Instructor: Jacqueline Jung
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COURSE DESCRIPTION:
This course considers the interplay of ethical criteria, moral values and social norms in guiding companies and organizations in the current political and business environment.

Forward-thinking business leaders are recognizing the importance of how a company is perceived by an increasingly sophisticated and active consumer. There is a direct relation between a company fulfilling its responsibilities to that consumer and to the world at large, and its survival in a competitive setting.

Students will work on various cases and current material from organizations in the field, the media and the law to examine how companies can most effectively retune themselves in the modern climate. To this end, activities will include discussing examples of proper corporate behavior, examining modern business practices, researching cases where unethical behavior created a challenge for business, and looking at how those companies could benefit from the many advantages of establishing ethical guidelines and operating a socially responsible business.

Advantages of Good Corporate guidelines and practices:

- **Marketplace Advantage**: Customers and investors cite corporate practices and values as primary considerations in their decision-making.
- **Superior Employee Performance**: Companies with sound business practices and established values report improved employee morale, reduced employee turnover and increased productivity.
- **Reputation Management**: Once damaged by scandal or unethical behavior, a company’s reputation may never recover - resulting in lost revenue, low employee morale and increased governmental and public scrutiny. Emphasizing responsible business conduct is the surest means of preserving a company’s intangible assets.
- **Powerful Legal and Financial Incentives**: International regulatory developments provide strong legal and financial incentives to corporations that establish standards of conduct and provide ethics education and training to employees. (material from the International Business Ethics website) [http://www.business-ethics.org/primer.asp](http://www.business-ethics.org/primer.asp)
LEARNING OBJECTIVES:

1. Understand the international setting in which companies must operate.
2. Read between the lines of media, reports, and emails and generally understand court decisions and international treaty requirements.
3. Learn what companies must do to be good corporate citizens and how to argue a point persuasively in order to influence future colleagues. Develop a “good” business model.
4. Improve awareness and skills for work in an international business environment.

LEARNING ACTIVITIES

Seminar class with active student participation: Each student is expected to read the assigned material beforehand, and be prepared to participate actively in class discussions, with the instructor providing additional insight as required.

Classes will be divided into sections: discussion of required reading, and news; lecture on the topic of the day; computer research on the topic; 20- minute break; student presentations (in groups) of their research and ideas; and class discussion.

Mid-term Presentation (40% of grade along with 10% for participation at midterm)

Presentation theme: Each student will choose a case where a business or organization behaved unethically and research this case to be presented in class. Students will prepare presentations according to the following criteria:

- The first section should describe the company or organization and then report on the ethical breach or scandal.
- The second section will outline the company’s reaction to the transgression: did the company cover it up or did they quickly own up to it and make amends?
- Lastly, and most importantly, students should reformulate the approach of the company to create a different and better outcome. Students should answer the questions: why did the company or organization behave as it did; what were the constraints (time, financial, local culture, e.g.); and how could they ensure better business behavior in future?

Presentation format: Presentations will be given orally. Each student will have 7-10 minutes to present.

- A PowerPoint presentation is good, but not necessary. In any case, be very prepared to make a convincing presentation without it.
- Please email a 2-page (1 ½ space) paper giving the details of your presentation (along with sources) to the professor at jacquelinepjung@gmail.com by the beginning of the class.

REQUIRED COURSE MATERIALS

- Lanchester, John. (2010), *Whoops, Why everyone owes everyone and no one can pay*, First published by Allen Lane, with new material in Penguin Books. This book is available on Amazon.co.uk. (Professor has several copies to lend).
- Students are expected to read the headlines of at least four newspapers every day and be prepared to analyze current events at the beginning of every class.
OPTIONAL COURSE MATERIALS- case studies and other materials will be taken from:


Journal of International Business Ethics (JIBE), [http://link.springer.com/journal/10551](http://link.springer.com/journal/10551);
Ethics and Compliance Initiative, [www.ethics.org](http://www.ethics.org); and publications list, [http://www.ethics.org/?q=page/publications](http://www.ethics.org/?q=page/publications)

IMPORTANT WEBSITES


The Professor will send a list of required reading before each class. This will include passages from the books above, links to websites and articles, and some printed material in addition to news. Students will be asked to do research in class to answer questions posed by the professor.

GRADES AND DISTRIBUTION: The final course grade will be based on:

Class Participation 10% a midterm, 10% at final
Mid-term presentations 40%
Final exam 40%

Grade distribution:
A 93-100, A- 90–92, B+ 87-89, B 83-86, B- 80-82
C+ 77-79 C 73-76 C- 70-72, D 60-69, F below 60

ABSENCES: Because this class meets only once a week, no unexcused absences are allowed. If you must miss class, please inform the office, and notify the professor, who will instruct you on how to make up missed work.

