

Joint Master in Global Entrepreneurial Management (jMGEM)

IQS School of Management, Ramon Llull University

Year 2014-2015

Cross-Cultural Management and Business Ethics Practice

Business Ethics in Practice

Dr. José Sols

1. General specifications

Module Title: Business Ethics in Practice

Teacher: Dr. José Sols

Email: jose.sols@iqs.edu

About Dr. José Sols

José Sols Lucia is a Doctor of Theology (Centre Sèvres, Paris, 1999), having previously graduated in Theology (Centre Sèvres, Paris, 1994) and Contemporary History (University of Barcelona, 1987). He is Director of the Chair of Ethics and Christian Thought at IQS (Institut Químic de Sarrià), Ramon Llull University, where he lectures in *Business Ethics* and *Christian Social Thought*. He is the coordinator of *Red Humanitas* at the *Aristos Campus Mundus 2015* Campus of Excellence (Ramon Llull University, Universidad de Deusto, Universidad Pontificia Comillas, and Fordham University). He is the coordinator of the group of lecturers in Christian Social Thought at UNIJES (Spanish Federation of Jesuit Universities). He is a member of the group of lecturers in Ethics at UNIJES. He is member of the coordinating group of the series "Ética de las profesiones", Desclée de Brouwer, Bilbao. He is a lecturer at the Centre of Studies "Cristianisme i Justícia". He has been guest lecturer at the Instituto Filosófico Pedro Francisco Bonó (Santo Domingo, Dominican Republic), at the IMDOSOC (Mexico, D.F.), at ITESO (Guadalajara, Mexico), at the Universidad Centroamericana (El Salvador), at the Jesuit School of Theology of Santa Clara University (Berkeley, California), and at the Faculty of Philosophy at the Ramon Llull University. His last publications: *Cinco lecciones de pensamiento social cristiano* (Madrid: Trotta, 2013); *Pensamiento social Cristiano abierto al siglo XXI. A partir de la encíclica Caritas in veritate* (Santander: Sal Terrae, 2014); "The Anthropological Function of Dialogue in Political Reconciliation Processes. Ethical Analysis of Ignacio Ellacuría's Thought on the 25th Anniversary of his Death (1989-2014)", *Ramon Llull Journal of Applied Ethics* 5 (2014), 125-141.

Aims

In an increasingly global world, managers must be able to handle diversity effectively and to work with the sense of business ethics and corporate social responsibility. The aim of this module (*Business Ethics in Practice*) is therefore:

- To increase the awareness of the impact of cultural diversity on business ethics.
- To provide the students with theoretical and practical tools in order to improve their productivity when working and doing business with people from other cultures and religions.
- To make the students more aware of their own personal orientations.
- To introduce the students in managerial ethics, which includes ethics of relationships between the firm and its workers, ethics of relationships between the firm and its clients, financial ethics, and ethics of environment.

2. Content

- Ethical analysis
- Ethics and Business
- Corporate Social Responsibility
- Management as profession
- Professional Ethics
- Social entrepreneurship
- Financial Ethics

3. Schedule

In each session: A group prepares the case presentation. Before the class, everybody should have read the case and the theory and written the answers to some questions, which must be given to the professor in the class.

Session	Day	Time	Subject	Previous Homework	Group presentation
0	Wednesday, September 3 rd	3 pm	General introduction to the course / Written exercise in class / Commentary about the written exercise / Introduction to Business Ethics		
1	Monday, September 8 th	3 pm	Control about session 0 / Group presentation about the Case of the Tata Group / Discussion about the group presentation and about the personal answers to questions /	Case 1: Sharma, R. R. & Mukherji, S., "Can Business and Humanism Go Together? The case of the tata Groupwith a Focus on Nano Plant", see Kimakovitz, pp. 247-265.	Group 1

