participation	20%

Course Requirements

Paper 1 and 2
Students will be required to analyse and critically discuss two case studies given in class and their success in implementation of ethics and leadership style. Each paper should be 750 words in addition to references.

Presentations
Each student is expected to give two presentations during the course.

Midterm Paper
This assignment will be a 1500 word research document utilizing a range of resources with excellent references. The student is strongly encouraged to integrate learning from site visits and guest speakers into the paper.

Final Exam
This exam will comprise of four questions. The student chooses two questions to answer during the exam. Each question will be answered in the form of a 500-750 word paper.

Participation
As part of your 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 where directed.

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.

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 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.

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	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

<u>**Weekly Schedule**</u>

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

Week 1:

Class 1.1   **Introduction and Core Ideas**

What do we mean when we say "ethical business practices?" This week's lectures explores a multitude of issues relating to a comprehensive overview of ethics and business in the United Kingdom.

Questions and topics explored will include:

- The importance of business ethics (the "business case" argument)
- Realms where ethics and business intersect: stakeholder relationships, corporate social responsibility (CSR), and corporate governance
- Discuss the idea of the "Nature" of Capitalism

Readings:

Shaw, *Business Ethics*: Chapters 1

Ethical Meltdown (Article)

Movie Scenes: The Corporation; more

Podcast: Stakeholders

Week 2

Class 2.1   **Moral Philosophy and Business I**

Western concepts of ethics and morality, in particular from the British philosophical tradition, and their place in modern business practices are explored in this week's lectures. Site visits will elucidate how these philosophical traditions are realized in contemporary British business.

In this class we shall explore ethics and the "nature" of morality and ethical decision making and ethical leadership

Readings:

Shaw, *Business Ethics*: Chapters 2 and 4; Case Studies [Olympus, Tesco; Apple, etc.]

Movie scenes: *Margin Call; London Markets (Smithfield)*

Assignment: Paper 1

Class 2.2   In this class we will discuss Institutionalization of business ethics into practice by exploring various case studies.

Readings:

Shaw, *Business Ethics*: Case Studies [Olympus, Tesco; Apple, etc.]

Week 3

Class 3.1   **Moral Philosophy and Business II**

We will have a critical discussion on moral philosophy, values, corporate social responsibility, and their applications in complex workplaces in the United Kingdom.

Readings:

Shaw, *Business Ethics*, Chapter 3

Assignment: Presentation: Market Ethnography

Class 3.2   We will discuss the role of ethical culture and relationships and evaluate case studies from businesses in the United Kingdom wherein the ethics of businesses have been called into question. These will include a reflection on Starbucks' tax payments as a case study.

We will discuss how to develop an effective ethics program

Readings:

Shaw, *Business Ethics*, Chapter 5; Case Studies; etc.

Assignment: Paper 2

Week 4

Class 4.1   **Leadership I**

Today we focus on leadership skills as they pertain to creating an ethical environment and implementing change needed to achieve a culture of business ethics.

Reading: Management vs Leadership Quiz Shaw 8 and 9;

TV scenes*: The Office* (BBC)

Class 4.2   Introduction to leadership skills: what makes for successful leadership? Business ethics in a global economy We will refer back to the Thatcher era as a case study of leadership with contested ethics. We will discuss implementing and auditing a corporate ethics program

Reading: French and German remakes of the BBC's Office *(Article)*

Assignment: Midterm Paper

Week 5

Class 5.1   **Leadership II**

Examples of poor leadership and whistleblowing will be examined through clips from Enron and banking sector / Wall Street documentaries. Diversity and leadership will also be discussed.

Readings:

Looking for Leadership *(Article);*

Documentary Scenes: *The Warning; Enron the Smartest Men in the Room*

Class 5.2   Continuing the discussion of leadership in corporate ethical culture, with special emphasis on the challenges of contemporary British business environments, this week's lectures and seminars will include an evaluation of leadership concepts:

- 'Right or wrong? Whistleblowing
- Responsibility & Trust
- Poor leadership

Assignment: Presentation: Leadership Approaches

Readings:

Helen Morrissey *(Article)*

Podcast: Leadership Gap

Week 6

Class 6.1   **Ethics and Business of the (Internet) Society:** The course concludes with an examination of the concepts discussed so far in light of the "digital workplace." The central question to this week is: do ethical practices change with the shift from traditional to Internet workplaces and tech business models? To suitably approach this question, sub-questions and sections will include the following:

- What is the "Californian Ideology"?

- What is the digital workplace and its impact?
- Linked Consumers and the (electronic) environment
- Leadership and followship in the age of social media and tech bubbles

Readings:

Social Media – Changing the Rules of Business Ethics (Article); California Ideology; TBA

Video: Cisco-Social Media

Class 6.2   FINAL EXAM

Readings

Balassone, J. (2012). "Ethical Meltdown: Red Flags for Boards of Directors", in *Santa Clara University*. **[PDF]**

Barbrook, Richard & Andy Cameron: "The Californian Ideology". *Mute*, 3 (3): Autumn 1995. **[PDF]**

Gunkel, David J. (2015). "Social Media: Changing the Rules of Business Ethics", from *NIU Newsroom.* **[PDF]**

Lewis, Helen (2015). "Helena Morrissey: 'If I was doing it for a popularity contest, I probably wouldn't say anything'", from *The Guardian*. **[PDF]**

Myattt, Mike (2011). "Looking For Leadership", from *N2Growth*. **[PDF]**

Shaw, William H.(2011). *Business Ethics – A Textbook with Cases* (Wadsworth, 7th Edition). **[Book]**

Online Resources

Schillinger, L. (n.d.). French and German remakes of the BBC's Office. Retrieved May 1, 2015, from http://www.slate.com/articles/arts/television/2006/09/foreign_office.html