ACADEMIC INTEGRITY: As a Jesuit, Catholic university, Fordham is committed to ensuring that all members of the academic community strive not only for excellence in scholarship but also for integrity of character. In the pursuit of knowledge and personal development, it is imperative that students present their own ideas and insights for evaluation, critique, and eventual reformulation. As part of this process, each student must
acknowledge the intellectual contributions of others. Academic integrity is the pursuit of scholarly activity in an honest, truthful, and responsible manner. Violations of academic integrity include, but are not limited to, plagiarism, cheating on exams, falsification, unapproved collaboration, and destruction of library materials.

In this course—and in every course—you are expected to abide by Fordham University’s Code of Conduct which includes, but is not limited to, Standards of Academic Integrity. For inclusive information on the University’s policy on cheating, intentional or unintentional plagiarism, falsification and unapproved collaboration among other things, please visit the following website:

https://www.fordham.edu/info/25380/undergraduate_academic_integrity_policy

Sanctions for violations of academic integrity outlined in the Fordham University Student Handbook include a receiving a failing grade on the assignment/examination, and possibly of receiving a failing grade for the course.
CLASS SCHEDULE (for Wednesday and Thursday classes):

January 17/18: What is International Business Ethics?
1. Introduction and overview of the course. Professor experience.
2. Student introductions and experience
3. Discussion of business ethics climate
4. Theories of ethics in business
READING: Info sent to students by instructor

January 24/25: Ethics and the world regulatory system
1. The World Trade Organization, United Nations agencies and organizations
2. International treaties and agreements
3. Multinational companies-who regulates them?
READING: Info sent to students by instructor

Jan. 31/Feb. 1: Are Ethics culturally based?
1. Different cultures-different ethical views
2. Individual influences on ethical decision-making
3. Cultural relativism
READING: Info sent to students by instructor.

February 7/8: Corruption-the biggest problem of all?
1. How corruption begins and how it strangles opportunity
2. Lobbying and the revolving door
3. Transparency International and other organizations
4. Anti-corruption efforts: “we are the ones we have been waiting for” (Hopi Elders)
READING: Info sent to students by instructor.

February 7- Speaker (12:30-1:30): Stilpon Nestor, Nestor Advisors-corporate governance

February 14/15: Examples of unethical business practices
1. The Corporate Hall of Shame 2014
2. Marketing of dangerous products
3. Marketing to children
READING: Info sent to students by instructor.

February 14- Speaker (12:30-1:30): Loughlin Hickey, Blueprint for Better Business

February 21/22: City of London field trip

Feb. 28/Mar. 1: Environmental protection
1. International environmental talks and treaties
2. Changing weather patterns and how they affect countries and trade
3. Cheap products vs. One Health, the dangers of plastics
4. Biotechnology, farmer’s rights and plant protection
READING: Info sent to students by instructor
March 5-9: Midterm Break - no classes

March 14/15: Midterm Presentations

March 21/22: Whistleblowing, Corporate Espionage
   1. Cultural expectations and whistleblowing
   2. Protections for whistleblowers
READING: Info sent to students by instructor.

March 21- Speaker (12:30-1:30): Mary Inman, Constantine & Cannon, Whistleblowers

March 23- Spy Tour (9:30-12:30): Prof. Jung, Kensington/South Kensington

March 28-29: Labor and Production Standards/Product Controls
   1. Respect for worker health: safe working conditions: Rana Plaza, etc.
   2. Unsafe products: lead, banned pesticides, BPA, melamine, etc.
   3. Precautionary Principle: respect for consumers and mitigating
READING: Info sent to students by instructor

April 4/5: Modern slavery
   1. Types of modern slavery and where it occurs
   2. How businesses benefit from modern slavery
READING: Info sent to students by instructor

April 5-8/April 12-15: Rome trip for GSB students

April 11/12: Development of an Ethics Framework
   1. Corporate governance emerging guidelines
   2. Sample codes
READING: Info sent to students by instructor

April 18/19: Corporate and Personal Ethics
   1. An effective corporate ethics code
   2. Personal ethics
   3. Managing personal vs. corporate ethics, monitoring mechanisms
READING: Info sent to students by instructor

April 25/26: Power of the People
   1. Citizens’ groups, NGOs and certification schemes
   2. Consumer boycotts, petitions, protests and individual actions
READING: Info sent to students by instructor

May 2/3: Final Exam (online)