			Theory about Business Ethics: Civil Ethics.	Theory 1: Cortina, A., "Civil Ethics and the Validity of Law".	
2	Wednesday, September 17 th	3 pm	Control about session 1 / Group presentation about the Level Ground Trading / Discussion about the group presentation and about the personal answers to questions / Theory about Business Ethics: the Corporate Social Responsibility (CSR).	Case 2: Low, W. & Davenport, E., "Level Ground Trading Ltd – Fair Trade Coffee As a Front for Social Justice", see Kimakovitz, 131-146. Theory 2: Garriga, E. & Melé, D., "Corporate Social Responsibility Theories: Mapping and Territories".	Group 2
3	Monday, September 22 nd	3 pm	Control about session 2 / Group presentation about the Mondragon Case / Discussion about the group presentation and about the personal answers to questions / Theory about Business Ethics: the CSR in Europe.	Case 3: Mollner, T., "Mondragon: Could Something Like This be in Our Future", see Kimakovitz, 170-184. Theory 3: Document 1: European Commission (2001), <i>Promoting a European Framework for Corporate Social Responsibility. Green paper.</i> ¹ Document 2: European Parliament (2003), <i>Report on the Communication from the Commission Concerning Corporate Social Responsibility: A Business Contribution to Sustainable Development.</i> ² Document 3: Commission of the European Communities (2006), <i>Communication from the Commission to the European Parliament, the Council and the European Economic and Social Committee: Implementing the Partnership for Growth and Jobs: Making Europe a Pole of Excellence on Corporate Social Responsibility.</i> ³	Group 3
4	Wednesday, October 1 st	3 pm	Control about session 3 / Discussion with the entrepreneur Mr Jordi Aznar / Group presentation about the Small Chinese Private Firm Case / Dialogue about the group presentation and about the	Case 4: Fang Lee Cooke, "Entrepreneurship, Humanistic Management and Business Turnaround: The Case of a Small Chinese Private Firm", see Kimakovitz, 119-130. Theory 4:	Group 4

¹ See

http://www.jussemp.org/Resources/Corporate%20Activity/Resources/greenpaper_en.pdf

² See <http://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:52002DC0347&from=EN>

³ See

<http://www.jussemp.org/Resources/Corporate%20Activity/Resources/IMPLEMENTINGPARTNERSHIPJOBS.pdf>

			personal answers to questions / Theory about Business Ethics: the Education in the Business Schools.	"Business Education and the Social Transformation of American Management", see Khurana (2007), Introduction.	
5	Wednesday, October 8 th	3 pm	Control about session 4 / Dialogue about the group presentation and about the personal answers to questions / Theory about Business Ethics.	Case 5: <i>Enron: the Smartest Guys in the Room</i> , film by Alex Gibney. Theory 5: Pontifical Council for Justice and Peace (2011), "Towards Reforming the International Financial and Monetary Systems in the Context of Global Public Authority". ⁴	Group 5
6	Friday, October 10 th	3 pm	Control about session 5 / Group presentation about the Sonae Sierra Case / Dialogue about the group presentation and about the personal answers to questions / Group presentation about "H. B. Fuller and the Street Children of Central America" / Dialogue about the group presentation and about the personal answers to questions.	Case 6: Teixeira Santos, P.; Pina e Cunha, M.; Rego, A.; Pereira Lopes, M., "Triple Bottom Line Management at Sonae Sierra", see Kimakovitz, 231-246. Case 7: "H. B. Fuller and the Street Children of Central America", by Manuel Velasquez.	Group 6 & group 7
7	Wednesday, October 15 th	3 pm	Final Exam		

4. Course structure

The course is designed to be participative according to the important role that has discussion in moral philosophy.

There will be compulsory and additional readings to prepare every topic and every discussion. These readings will be given before starting the session in which the topic will be dealt.

There will be several assignments to go deeper on each topic presented. These assignments might be a comment on a reading, a case study or some work to do in class.

Theory will be presented in class based on the readings and the assignments given. Even though we will be moving around the moral philosophy area, we will use contemporary readings and business cases to illustrate the theory given.

⁴ See

http://www.vatican.va/roman_curia/pontifical_councils/justpeace/documents/rc_pc_justpeace_doc_20111024_nota_en.html#3._An_Authority_over_Globalization

5. Learning Outcomes

Knowledge and understanding

On completion of this course (*Cross-Cultural Management and Business Ethics Practice*) the student should be able to:

- Be aware of the impact of cultural diversity on business.
- Understand the most significant cultural dimensions.
- Know the consequences of each cultural dimension on key management functions.
- Know the cultural orientation of the most significant countries.
- Know the consequences in human life and in the environment of managerial choices and of managerial planning.

Skills, qualities and attributes

On completion of this module (*Business Ethics in Practice*) the student should be able to:

- Identify his/her personal orientation with its strengths and weaknesses.
- Be capable of managing a firm in which human rights and the environment are respected.
- Gain a deeper understanding of Ethics through the study of cases and texts.
- Be made aware of the human factor in the economy and in business.
- Make choices regarding his/her professional activity on the understanding that said choices have an impact not only on their lives, but on the lives of others.
- Better exercise his/her freedom in their professional activity.

6. Evaluation

Individual writing exercises - 40 %

Group presentation – 30 %

Final exam – 30 %

7. Bibliography

Bibliography to work in class

Commission of the European Communities (2006), *Communication from the Commission to the European Parliament, the Council and the European Economic and Social Committee: Implementing the Partnership for Growth and Jobs: Making Europe a Pole of Excellence on Corporate Social Responsibility*.

<<http://www.jussemp.org/Resources/Corporate%20Activity/Resources/IMPLEMENTINGPARTNERSHIPJOBS.pdf>>

Cortina, A. (2000), "Civil Ethics and the Validity". *Ethical Theory and Moral Practice* 3 (2000), 39-55.

European Commission (2001), *Green Paper. Promoting a European Framework for Corporate Social Responsibility*. (Also called *The Green Book*).

<http://www.jussemp.org/Resources/Corporate%20Activity/Resources/greenpaper_en.pdf>

European Parliament (2003), *Report on the Communication from the Commission Concerning Corporate Social Responsibility: A Business Contribution to Sustainable Development*.

<<http://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:52002DC0347&from=EN>>

Garriga, E. & Melé, D., "Corporate Social Responsibility Theories: Mapping and Territories". *Journal of Business Ethics* 53 (2004), 51-71.

Kimakowitz, E. (2011); Pirson, M.; Spitzeck, H.; Dierksmeier, C.; Amann, W., *Humanistic Management in Practice*. New York (USA) – Hampshire (UK): Palgrave Macmillan.

Khurana, R. (2007), *From Higher Aims to Hired Lands*. Princeton, NJ: Princeton University Press.

Velasquez, M. G. (2012), *Business Ethics: Concepts and Cases*. Santa Clara, CA: Santa Clara University.

Other interesting readings

Alford, H.J. & Naughton, M.J. (2006), *Managing as if Faith Mattered*. Notre Dame, Indiana: University of Notre Dame Press.

Arenas, D., et al, "The role of NGOs in CSR: Mutual Perceptions Among Stakeholders". *Journal of Business Ethics* 88 (2009), 175-197.

Brown, K. W., et al, "Mindfulness: Theoretical Foundations and Evidence for its Salutary Effects". *Psychological Inquiry* 18/4 (2007), 211-237.

Buchholz, R. A., & Rosenthal, S. A., "Toward a Contemporary Conceptual Framework for Stakeholder Theory". *Journal of Business Ethics* 58 (2005), 137-148.

Ciulla, J.B. (ed.) (1998), *Ethics, the Heart of Leadership*. Westport – Connecticut - London: Praeger.

Cortright, S. A. & Naughton, M. J. (2002), *Rethinking the Purpose of Business. Interdisciplinary Essay from the Catholic Social Tradition*. Notre Dame, Indiana: University of Notre Dame.

Crane, A., et al, "Stakeholders as Citizens? Rethinking Rights, Participation, and Democracy". *Journal of Business Ethics* 53 (2004), 107-122.

Crane, A. (2008); Matten, D.; Spence, L. J., *Corporate Social Responsibility. Readings and Cases in a Global Context*. London – New York: Routledge.

Crane, A. (2009); McWilliams, A.; Matten, D.; Moon, J.; Siegel, D. S., *The Oxford Handbook of Corporate Social Responsibility*. Oxford: Oxford University Press.

- De George, R.T. (1990), *Business Ethics*. New York – London: MacMillan Publishing Company – Collier MacMillan Publishers.
- Dierksmeier, C. (2011); Amann, W.; Kimakovitz, E. von; Spitzbeck; Pirson, M., *Humanistic Ethics in the Age of Globality*. New York (USA) – Hampshire (UK): Palgrave Macmillan.
- Driscoll, D.-M. & Hoffman, W. M. (2000), *Ethics Matters*. Waltham, Massachusetts: Center for Business Ethics, Bentley College.
- Driver, M., “Beyond the Stalemate of Economics versus Ethics: Corporate Social Responsibility and the Discourse of the Organizational Self”. *Journal of Business Ethics* 66 (2006), 337-356.
- Enderle, G. (ed.) (1999), *International Business Ethics: Challenges and approaches*. Indiana: University of Notre Dame Press.
- Freeman, R. E. (1983), *Strategic Management. A Stakeholder Approach*. Cambridge, UK: Cambridge University Press.
- Gagné, M. & Deci, E. L., “Self-determination Theory and Work Motivation”. *Journal of Organizational Behavior* 26 (2005), 331-362.
- Gannon, M. J. (2001), *Understanding Global Cultures: Metaphorical Journeys through 23 Nations*. Thousand Oaks, CA: Sage.
- Giovanola, B., “Re-Thinking the Anthropological and Ethical Foundations of Economics and Business: Human Richness and Capabilities Enhancement”. *Journal of Business Ethics* 88 (2009), 431-444.
- Hahn, R., “The Ethical Rational of Business for the Poor – Integrating the Concepts Bottom of the Pyramid, Sustainable Development, and Corporate Citizenship”. *Journal of Business Ethics* 84 (2009), 313-324.
- Hinman, L. M. (2013), *Ethics. A Pluralistic Approach to Moral Theory*. Boston, MA: Wadsworth.
- Hofstede, G. (2005), *Cultures and Organizations, software of the mind*. New York: McGraw Hill.
- Hwang, D. B., et al, “Guanxi and Business Ethics in Confucian Society Today: An Empirical Case Study in Taiwan”. *Journal of Business Ethics* 89 (2009), 235-250.
- Johnsen, D. B., “The Ethics of ‘Commercial Bribery’: Integrative Social Contract Theory Meets Transaction Cost Economics”. *Journal of Business Ethics* 88 (2009), 791-803
- Kasser, T., et al, “Some Costs of American Corporate Capitalism: A Psychological Exploration of Value and Goal Conflicts”. *Psychological Inquiry* 18/1 (2007), 1-22.
- Lewis, R. D. (2000), *When Cultures Collide: Managing Successfully Across Cultures*. London, UK – Yarmouth, Maine: Nicholas Brealey Publishing.
- Matten, D., & Moon, J. (2004), “A Conceptual Framework for Understanding CSR”, in Habisch, A. (ed.) et al (2004), *Corporate Social Responsibility Across Europe*. Berlin: Springer, 335-356.
- Matthews, J. B. (1985); Goodpaster, K. E.; Nash, L. L., *Policies and Persons. A Casebook in Business Ethics*. New York: McGraw-Hill Book Company.
- Melé, D. & Dierksmeier, C. (2012), *Human Development in Business. Values and Humanistic Management in the Encyclical Caritas in Veritate*. New York (USA) – Hampshire (UK): Palgrave Macmillan.
- Michaelson, C., “Work and the Most Terrible Life”. *Journal of Business Ethics* 77 (2008), 335-345.
- Michalos, A. C. (1995), *A Pragmatic Approach to Business Ethics*. London – New Delhi: SAGE Publications, Thousand Oaks.

Néron, P.-Y., "Business and the Polis: What Does it Mean to See Corporations as Political Actors?". *Journal of Business Ethics* (2009), online.

Primeaux, P. & Vega, G., "Operationalizing Maslow: Religion and Flow as Business Partners". *Journal of Business Ethics* 38 (2002), 97-108.

Thomas, R. M. (ed.) (2011), *Business Ethics*. Cambridge, UK: Ethics International Press, Centre for Business Ethics and Public Sector Ethics.

Ryan, R. M., et al, "Living Well: A Self-Determination Theory Perspective on Eudaimonia". *Journal of Happiness Studies* 9 (2008), 139-170.

Seitanidi, M. M., & Crane, A., "Implementing CSR Through Partnerships: Understanding the Selection, Design and Institutionalisation of Nonprofit-Business Partnerships". *Journal of Business Ethics* 85 (2009), 413-429.

Sheldon, K M., et al, "The Independent Effects of Goal Contents and Motives on Well Being: It's Both What You Pursue and Why You Pursue It". *Personality and Social Psychology Bulletin* 30/4 (2004), 475-486.

Sison, A. J. G., "From CSR to Corporate Citizenship: Anglo-American and Continental European Perspectives". *Journal of Business Ethics* (2010), online.

Sols, J. (2011); Florensa, A.; Rocha Scarpetta, J.A., "Business Ethics and Religion: the Cases of Christianity, Judaism, Islam, Hinduism and Buddhism", in Thomas, R. M. (ed.) (2011), *Business Ethics*. Cambridge, UK: Ethics International Press, Centre for Business Ethics and Public Sector Ethics, 131-153.

Trompenaars, F., *Riding the waves of culture*. Nicholas Brealey.

Vanberg, V. J., "Corporate Social Responsibility and the 'Game of Catallaxy': The Perspective of Constitutional Economics". *Constitutional Political Economy* 18 (2007), 199-222.

Wueste, D.E. (ed.) (1991), *Professional Ethics and Social Responsibility*. Lanham, Maryland: Rowman and Littlefield Publishers, Inc.